As most of you recall, in mid-May we rebranded our organization as Cone Health. This branding is linked to our vision of becoming a national leader in providing measurably superior healthcare.

Becoming a national leader in healthcare embraces such important goals as improving the quality of care that our patients receive. At the same time, it’s also about something that’s harder to define. It’s about having the right culture – or work environment – to care for our patients and to do our jobs.

Without the right culture, even our best efforts won’t succeed. It’s just that important.

Several months ago, we put together a team representing various levels and areas of Cone Health to look at our culture. A crucial first step in their work was to examine our current values and to determine if new ones were needed to help us achieve national leadership in healthcare. This team, called the Leadership Coalition, shared its initial thoughts. From there, a subcommittee boiled down the suggestions into three clear, easy-to-remember value statements.

While it wasn’t feasible to solicit feedback from all of our 8,200 employees & volunteers, we shared the values with three groups working on the culture effort, the Medical Executive Committee and with all department directors, who represent every employee. I’m pleased to say these groups were overwhelmingly supportive. Our Board of Trustees ratified these values on July 26, and I’m proud to share them with you now.

At Cone Health, we value and are accountable for:

- **Caring for Our Patients**
  We provide exceptional quality, compassionate care and service in a safe, respectful environment.

- **Caring for Each Other**
  We appreciate each other through honest communication and respect. We inspire ongoing learning, pride, passion and fun.

- **Caring for Our Communities**
  We engage our communities with integrity and transparency. We embrace our responsibility to promote health and well-being.
Now it’s up to you to bring these values to life. We’d like for you to read through them and embrace them. You’ll be receiving name-badge cards containing the new values; you’ll see posters throughout your departments; and you’ll continue to hear about them in all our conversations.

These values reflect who we are, and we ask you to incorporate them into your daily interactions with patients, each other and our community. Hold one another accountable for working in accordance with these values, and hold us accountable as leaders.

This is important because building our best culture is not about who we say we are. It’s about how we really interact with each other and our patients every day. It’s about what behaviors we reward and what values we hold in high esteem. It’s not a new program to be implemented in a set timeframe – it’s a new way of being – a way that is built over time with trust, respect and open communication.

These values are the first step in our journey to create a culture that will carry us toward being a national leader in providing measurably superior healthcare. You’ll be hearing more about this work in the coming weeks, and I welcome any feedback you might have.

Thank you for all you do to help us become The Network for Exceptional Care.