

# Shaping Our Future

## 2023 STRATEGIC PLAN

### 1. Build Market

#### Distinctiveness

Reclaim market share by doubling down on areas with disproportionate opportunity to capture growth in the 8-county region

### 2. Advance Physician Partnership and Alignment

Strong alignment with the right complement of physicians to deliver on quality-focused outcomes and ensure continuity of care

### 3. Reimagine Consumer

#### Engagement and Experience

Deliver a seamless customer experience via analog and digital channels to grow impact and leapfrog competitors

### 4. Drive Industry-Leading Productivity

Reach top-quartile improvements to sustain the organization with renewed discipline and rigor

STRATEGIES 5 AND 6 SUPPORT THE FIRST FOUR

### 5. Evaluate

#### and Leverage Partnerships

To accelerate strategic objectives by positioning the health system to quickly decide when to buy, build, or partner with organizations that help us grow

### 6. Drive Purpose and Advance Organizational Health

Enable employees and physicians to drive sustainable change



Our Care Lives Here

## Premier Health's Mission, Vision and Values

### Mission

We will **IMPROVE THE HEALTH OF THE COMMUNITIES WE SERVE** with others who share our commitment to provide high-quality, cost-competitive health care services.

### Vision

People will **CHOOSE** Premier Health over any health system in southwestern Ohio.  
We will **EARN** their choice, and **GROW** our market leadership, by anticipating their needs and exceeding their expectations.

### Values

We . . . **RESPECT** each person's dignity.  
Act with **INTEGRITY** to do the right thing in all aspects of our responsibilities.  
Serve with **COMPASSION** that embraces each individual's concerns and hopes.  
Commit to **EXCELLENCE** as measured to the highest level of performance.