

# BRAND STRATEGY

## BRAND PROMISE

Our commitment – to patients, to our staff, to everyone who interacts with our brand.

WE WILL FIND A WAY.

## BRAND ESSENCE

Guides the way in which our brand is experienced. Our attitude.

RELENTLESS OPTIMISM.

## BRAND PILLARS

Our defining strengths

CULTURE/  
ENVIRONMENT

RESEARCH/  
INNOVATION

EASE OF CARE

EXPERTISE

## BRAND MISSION

A statement of organizational purpose

TO SAVE AND IMPROVE LIVES.