



# Journey to Excellence

## Pillar 1: People

- Implement physician recruitment plan
- Make the system easier to access and navigate
- Increase electronic connectivity with physicians and practices
- Ensure a strong and effective management team
- Ensure an engaged workforce
- Ensure the supply of talent meets organizational requirements

## Pillar 2: Service

- Enhance the patient experience by hardwiring service excellence

## Pillar 3: Quality

- Provide a safe environment of care and eliminate hospital acquired infections and injuries
- Perform at top 10 percent nationally in delivery of care

## Pillar 4: Growth

- Continue major service line growth planning
- Pursue the Medical Home Model
- Develop long-range campus development plans
- Become the physician partner of choice

## Pillar 5: Finance

- Achieve focused strategic growth through continued revenue enhancement

## Pillar 6: Community

- Support transparency in dissemination of information related to PinnacleHealth
- Provide leadership in improving health and wellness
- Create an environment that supports accessibility and consideration of patient/family needs

PinnacleHealth's mission is to maintain and improve the health and quality of life for all the people of central Pennsylvania. We continually look for opportunities for improvement, growth and consistency of care.

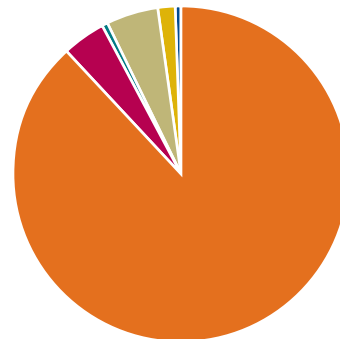
Recently we embarked on a Journey to Excellence through which each employee is working to create a new, invigorated culture. The Journey to Excellence promotes renewed passion for providing our patients with the best possible care.

To bring focus to our mission, we have committed to the following strategic pillars: commitment to people, service, quality, growth, finance and community.



## Community Benefit Report Inventory FY 2010

PinnacleHealth recognizes more than \$5 million in community benefit that served more than 800,000 people.



Community Health Education	724,038 people
Community Based Clinical Services	32,350 people
Health Care Support Services	5,957 people
Health Professions Education	39,452 people
Subsidized Health Services	15,085 people
Community Building Activities	3,059 people