

# Who we are

## VISION

**Wisconsin kids will be the healthiest in the nation.**

## MISSION

**Caregiving**

**Advocacy**

**Research**

**Education**

## VALUES

### **Purpose**

We act in service of children and families.

### **Collaboration**

We work together to care for and about children, families and each other.

### **Integrity**

We build confidence and trust in all interactions.

### **Health**

We are at our best.

### **Innovation**

We commit to improvement with breakthrough ideas and solutions.

## **INCLUSION, DIVERSITY & EQUITY COMMITMENT**

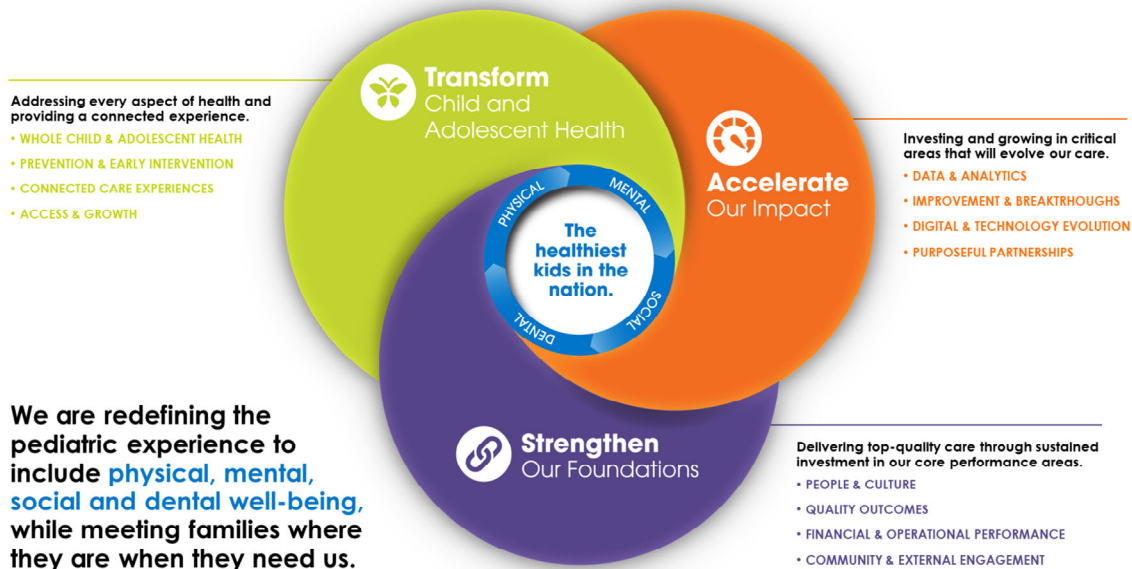
We will create and support an environment and culture that are intentionally inclusive, diverse and anti-racist.

The elements on this slide should be familiar to you.

Our Vision and Mission are constant.

Our values and our At Our Best culture will continue to shape how we do our work.

Our strong commitment to Inclusion, Diversity and Equity should be integrated in all that we do and is highlighted in the statement that you see here.



When we first established our vision that Wisconsin's kids would be the healthiest in the nation, we knew it was not a five- or ten-year vision, but our own North Star guiding our direction well into the future. Embracing this vision led us to make significant achievements like expanding our primary care services, strengthening coordination as a system through technology investments, launching our mental and behavioral health initiatives, and investing in our people — our greatest asset.

We continue to follow our North Star, that Wisconsin's kids will be the healthiest in the nation.

This vision led us to the strategies we laid out in 2012 and 2017. Now we are building upon those strategies and evolving as we reach for 2027.

Our 2027 strategy builds upon our achievements and previous milestones, and is an evolution of what we started with our last strategy: we are putting an intentional focus on integrating the breadth and depth of our assets to achieve our vision; we aspire to redesign our models of care to create a more seamless experience for our patients and put the patient and family first; we aspire to treat the whole child — physical, mental and dental needs; and we want to extend our reach and access to

more children and positively impact the lives of our communities.

Staying ahead to benefit kids and families means leaning into today's challenges and tomorrow's opportunities. Few pediatric systems in the nation offer a community-based mission and vision of whole child health with the totality of our services. Our 2027 strategy leverages our strengths and pushes us to make new and lasting impacts on the health of kids and adolescents.



Deliver outstanding, quality health care through sustaining and reinvesting in our core performance areas that are our foundations of excellence.



### People & Culture

Team members will have an unrivaled experience that leads to high engagement, aligned with our Children's values



### Financial & Operational Performance

Steward our resources to maintain and improve both revenue and expenses



### Quality Outcomes

Provide the best and safest care with an unwavering commitment to exceptional quality, experience and value



### Community & External Engagement

Enhance the health of the communities we serve through volunteerism, philanthropy and public policy

3

We will enhance our clinical excellence through continued investments in and focus on our foundations. These are our people, our unwavering focus on quality and safety, our community and external partnerships, and financial and operational excellence.

For Children's to achieve our long term vision and five-year objectives, we must continually invest in our foundations as our top priority.



Invest in and advance critical areas to evolve and transform our care.



### **Data & Analytics**

Enhance our data and analytics capabilities and maturity for actionable insights and outcomes measurement



### **Digital & Technology Evolution**

Leverage technology and data to drive efficiency, quality and experience and serve more children and families



### **Improvement & Breakthrough**

Commit to breakthrough ideas and solutions through advancing our advocacy, research and education



### **Purposeful Partnerships**

Maintain and evolve relationships that are accretive to advancing our vision and mission

4

As we move beyond our foundations, we will also commit to initiatives that enable a greater impact such as data and analytics, digital evolution, advancing our advocacy, research and education, and collaborating with others to improve care and achieve our vision.

Our strategy pushes us to invest energy and resources in critical areas that will help us transform care. Key accelerators, or enablers, are critical as we improve our quality and reach, and strengthen our team members' experience with us as an employer of choice.



## **Transform** Child and Adolescent Health

Pursue opportunities that improve whole child & adolescent health and provide a connected experience.



### **Whole Child & Adolescent Health**

Advance physical, dental, social and mental health — equitably for all children and adolescents



### **Connected Care Experiences**

Provide proactive, seamless and personal experiences at every encounter



### **Prevention & Early Intervention**

Identify and treat children and adolescents earlier in the care continuum to ensure overall well-being



### **Access & Growth**

Targeted service expansion to serve more families and fulfill our mission

5

As a result of focusing on our foundation and key enablers, we will transform the health of kids we serve through a focus on whole child health, moving further upstream in the care continuum, providing connected care experiences, and extending our reach and growth.

The measure of difference in our 2027 strategy is in our efforts to transform the health of the kids and teens we serve. Transformation may involve new work or connecting existing work in new or bigger ways.