

TRUE NORTH

Our journey together

Every patient
will live their
healthiest life.

This is our vision... our aspiration. This is our **True North**.
We believe everyone in our community deserves optimal health.
We are here to partner with those who need us most and help them
achieve their health goals.

We each have an
important role in
achieving our **vision.**

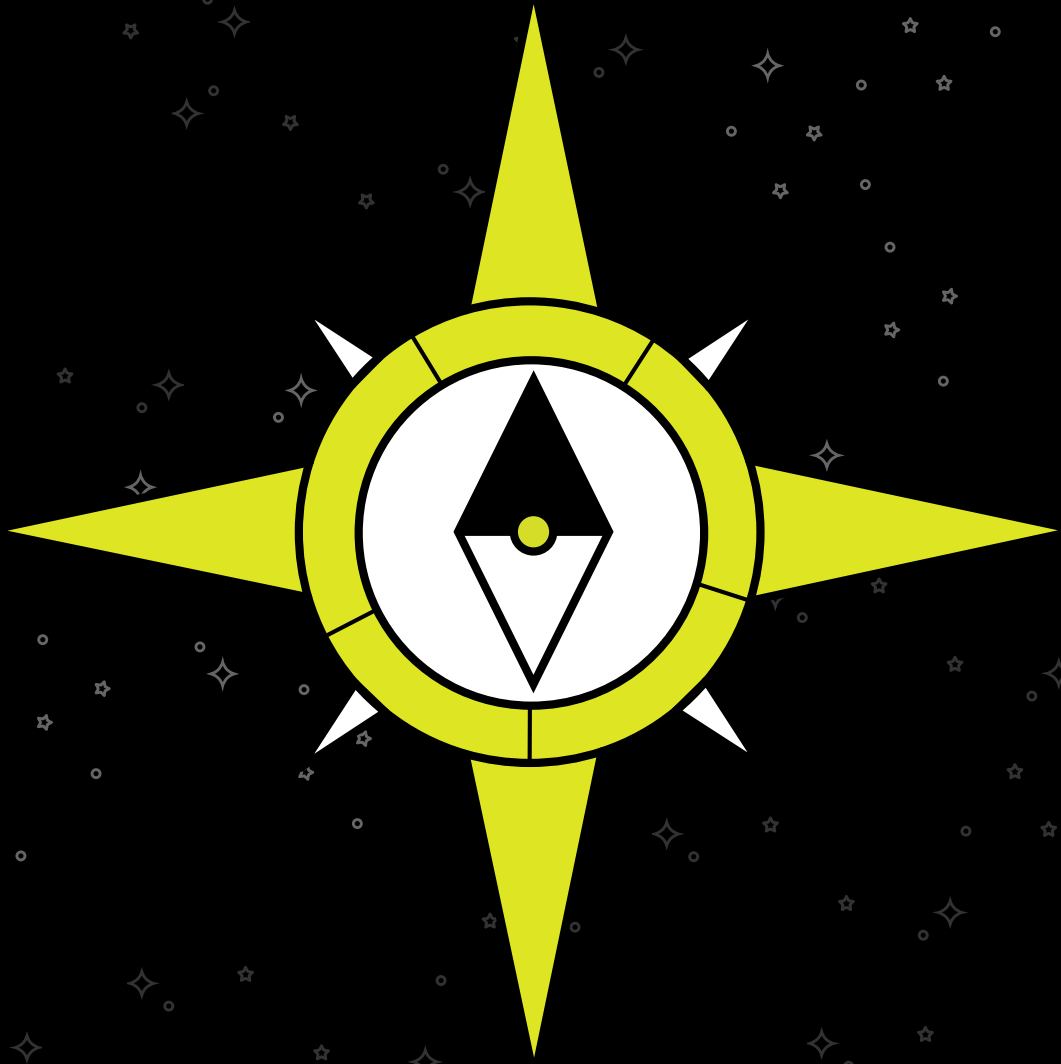


Whether you provide direct patient care or support those who do, you are a valued member of the team. Every interaction we have with patients should be focused on helping them achieve their personal health goals. From making sure patients get preventative care to offering evidence-based options when they are dealing with a complex health issue... **everything we do matters.**

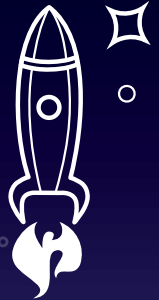
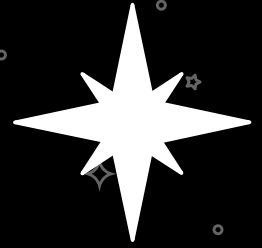
Everything we do
contributes to the
health of our patients.



Helping **every patient live their healthiest life** may feel like a lofty goal, but we have our compass to guide us on our journey.



There are many
paths to achieving our
vision... our **True North.**



The sky is the limit!

Our journey could take many forms and it's unlikely to be straightforward. It will be long and potentially never-ending.



There will be hills to climb and new paths to explore.
But we will always have our compass pointing us in the right direction.



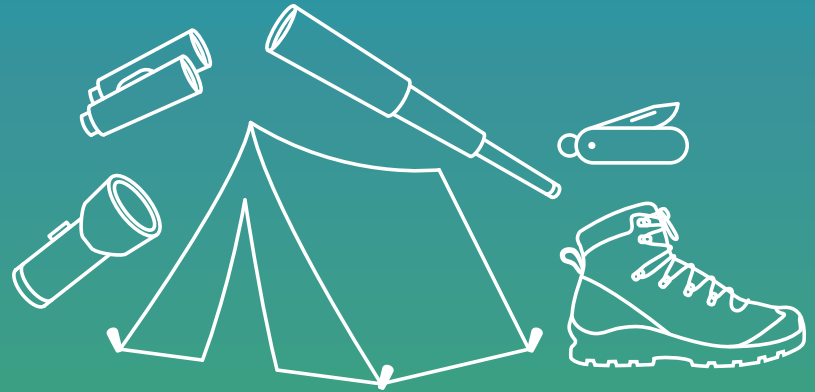
Every leg of the
journey starts with
planning.

It's impossible to anticipate everything
we'll encounter on this path. By using
the tools we have, we'll be prepared
every step of the way.

With any adventure, you need the right tools for the job.



Our **strategy** is our big picture plan to get us to our destination.



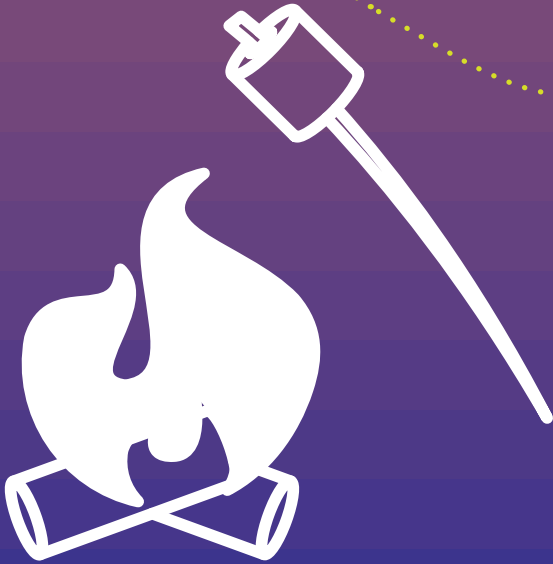
Operations refers to our daily work, where we use the tools we need to navigate the twists and turns along the way.

How will we know we're making progress?

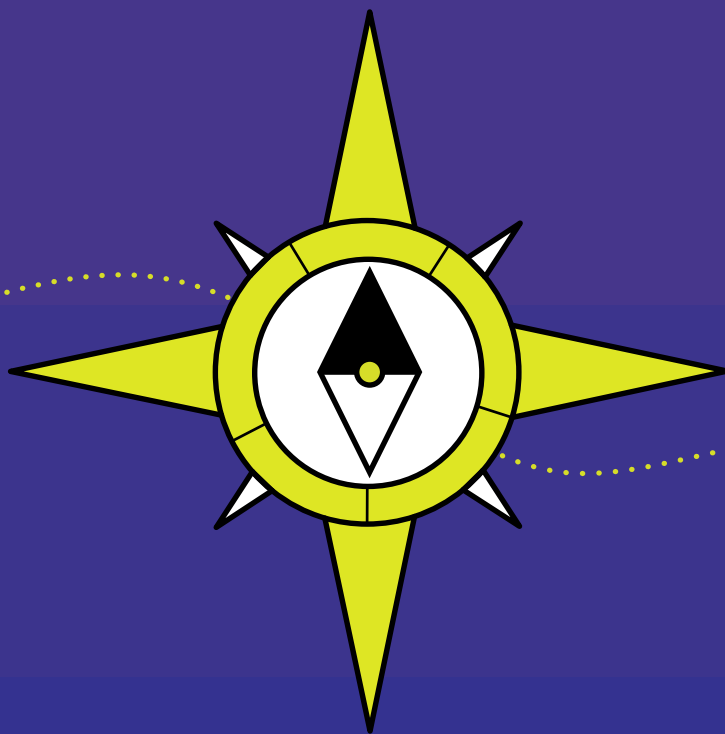


First, we rely on teamwork – we are stronger when we work together as an organization and community. We measure the work most closely aligned with our **True North**, not to grade ourselves, but to constantly learn how we can improve.

It's also important
to share what we've
learned along the way.



We document our successes and our stumbles,
and tell patient stories. This helps inform
the next leg of our journey and
ensures we're meeting our goals.



If we use our compass
and follow our **True North,**

**Every patient will live
their healthiest life.**





How does **True North**
guide our day-to-day work?

The background is a solid black color, densely populated with small, white, four-pointed starburst or sparkle shapes. These shapes are scattered across the entire frame, creating a starry or magical atmosphere. The central text is a large, white, sans-serif font.

What are our tools?



**Let's break it
down.**

VISION

Every patient
will live their
healthiest life.

*Our vision is why we exist. It is our
aspiration for the future... **our True North.***



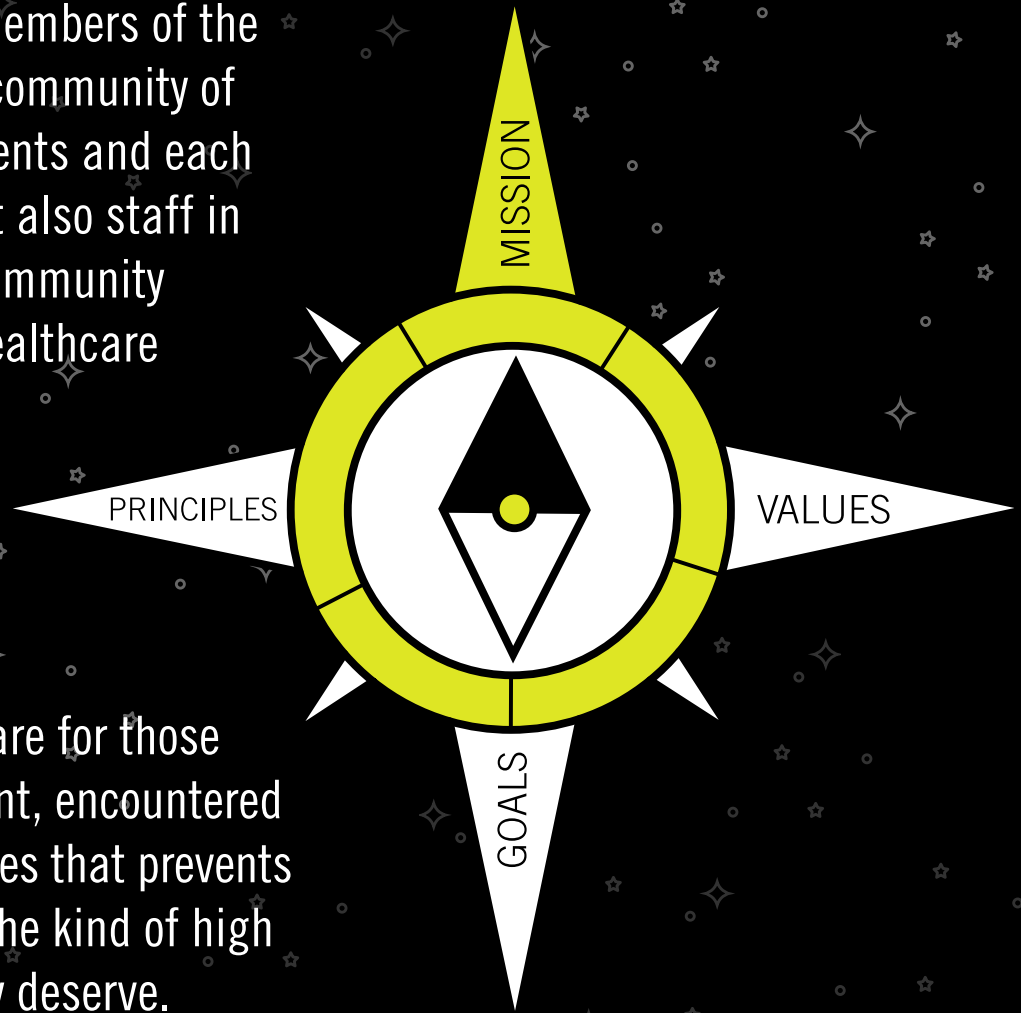
Understanding each patient's goals and aspirations for their own health is an essential part of achieving our vision. Once we clearly understand their health needs, we use our expertise and evidenced-based care to help them achieve their goals.

MISSION

We partner with our community to provide excellent healthcare for patients, including those experiencing social, environmental, or economic challenges.

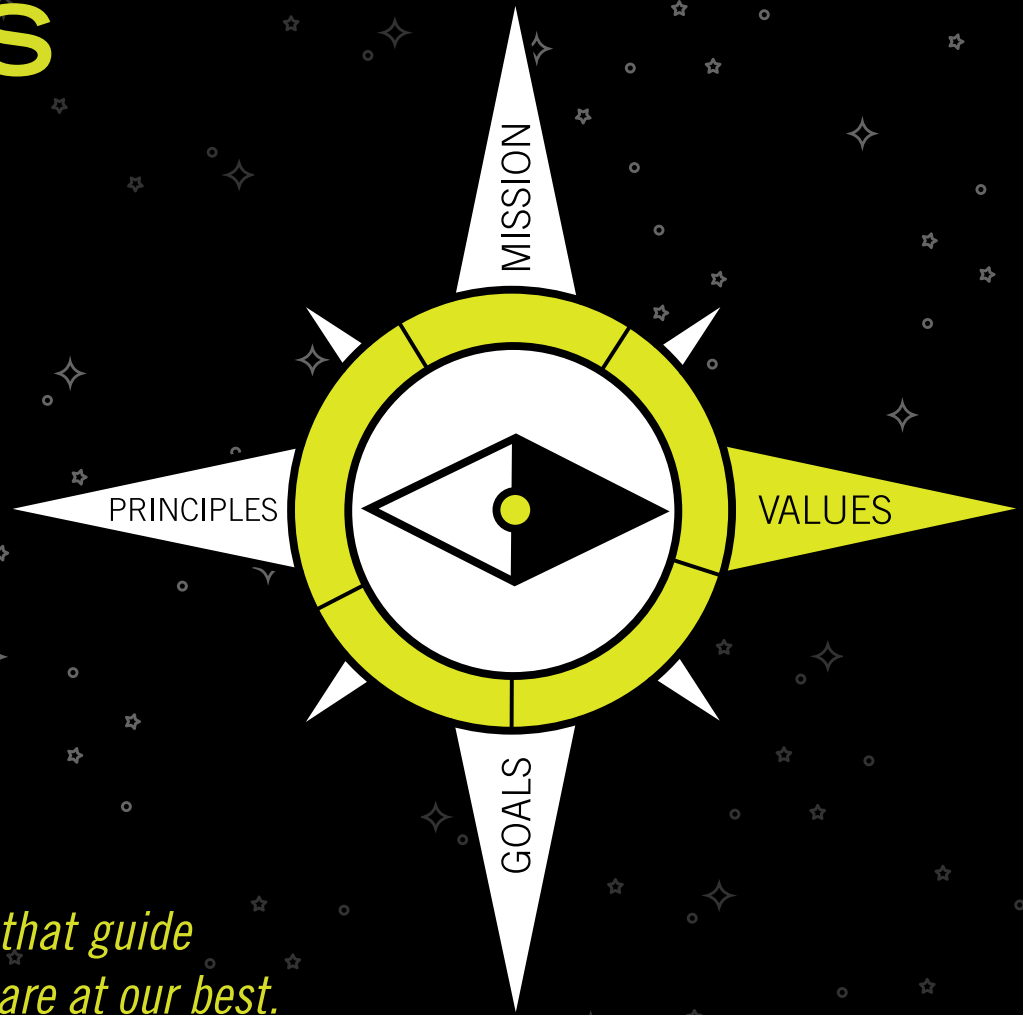
Our mission is what we must do every day to achieve our vision.

We are all important members of the healthcare team. Our community of partners includes patients and each other – of course – but also staff in all Health divisions, community organizations, other healthcare providers, and more.



We come together to care for those who have, at some point, encountered challenges and obstacles that prevents them from accessing the kind of high quality healthcare they deserve.

VALUES



Our values are beliefs that guide our behavior when we are at our best.

We commit to **equity**.

We include and prioritize the voices, experiences, interests, and needs of those who are most impacted by social injustices.

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We seek **collaboration**.

We pursue meaningful partnerships with patients, peers, and community members to achieve shared goals.

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We embrace **learning**.

We are dedicated to continuous improvement and invested in the growth of ourselves and one another.

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We inspire **trust**.

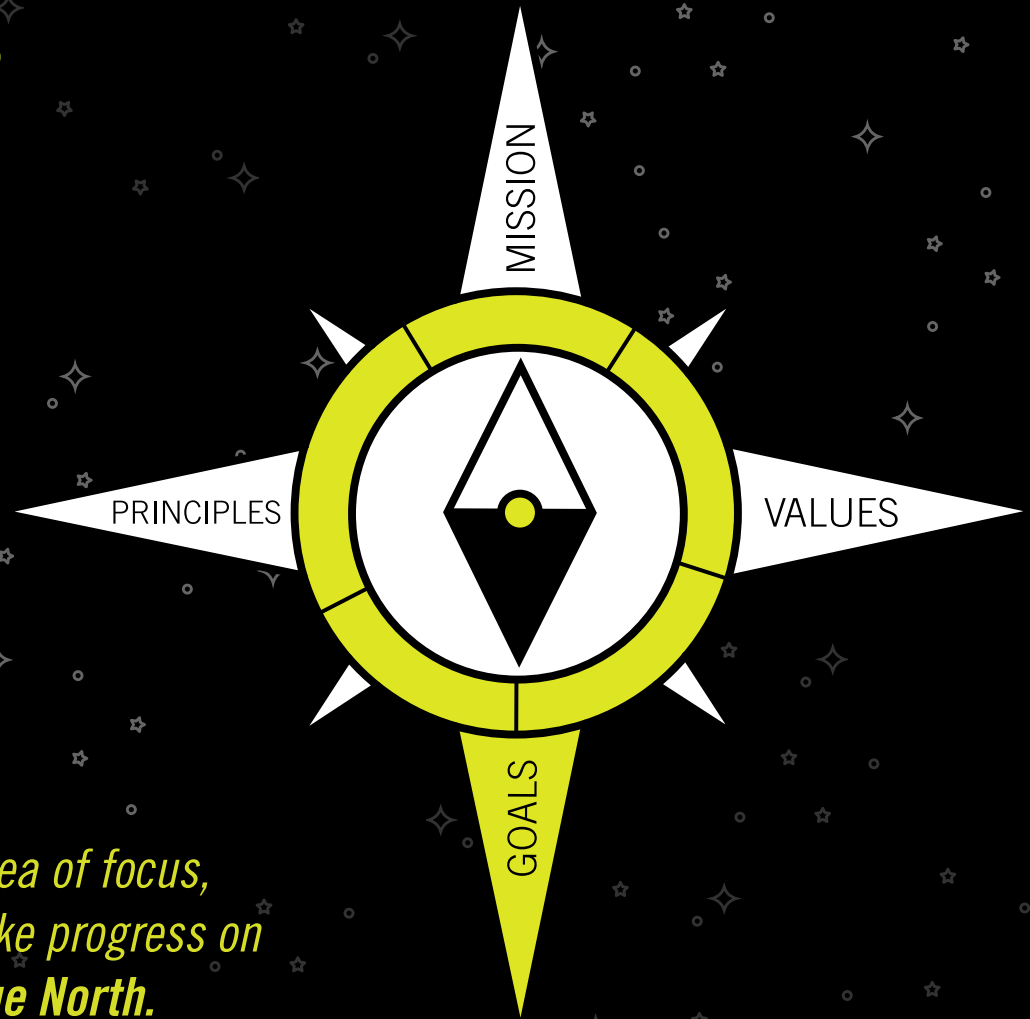
We are reliable, display integrity, follow through on our promises, and create safe spaces for all.

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We nurture **ownership**.

We are empowered to focus on achieving the best outcomes for patients, taking pride in the work we do.

GOALS



*Our goals highlight area of focus,
which will help us make progress on
our journey toward **True North**.*



Excellent Care

We partner with patients to achieve their health goals by providing safe, integrated, evidence-based care.



Patient Experience

We practice cultural humility and focus on what matters most to our patients and their families; partnering with them to provide compassionate care.



Staff Engagement

We foster professional fulfillment and a culture of wellness and belonging so we can be at our best to serve the community we love.



Access to Care

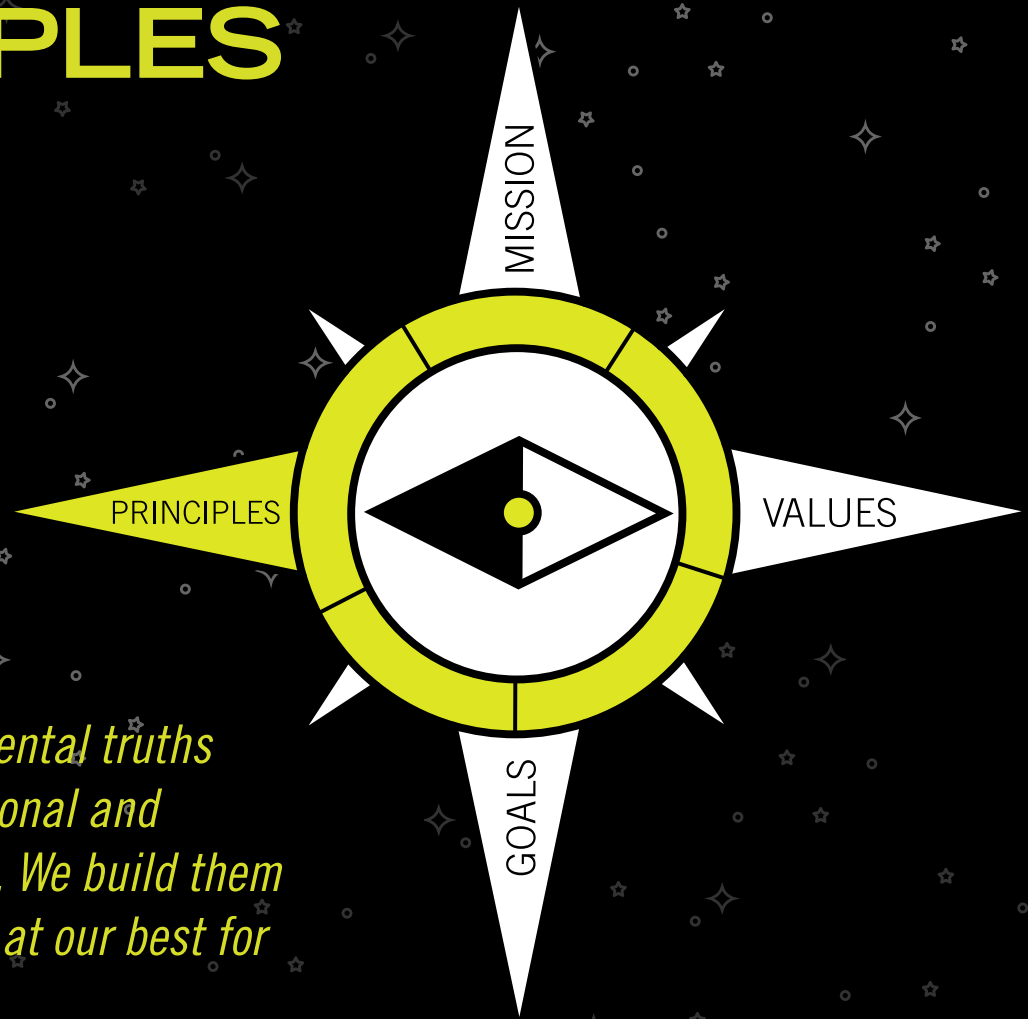
We make sure every patient gets the care they need, when, how, and where they need it.



Financial Stewardship

We optimize the use of all resources to deliver high value care in a financially responsible manner.

PRINCIPLES



Principles are fundamental truths that lead to organizational and operational excellence. We build them into our systems to be at our best for our patients.

1 **Respect every individual**

We see and bring out the full potential of each person.

2 **Lead with humility**

Improvement is only possible when people acknowledge their vulnerability and abandon bias and prejudice in their pursuit of a better way.

3 **Seek perfection**

Pursuing perfection creates a mindset and culture of continuous improvement.

4 **Embrace scientific thinking**

Relentless and systematic exploration of new ideas, including failures, enables us to constantly refine our understanding of reality.

5 **Focus on process**

Avoid the natural tendency to blame the people involved when something is less than ideal; insist that the issue is almost always rooted in an imperfect process, not the people.

6 **Ensure quality at the source**

Perfect quality can only be achieved when every element of work is done right the first time. Errors must be detected and corrected at the time of creation, not at later inspection.

7 **Flow and pull value**

Value for customers is maximized when created in response to real demand with a continuous and uninterrupted flow, without batching or waiting.

8 **Think systemically**

Through understanding the relationships and interconnectedness within a system, we are able to make better decisions and improvements.

9 **Create constancy of purpose**

An unwavering clarity of why the organization exists, where it is going, and how it will get there enables people to align their actions, as well as innovate, adapt, and take risks with greater confidence.

10 **Create value for the customer**

Ultimately, value must be defined through the lens of what a customer wants and is willing to pay for.



Together we can reach **True North.**

By partnering with our community, exhibiting our values, focusing on our goals, and working toward organizational excellence,
we – as a team – can help every patient live their healthiest life.

SAN MATEO COUNTY HEALTH
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MEDICAL CENTER

