**Mission, Vision, Values**

**Worksheet 3**

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**Case Organization:** Health City Cayman Islands

**MISSON STATEMENT: A fundamental description of an organization’s purpose and the clients it serves.**

1. Describe the population that the organization serves

HCCI served the Cayman Islands, made up of three islands with a total of 50,000 people living on the island. The first phase of HCCI is to serve the population of islanders where tertiary care is non-existent. In 2008 400 islanders were flown to the US for cardiac surgeries that cost more than ten times the cost in more cost-effective areas. HCCI has set out to improve not only Cayman's citizens' access to health care but also the 38 million inhabitants of the Caribbean. The later phases of the HCCI expansion, including senior living facilities, will include catering to the US population who believe US healthcare is too expensive.

1. PURPOSE STATEMENT: Why does the organization exist? What problem does the organization exist to solve? (The “To” Statement)
2. What is the primary means by which the organization achieves its mission? (The “Through” statement)
3. Based on the information provided in the previous questions, draft a succinct mission statement? HCCI is here to bring quality, efficient, affordable healthcare to the Cayman Islands and the Caribbean. With cost-effective procedures at our disposal, we can provide that missing link in Caribbean healthcare, making such things as cardiac procedures accessible to the masses in the Cayman Islands and the Caribbean. We are here to serve the islands, ensuring generations to come will have all the accessibility to healthcare they need for a prosperous life.
4. Optional: Comment on how the team derived the mission statement for its case and any alternatives that were considered. Did the case provide a mission statement?

The case did not provide a direct mission statement. Our group came up with the primary mission statement by focusing on the case studies commonly bringing up the lack of accessibility to healthcare, primarily tertiary care, not only in the Cayman Islands but the Caribbean as a whole. We decided that HCCI's main priority was accessible and affordable healthcare. Another reason we chose to focus on affordable and quality healthcare is that HCCI was born from the ideas of the NH organization, whose mission was also to provide those things for its community.

**Case Organization:** Health City Cayman Islands

**VISION STATEMENT: A realistic but challenging description of how the institution defines success.**

The Vision statement should be concise but can include multiple measures, based on the SWOT analysis performed previously, to build upon advantages and mitigate disadvantages.

1. Construct a vision statement:

The Vision of Health City Cayman Islands is to be the Cayman Islands most trusted and preferred healthcare organization by:

* Providing personalized, compassionate, high-quality, and affordable care to those from near (our locals) and far (Medical tourists)
* Ensuring the availability of exceptional healthcare services is accessible to all
* Educating and training healthcare professionals through the development of nursing and medical programs, in combination with the most innovative technology and techniques, to ensure continued excellence and growth of services provided at HCCI

1. Optional: Comment on how the team derived the vision statement for its case and any alternatives that were considered. Did the case provide a vision statement?

This vision statement/list was developed by our team through referencing a list of several other healthcare organizations’ vision statements. From this list, we narrowed it down to a few organizations we felt had exceptional statements. We then took information provided within the case study, including the organizations (HCCI) purpose and plan for expansion and modeled that into a vision for the organization. Additionally, the case provided several points that were helpful in developing this vision statement. Points including medical tourism, high-quality low-cost care, and the plan for expansion was used to develop this vision statement.

**Case Organization:** Health City Cayman Islands

**VALUES STATEMENT: A description of the principles, beliefs, and behaviors that guide the actions of the institution and its participants.**

Your Values Statement should be based on identifiable characteristics described in the case. Note any that appear to be at odds with the mission and vision already developed.

Optional: Comment on how the team derived the values statement for its case and any alternatives that were considered. Did the case provide a values statement?

Values Statement: