

# Cleveland Regional Medical Center /Kings Mountain Hospital

## Long Term Goals for each of the Seven Pillars of Commitment



### Quality

**Goal:** To be the top decile in selected publicly reported vertical Quality Indicators We believe Quality, from the vertical individual or component level perspective, is the essential foundation of healing.

We define Quality as “safe, effective, appropriate care that meets or exceeds the needs of all those we serve.”



### Service

**Goal:** To be in the top decile in Patient Satisfaction and develop strategies, tactics and systems for excellent horizontal patient care “We believe Service is quality from the patient’s perspective and encompasses the horizontal system of healing and compassionate caring.

We define Service as safe, effective, comprehensive, coordinated care that meets or exceeds the needs of all those we serve.”



### Financial Viability

**Goal:** “On average, meet or exceed “A” rated and budgeted performance We believe in our mission or caring for those in need regardless of one’s ability to pay. Though we know the margin is not the mission...

We also understand that without a margin there is no mission!



### Growth

**Goal:** 80% market share in our primary market (CHS & CCHS) We believe it unlikely there will be a trend towards higher reimbursement...

As margins decline, growth becomes essential!



### Employee Satisfaction

**Goal:** To be the Employer of Choice as measured by being in the top decile of Employee Satisfaction Surveys

We believe that our success is founded on our hospital family: if we focus on our people, everything else gets better!

We further believe that the best way to focus on our people is to develop our leaders!



### Community Benefit

**Goal:** Remain a leader in philanthropy and assure that our services to the community exceed our estimated tax liability

We believe that CCHS must be a good corporate citizen and lead our community in philanthropy.



### Medical Staff

**Goal:** Significant changes in clinical operations and capital investments will be evaluated and prioritized through the Clinical Council Process with recommendations going to the Medical Executive Committee or the Administrative Council for final approval as appropriate.

We believe that our medical staff should be our active partners through the Clinical Practice Councils, Through that partnership, we will maximize the care of the patient as well as the work environment of the caregivers and the physicians.