

# Advent

## OUR STORY

TRANSFORMING HEALTH  
AND HEALTH CARE



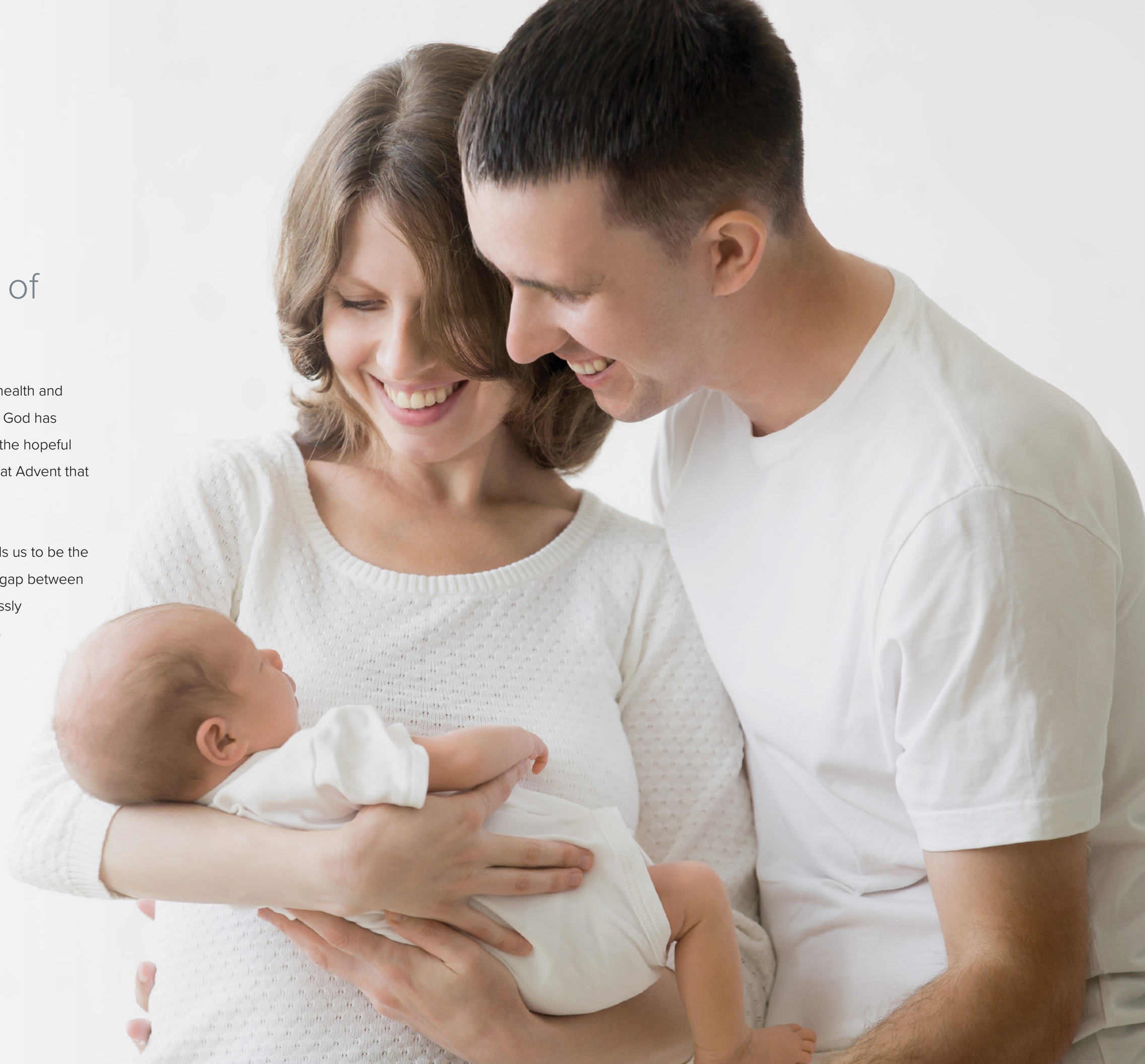
# Advent

It signals the arrival of something or someone of great significance.

The name AdventHealth signals the arrival or beginning of health and expresses a strong and clear connection to the healing that God has promised. At the heart of the Seventh-day Adventist faith is the hopeful anticipation of the second coming of Jesus Christ — the great Advent that will bring ultimate restoration, healing and wholeness.

Extending the Healing Ministry of Christ is our mission. It calls us to be the hands and feet of Jesus and help people feel whole. In the gap between the Garden and the return of our perfect Savior, we relentlessly pursue His healing ministry and boldly shine the light on His Advent — the return and restoration of wholeness.

The AdventHealth story is one of hope. It tells how God created us, how Christ's ministry on earth restored us from our brokenness and how the promised return of Jesus Christ signals our ultimate restoration. The hope of this eternal promise is infused in the way we provide care to our communities.



*In the  
beginning  
God created  
the heavens  
and the  
earth.*

*Genesis 1:1*

## Creation

We believe in the wholeness our Creator intended for His creation and that Christ's healing ministry is about restoring wholeness to people. Christ gives salvation and will return someday to fully restore us into whole beings.

Our purpose is defined in the biblical accounts of creation and the earthly ministry of Christ. It is from this sacred place that our mission and commitment to restoring wholeness began.



# Adventist Heritage

In 1866, church leaders James and Ellen White, along with other dedicated church members opened the Western Health Reform Institute, later named the Battle Creek Sanitarium. The sick and the poor, as well as the rich and famous, came to the Sanitarium to experience a different kind of health care and learn a new perspective on wholeness.

This was just three years after the church was formed on the belief in the advent, or second coming of Jesus Christ. Because the message of Jesus' soon return was the focus of our faith, we became known as the Advent Movement. Now the term Advent Movement has greater meaning, describing the rise and expansion of the global Seventh-day Adventist Church. As we unify our health care system under the name AdventHealth, we return to our roots and anticipate Christ's return, the advent that will bring ultimate healing and wholeness.



# CREATION Health

CREATION Health is our philosophy for delivering whole-person care and living as we were created to live, drawing from the legacy of our Seventh-day Adventist founders. We empower consumers with the tools they need to feel whole through CREATION Health. We do this by teaching people how practicing the eight principles of CREATION Health — Choice, Rest, Environment, Activity, Trust in God, Interpersonal Relationships, Outlook and Nutrition — will help them and their loved ones experience wholeness.





# Our Mission

*Extending the Healing Ministry of Christ*

## Our Promise *feel whole*

Our work and mission are rooted in the idea that we live in a broken world, between the Garden and the New Earth, where we are able to help people feel whole. We believe health should be measured in terms of the whole person—mind, body and spirit.

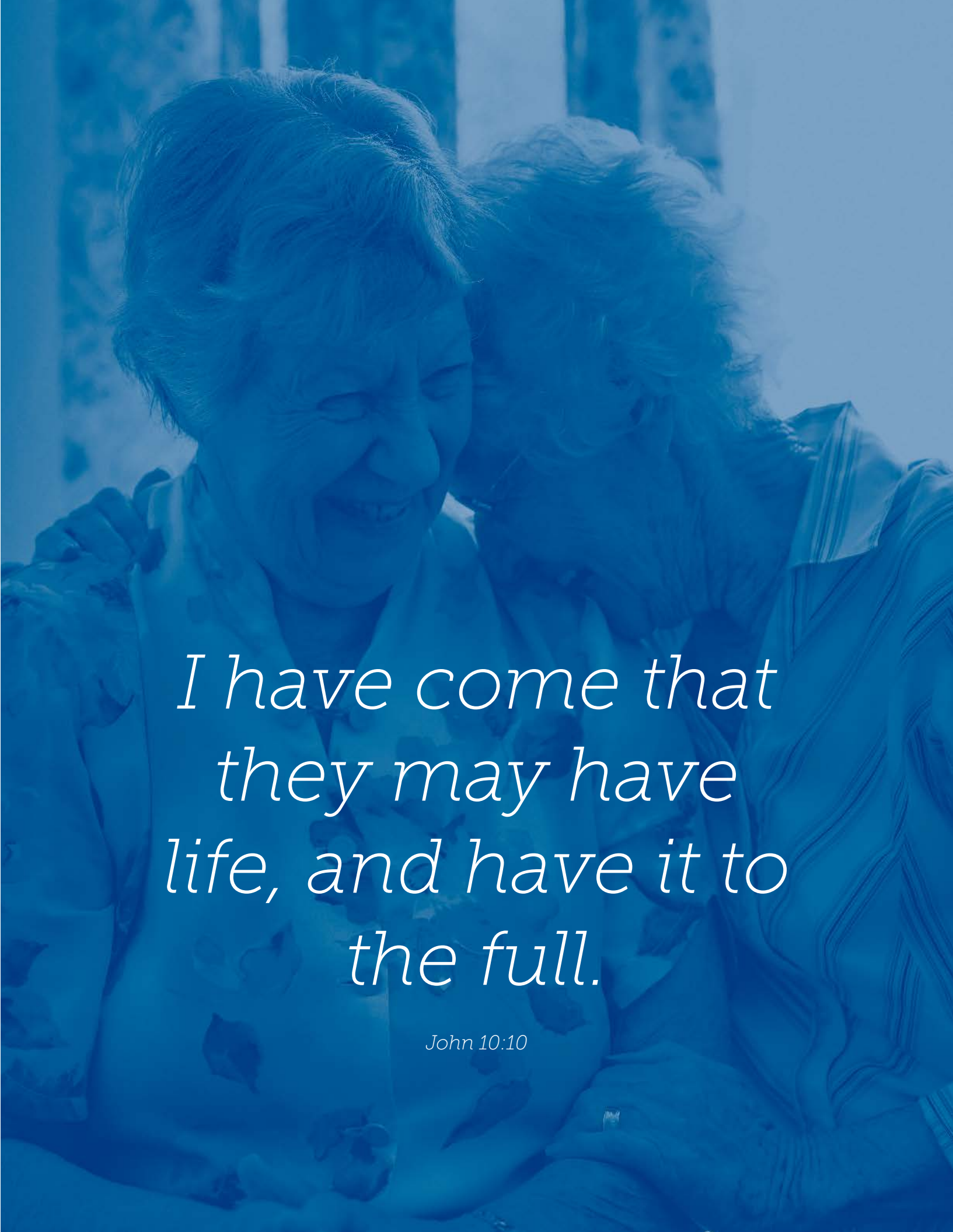




# Our Values

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Our values guide our conduct. They shape the way we build relationships with those inside and outside the organization. Our values align us around a common set of beliefs and standards that not only inform our work but also guide our behavior.



*I have come that  
they may have  
life, and have it to  
the full.*

*John 10:10*



# Our Values

## Quality and Service Excellence

We consistently deliver exceptional care and strive for excellence in all we do.



## Stewardship

We are guided by relentless stewardship in the management of the resources entrusted to us.



## Community Well-being

We are committed to improving the health, prosperity and well-being of the communities we serve.



## High Ethical Standards

We are called to uphold the highest standards, with integrity driving every decision we make and every action we take.



## Inclusiveness

We celebrate the diverse backgrounds, cultures and experiences of our patients, visitors and colleagues and embrace opportunities to learn and grow from new perspectives.



# Our Vision

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We are widely respected as a consumer-focused organization that engages individuals in their health by delivering Christ-centered, holistic, best-practice care across a connected, comprehensive continuum of services.

With Christ as our example, we care for and nurture people: our team members, our communities, our health care professionals and those who trust us for care and healing.

Our vision is more simply expressed through these dynamic concepts:

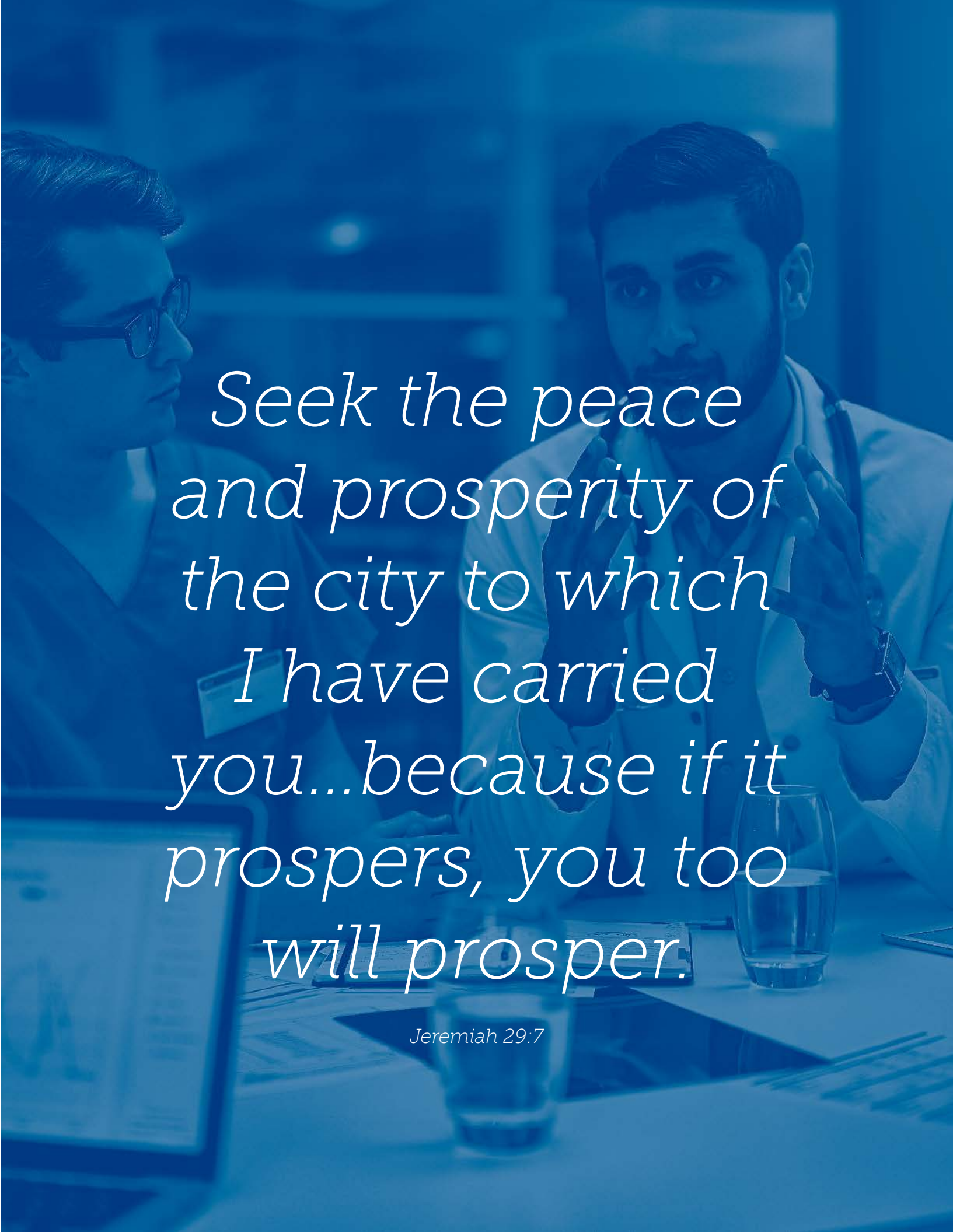
Wholistic

Exceptional

Connected

Affordable

Viable



*Seek the peace  
and prosperity of  
the city to which  
I have carried  
you...because if it  
prosper, you too  
will prosper.*

*Jeremiah 29:7*



# Our Vision

## Wholistic

Our work should always manifest in making people feel whole, just as Christ did in His service to others during His earthly ministry. We actively seek to serve the needs of people in their physical, emotional, mental and spiritual health — helping **engage the consumer** to feel whole.



## Connected

We must connect the services that we provide the consumer, ensuring that they are never discharged and can easily navigate the system of care. Our teams must also cultivate a culture of “we” — supporting and building each other up and tearing down silos and other barriers to serve more fully.

Providing care and services in an **expanded network** that is easy for consumers to navigate and a culture where team members support one another ensures that our processes are seamless and relevant.



## Exceptional

As we strive to exemplify Christ, the work we do and the commitment we have to that work should exceed expectations — every person, every time. Our effort will ensure that our performance is in the top quartile or higher. Aligned to our first value (Quality and Service Excellence), we are striving to **improve our product and people systems** to become the benchmark for performance and experience.

## Affordable

The affordability of care is determined by its access and indexing. Can the consumer get to the services needed? Is the cost of care proportional to the consumer’s ability to pay?

We are on a journey to **lower the cost** of care and provide services that meet both of these benchmarks.

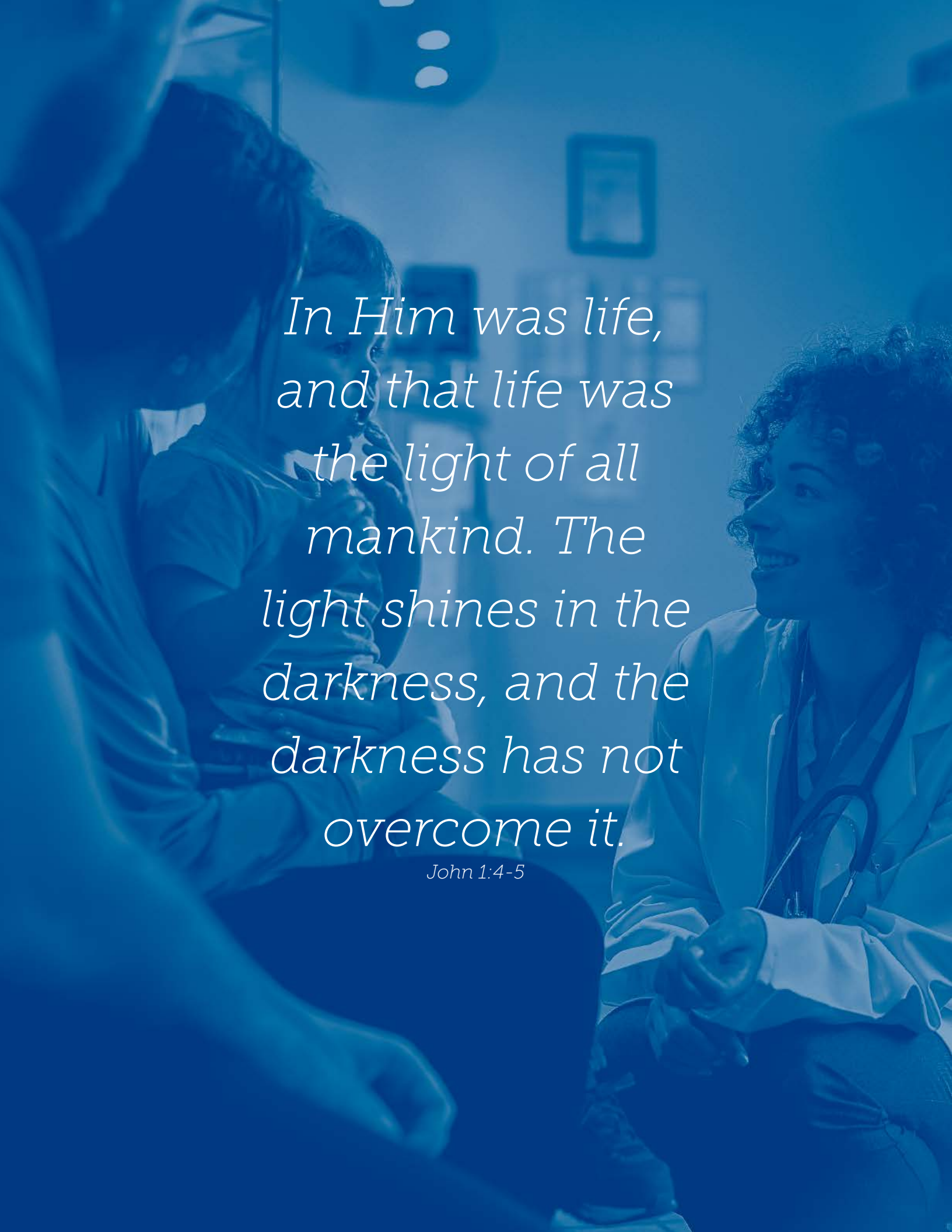


## Viable

Driven by our value of stewardship, it is our responsibility to ensure that we are able to operate efficiently, make investments to better serve and provide services to our communities and adapt to changes that occur in the marketplace.

Our work must account for and **manage certain risks** — ensuring we are allocating the right resources, while providing for team members, to ultimately be sustainable for the future and serve our communities.





*In Him was life,  
and that life was  
the light of all  
mankind. The  
light shines in the  
darkness, and the  
darkness has not  
overcome it.*

*John 1:4-5*

## Whole Care Experience

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Our desire is that every person that walks through our doors, across all of our facilities and care locations, experiences an exceptional and consistent level of service.



# Service Standards



## Love Me

- I treat others with uncommon compassion.
- I nurture whole-person care through CREATION Health.
- I treat others with fairness and respect.
- I listen and communicate effectively using iCARE.

## Make It Easy

- I help guests to their destination.
- I speak highly of others to provide connected care.
- I collaborate to create solutions — not excuses.
- I innovate and continually seek ways to improve our work.

## Keep Me Safe

- I make safety my number one priority.
- I protect privacy and confidentiality.
- I keep my environment clean.
- I follow dress code and wear my badge correctly.



## Own It

- I am positive and aim to exceed all expectations.
- I follow through on commitments.
- I use discretion with personal devices.
- I recover service and restore trust using ACT.





# Imperatives: Our Core Work

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## Engage the Consumer

Consumer first

## Improve People Systems

Ensure our team members are cared for and able to serve

## Improve the Product

Deliver exceptional experiences and outcomes

## Expand the Network

Create a network that keeps the customer connected

## Lower the Cost

Create a competitive price structure

## Manage Risk

Proactively identify and mitigate threats and vulnerabilities



# Delivering on Our Brand Promise

Our brand promise, feel whole, is much like a mighty tree. When you see the tree on the horizon, it defines the landscape. That said, the tree is an ecosystem comprised of many parts working in concert with one another to make the tree everything that it needs to be. Our brand promise is delivered by a similar coordination — all of our parts working together through a culture that is rooted in our mission.



**Our initiatives**, like the leaves of a tree, grow out of the imperatives as the collective work focus of the system.



**Our imperatives**, like the branches of the tree, provide the structure for the core work to achieve our vision.



**Our vision** lifts us up, and gives us the direction we need to deliver our mission.



**Our mission and values** are like the root system that nourishes, supports and holds the tree firmly in the ground. They are our life-giving foundation.

*God saw all that He had made, and it was very good.*

Genesis 1:31





# Greater as a Whole

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Our work depends on a strong culture.

Each of us is required to do our part to find  
ourselves in this sacred mission.

Working together, we are greater as a whole.



# One System. One Brand.

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We are so much more than just hospitals. Consumers will recognize us across our unified health care system of hospitals, transitional care facilities, physician practices and outpatient services under the system brand of AdventHealth. Our goal is to offer our consumers a continuum of connected care to address every stage of life and state of health. To preserve and grow our reputation as a unified system brand, we must always present ourselves as a system by delivering consistent messages and experiences at every touchpoint and at every location. This will create a positive impression of who we are, the work we do and the care we deliver, while also building and growing a unified system brand at every interaction.

*AdventHealth signals the arrival or beginning of health and expresses a strong and clear connection to the hope of healing and salvation that God has promised.*



Our mark is a symbol of wholeness, an icon of growth, a spectrum of vibrant color that illustrates the breadth and diversity of our connected system of care.

At its core—the confluence of everything we do and everything we are—is the cross. It's the beginning and the connector, anchoring our employees and our community in the very heart of our mission, Christ—and extending His healing ministry.

The cross connects and unifies how we care for each other, seeking balance and harmony within every sphere of our influence.

Our symbol is a life-affirming mark, open to your individual perspective and interpretation. It marks the advent of a new kind of caring; our promise to help you feel whole.



