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## Iredell Health System announces new mission

By James Neal [jtneal@statesville.com](mailto:jtneal@statesville.com) May 10, 2017



Iredell Health System employees play cornhole at a barbecue lunch celebrating the company's new employment mission, vision and values Wednesday at Iredell Memorial Hospital.

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Iredell Health System has rededicated itself to serving the county through the creation of a new employee-led mission, vision and values statement, administrators announced.

The new mission statement — created by a committee of health system administrators, employees and community leaders — is "Inspire Wellbeing – Together."

The new plan will focus on enhancing patient experience, improving population health, providing cost-effective care and caring for the caregiver, according to documents provided during the announcement Wednesday at Iredell Memorial Hospital.

The new mission is necessary to meet the demands of the changing healthcare landscape by promoting preventative care and keeping medical costs down, administrators said.

As part of the initiative, the nonprofit health system plans for increased community outreach, an expansion of its outpatient behavioral health services and utilization of data gathered from over 12,000 patients to improve cost-effectiveness, Iredell Health System CEO Ed Rush said.

The system will work with an outside organization to follow up with discharged patients within 24 hours, said Brooke Mason, director of patient experience. Patients will be asked what could've been done better, if their needs were met and what they need at home. If they wish, they can speak with someone from the department that cared for them.

Cooperating with existing organizations in the community will assist with tracking patients' care, Rush said.

Dr. Mahdi Ajjan, hospitalist, said medical staff wants to focus on their patients' humanity, not their disease.

The end goal, administrators said, is that the system is available when needed, but preventative care and inspiration for a healthy lifestyle reach a point where people don't need to come to the hospital.

When employees internalize the mission, they're not just coming to a job, but working toward something they believe in, administrators said.

The health system's vision statement is "Guide our neighbors to optimal health." Stated values are compassion, respect, integrity and collaboration.

Rosezitta Proctor, a Medicare insurance advocate who attended Wednesday's event, said the passion shown during the event was inspiring. She mentioned how her own family's value of service over self was reflected in the new mission, vision and values.

"Our mission and vision are a promise to ourselves and the community we serve to promote wellness, meet our patients and their families where they are on their health journey, and live our values in all we do," said Rush. "I am proud of all of our employees and their role in this process."