

Your heart knows the way.

An inspirational roadmap of our core values.



Forward Together.



Forward Together

Before you read this booklet, ask yourself one important question: What inspires you at work?

You spend a lot of time working, so it's important to feel positive about your job, to feel inspired by what you do, and to feel personally satisfied with how you do it.

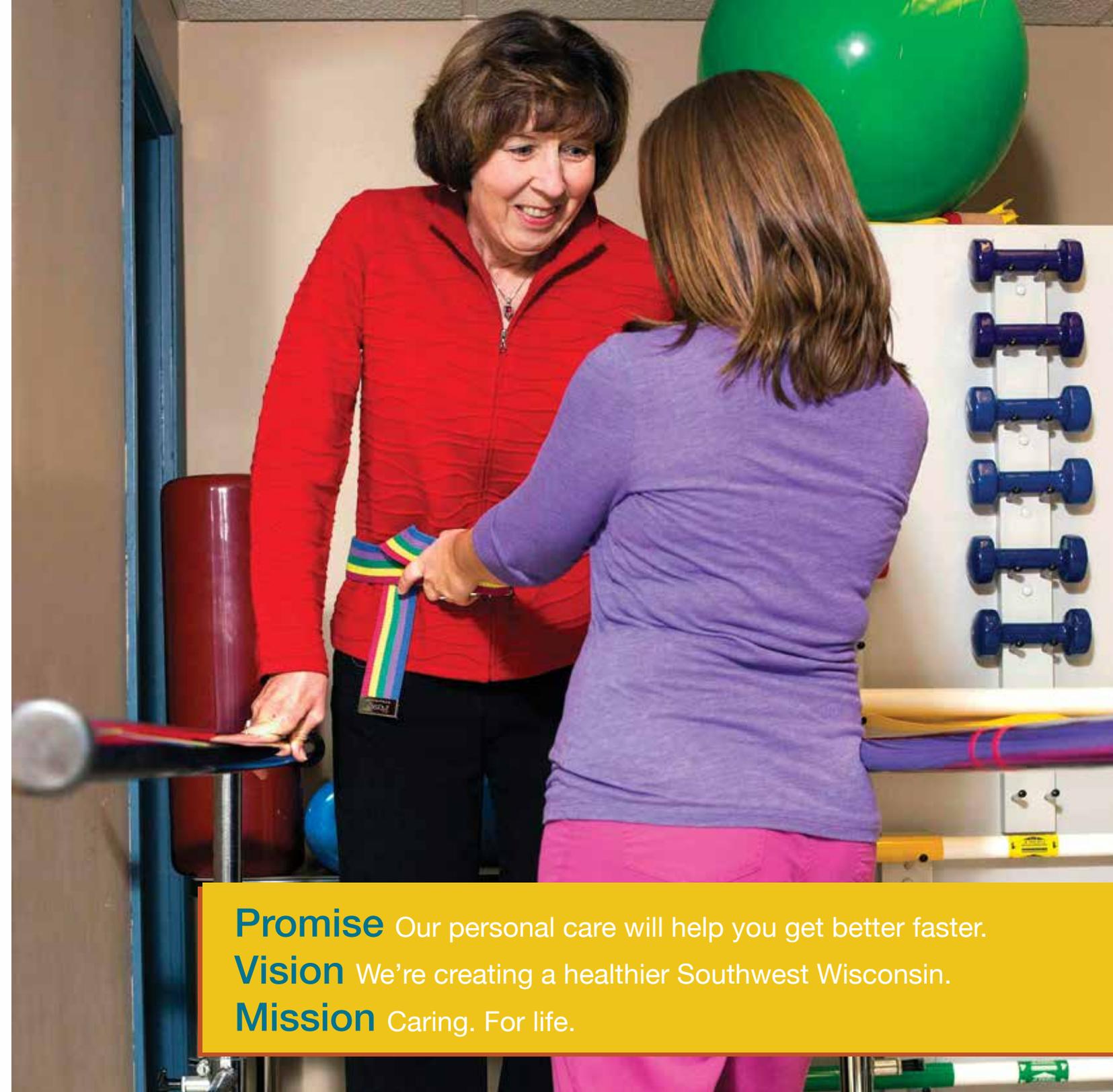
The truth is every single one of us has a unique ability to make the world a better place. No matter what your individual role, you are an essential part of our healthcare team. Each of us helps move SH relentlessly forward. Our friends, neighbors, and communities are depending on our team, and our team depends on you.

“When you have the drive to be better, everything around you becomes better, too.”

The values detailed in the following pages—Dignity, Responsibility, Integrity, innoVation, and Excellence – put you in the driver’s seat on our journey to excellence. They also give you the directions you need at every turn along the way and will always offer you the shortest distance from ordinary to excellent.

So, take the wheel and DRIVE. Along the way, I guarantee you’ll find your inspiration.

Dan Rohrbach, Chief Executive Officer



Promise Our personal care will help you get better faster.
Vision We're creating a healthier Southwest Wisconsin.
Mission Caring. For life.

DRIVE

Our value of **DIGNITY** requires us to:

- Always project a professional image
- Acknowledge and connect with others by smiling, making eye contact and using welcoming words
- Introduce yourself by stating your name and role
- Use a pleasing tone of voice and open body language
- Use good listening skills – listen with your eyes, ears and heart
- Remove physical distractions to listening (phone, location, position), when interacting with others
- Address the fears and anxieties of each individual
- Appreciate each person's unique situation by providing empathy
- Personally take patient, resident or employee to destination
- Explain exactly what is happening, what is being done, and what should be expected by speaking in a language that is easy to understand, avoiding jargon/acronyms
- Provide individuals with an approximate time expectation and keep them informed of changes
- Respond to questions in a clear, positive manner and offer solutions as necessary
- Empower individuals and their loved ones by inviting questions, creating choices and involving them in all decisions that affect them
- Thank others and show appreciation for their business, assistance, etc; ask if there is anything else that you can do for them – you have the time
- Assure that people can express concerns without fear of reprisal
- Advocate for the rights of all individuals
- Address conflict in a timely manner
- Make wise decisions when you are ill, so you don't make others sick
- Use "please" and "thank you"
- Respect all individuals regardless of history, differences or background



"A generous mind adds dignity to every act, extending caring to all, the way we would care for family."

*Steve McCarthy,
VP of Strategic Development*

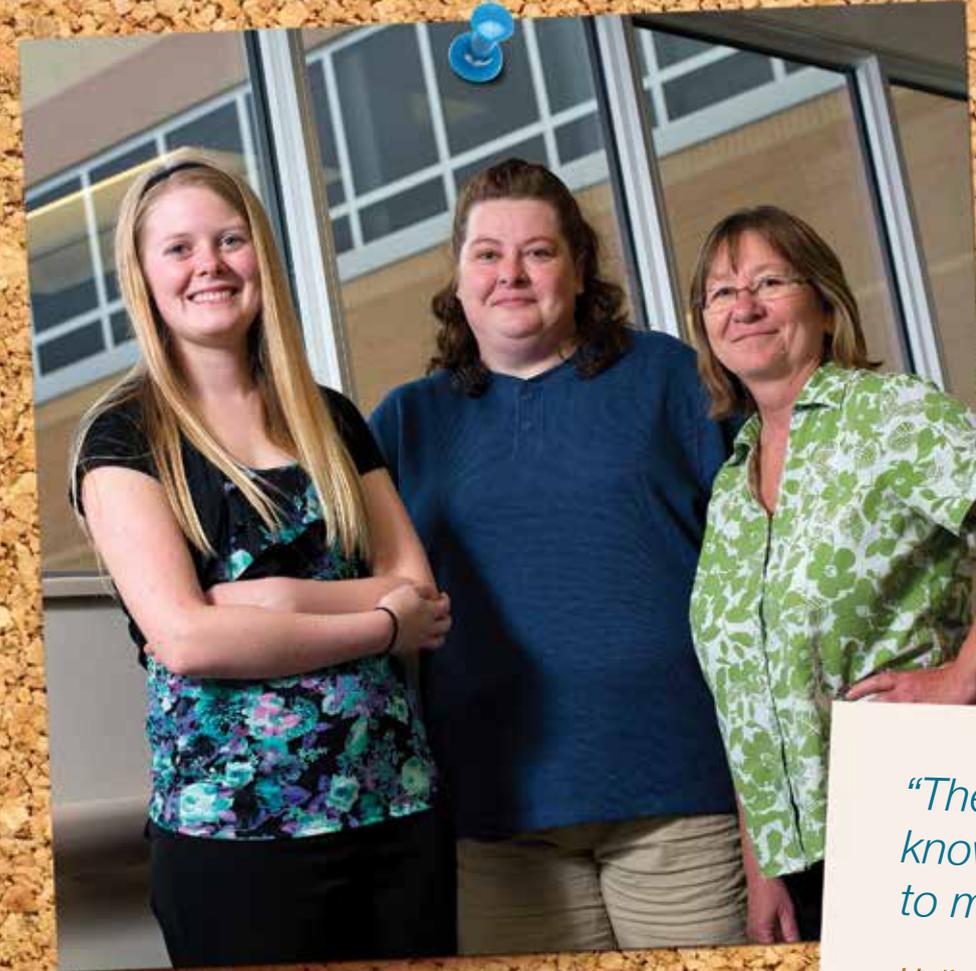


We believe the value of every human life is worthy of our respect, honor, and high esteem.

DIGNITY

Our value of **RESPONSIBILITY** requires us to:

- Never say “It’s not my job” – assist one another to the best of your abilities and knowledge
- Manage-up other departments and people – highlight skills and expertise of self and other team members
- Always display a positive attitude by smiling and giving warm greetings
- Accept personal accountability for the completion of individual work and the work within teams
- Be inclusive of all team members when making decisions
- Give and receive honest and constructive feedback
- Actively contribute to achieving shared goals – workgroup, department and organization
- Recognize and utilize the gifts and talents of other team members
- Develop common understanding of roles and responsibilities
- Have fun and use humor in your daily work when appropriate
- Breakdown silos – increase communication and coordination between departments
- Take ownership – report needed repairs, clean-up your environment, etc.
- Commit to living out these values-based behaviors and our Mission
- Be cautious and responsible with social media (Facebook, Twitter, etc.)



“The best reward is knowing I chose to make a difference.”

*Holly Beehn,
Director of Human Resources*

RESPONSIBILITY

We believe the privilege of serving our communities compels us to ensure wise use of our resources.



“When we have integrity, we act on what is right without expecting anything in return.”

*Robb Pastor,
VP of Patient Care Services*



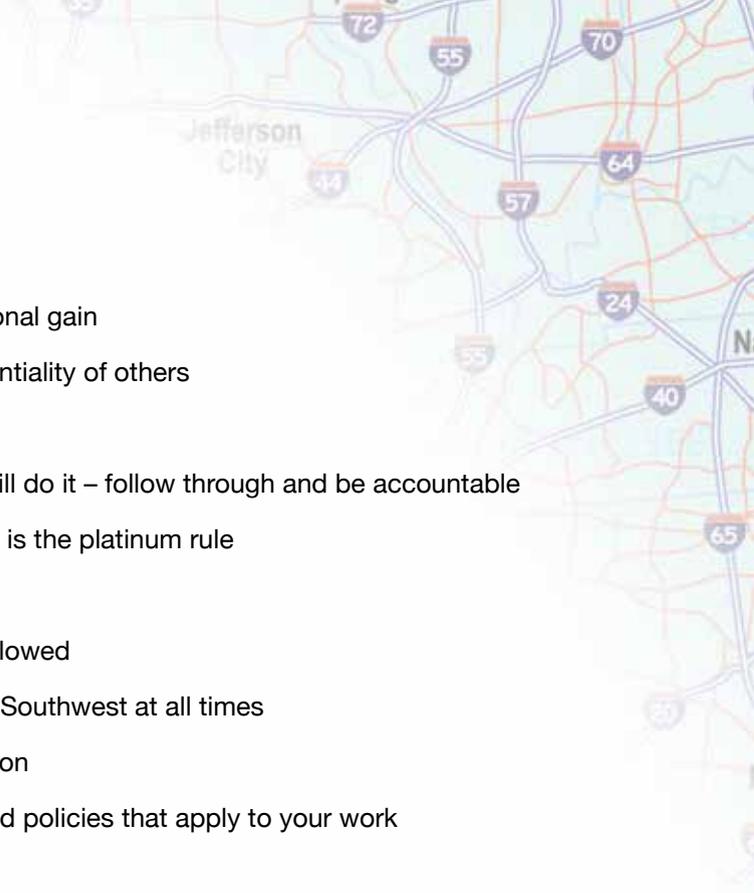
INTEGRITY

We believe our words and actions need to be united to build trusting relationships at work and in our communities.

DRIVE

Our value of **INTEGRITY** requires us to:

- Place the Mission, Vision, and Values above personal gain
- Respect the property, dignity, privacy and confidentiality of others
- Respect corporate confidentiality
- Do what you say you will do, when you say you will do it – follow through and be accountable
- Treat others the way they wish to be treated – this is the platinum rule
- Don't gossip or talk negatively – no whining
- Be truthful – white lies or twisting of facts is not allowed
- Recognize that your actions and words represent Southwest at all times
- Respond to e-mail and voice mail in a timely fashion
- Understand and follow all business regulations and policies that apply to your work
- Allow everyone to have a voice and to be heard
- Promptly communicate your concerns with necessary individuals and groups
- Disclose mistakes in a timely fashion; everyone makes them
- Use company time/supplies/equipment only for business purposes
- Be loyal to your beliefs, your coworkers, and the organization
- When you have your work done, offer to help others
- Bring the best of life to work, and support one another through the worst of life



DRIVE

Our value of **INNOVATION** requires us to:

- Continually strive to keep our patients/residents/coworkers at the center of all improvements
- Keep up-to-date on changes in your field
- Drive and support the pursuit of creativity and innovation
- Incorporate critical thinking into your daily work
- Be willing to take appropriate risk
- Listen and be open to all ideas
- Take time to reflect
- Acknowledge and reward the effort for both success and failure
- Recycle whenever possible – encourage “green” thinking



“Sometimes the greatest discoveries find us when our minds are open to seeing the possibilities.”

*Matthew Streeter,
Chief Financial Officer*



INNOVATION

We believe the courage to seek out new information, advance ourselves and embrace change helps us lead the way.



"Excellence is not a skill but rather an attitude toward how we do our work."

Dan Rohrbach,
President & CEO



EXCELLENCE

We believe we can be the best by striving to do better every day and, in our efforts, enhance our lives and the lives of those we serve.

DRIVE

Our value of **EXCELLENCE** requires us to:

- Anticipate the needs of others and exceed their expectations
- If expectations have not been met, sincerely apologize and correct the situation immediately
- Base your actions on facts, not assumptions
- Utilize evidence-based best practices when available
- Be on time and be prepared
- Avoid duplication and waste by utilizing standard work practices
- Utilize resources in a way that maximizes positive impact
- Develop community partnerships to save money and resources
- Make positive changes toward perfection – it's about the journey
- Connect with patients, residents, employees, and coworkers – be visible
- If we can do it, and it makes sense, do it – take action
- Spread the good news and tell our story
- Be involved in our communities
- Be proud of the work you do, and do work worthy of your pride

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Create your own inspiration below.



DRIVE
Go with all your heart.

Southwest Health • Epione Pavilion • Southwest Behavioral Services

www.southwesthealth.org