

one

## IMAGINE WHAT NEARLY 13,000 OF US CAN DO

when we harness our passion, commitment, intelligence and innovation  
to achieve one goal: to reimagine health, health education and discovery  
to create unparalleled value.

The possibilities are endless. Our mission, vision, values and identity provide the foundation all of us can build upon to create our future. We invite you to explore, create, envision, and cultivate a new Jefferson — one that honors our history of medical and educational firsts, but moves us forward with a shared purpose and a new, contemporary look. Take a look at Jefferson through a new lens — one of innovation and amazement. Feel the sense of exploration and unity Jefferson will stand for. Share our pride in working with the most exceptional people found anywhere. **And when we do it together, as one, the rest is history.**



**OUR MISSION:** Health is All We Do.

**OUR VISION:** We will reimagine health, health education and discovery to create unparalleled value.

**OUR VALUES:** iSCORE

**Innovation** – Renew, change or create ideas, services, technologies and/or ways of doing things that provide organizational value

**Service Excellence** – Provide exceptional service to our customers, including students, patients, families and fellow employees

**Collaboration** – Work effectively with others across the Jefferson community to achieve a common purpose and create value

**Ownership** – Take responsibility for achieving excellent results

**Respect** – Demonstrate a consistently open-minded and compassionate approach to all

**Empowerment** – Take action to control work and decision making to affect positive outcomes



# Explore the unknown.

**A BETTER TOMORROW CAN BE ACHIEVED WITH FEARLESS THINKING AND COLLABORATION.**

These are uncertain times in healthcare. But it's exactly this kind of uncertainty that puts Jefferson in the unique position to not only change healthcare but to transform it in essential ways. What will this take? A healthy dose of creativity. A strong vision. A touch of boldness. And the ability to work together as one so we can respond nimbly and quickly to the challenges ahead. **Our patients, our students and our community deserve nothing less.**



# Envision a new horizon.

## WITH A FRESH PERSPECTIVE ON TEACHING THE HEALTH SCIENCES.

Jefferson takes a unique approach to education. It's part of our history. Our students participate in the care of patients — right here. Take it a step further. We create learning labs with teams of students in nursing, pharmacy, medicine and rehab. Together, we're bridging the gap and building bridges to collaborative, patient-centered care where everyone's vantage point and viewpoint matter. Interprofessional education is just the beginning. **The future is even brighter.**



# Create the future.

## HEALTHCARE. IT'S A WORK IN PROGRESS.

Greek philosopher Heraclitus once said, "The only thing constant is change." Jefferson thrives on this premise. All of us have the opportunity to recreate what healthcare, healthcare education, and research look like, feel like, and act like in our community. We have an entrepreneurial spirit that is in the Jefferson DNA. Embrace it. Together we rise or fall based on our collective discoveries, accomplishments and innovations. Since 1824 Jefferson has pioneered some of the most advanced approaches to education and medicine out there. **"What form will your next creation take?"** What will your legacy be?



# Up the ante.

## **MAYBE THAT INVOLVES RAISING OUR OWN BAR.**

Healthcare isn't typically a "go it alone" endeavor. It involves partnerships. Trust. Community involvement. Jefferson understands this. No matter what area you currently identify with at Jefferson, we are all citizens of a greater community. The person you're helping or educating today may be the same person you turn to for support tomorrow. Relationships matter. Why does our future look so promising? **Because we are raising the bar and our stake in the community — unearthing resources to help us help others.**



# Cultivate optimism.

## IT'S AMAZING WHAT CAN TAKE ROOT IN A NURTURING ENVIRONMENT.

When some of the brightest medical minds in the country come together, you'll see something of note begin to grow at Jefferson: collaboration, exceptional education, and breakthrough science. Patients flourish as a result of this cohesive, cross-pollinating environment. And researchers, scholars, scientists, students, and practitioners become a part of something much bigger than themselves: the future of healthcare. Jefferson recognizes that tomorrow's best clinicians thrive under today's best teachers. **We should know. We've been doing it for nearly 200 years!**



# Our Blueprint for Strategic Action

**ONE JEFFERSON:** Align clinical, educational and research missions to accelerate innovation

**PATIENTS AND FAMILIES FIRST:** Improve the health of our patients, families and community through comprehensive, personalized, cost effective, quality care

**SEAMLESS CLINICAL ENTERPRISE:** Define the future of medical care

**HIGH IMPACT SCIENCE:** Develop a research infrastructure and culture that incubates ideas and creates value

**PROGRAMS OF GLOBAL DISTINCTION:** Integrate our tripartite missions to distinguish ourselves in selected areas of focus

**FORWARD THINKING EDUCATION:** Reinvent health sciences education to meet the needs of future delivery models

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**FOUNDATIONAL AREAS TO ACHIEVE INITIATIVES:**  
Partnerships, Diversity, Technology, Philanthropy

ONE MISSION,  
ONE VISION,  
ONE SET OF VALUES,  
ONE IDENTITY,  
ONE JEFFERSON.



**Jefferson**™

HEALTH IS ALL WE DO