

# Our Strategic Plan

## OUR MISSION

Engaging our communities through a continuum of services that enhances the experience of aging.

## OUR VISION

A progressive community where older adults thrive, age well and live better.

## OUR VALUES

Connecting Communities - Advancing Quality and Innovation - Caring Genuinely and Passionately - Respecting Each Person - Serving with Integrity and Commitment

## Strategic Directions & Goals

### OUR RELATIONSHIPS

Partner with our diverse communities to meet the needs of seniors

- Successful collaboration with health system providers enabling the success of our programs and services.
- Programs and services are culturally and socially relevant.
- New and diverse funding sources Identified and established.
- The UHS vision is a recognizable brand in the community.

### OUR SERVICES

Provide an enriched continuum of services to seniors

- Service gaps are identified in consultation with clients, residents, families, and staff.
- An enriched menu of services that support the aging journey.
- The right technology enabled tools to support the business, the organization, its staff, clients, residents, and families.
- A campus master plan that leads the organization into the future.

### OUR ORGANIZATION

Ensure a healthy culture and sustainable organization

- An HR Strategy that ensures the right leadership in the right place at the right time that attracts and retains the best recruits.
- A viable and profitable investment strategy.
- A governance model that mirrors the community it serves, with the right leadership in the right place at the right time.