



Real care. Real savings. Real impact.

Vision + Core Values Builder

A leadership worksheet to help healthcare teams clarify who they serve, what they value, and how they want care to feel.

Use this for healthcare providers, clinics, pharmacy teams, or leaders who want to reconnect daily work to mission, values, and patient impact.

Why Vision and Core Values Matter

A healthcare team cannot consistently deliver compassionate, safe, patient-centered care if the team does not have shared clarity on what matters most. Vision gives direction. Core values shape behavior when the work gets hard.

Vision Builder

Who do we serve?

What problem are we trying to solve for them?

What should feel different because we exist?

What do we want patients, families, and team members to say about us?

Draft Vision Statement

Our vision is to...

Core Values Builder

Choose 3 to 5 values that should guide daily behavior. Then define what each value looks like in action.

Core Value	What It Looks Like	What It Does NOT Look Like

Suggested Healthcare Core Values

Value	Simple Definition
Clarity	We explain next steps in a way patients and team members can understand.
Compassion	We treat people like humans, not tasks, interruptions, or numbers.
Accountability	We follow through, communicate clearly, and own the handoff.
Stewardship	We use time, resources, and dollars wisely because access depends on it.
Courage	We name broken processes and work together to improve them.
Consistency	Patients should not receive a different experience depending on who they reach.

Alignment Check

- ☐ Our daily work reflects our stated values.
- ☐ Our team can explain the vision in simple language.
- ☐ Our policies and workflows support our values.
- ☐ Our metrics measure what we say matters.
- ☐ Leaders model the behavior they expect.
- ☐ Patients can feel the difference.

Strong values are not wall decor. They are decision filters. When the pressure rises, values should tell the team what to protect first.

Important: Education and leadership support only. This resource does not provide medical care, legal advice, compliance advice, diagnosis, treatment, or individualized clinical guidance. Healthcare organizations should follow applicable laws, licensure requirements, policies, and professional standards.