

Lawrence General Hospital's Strategic Pillars

OUR 5 Es OF EXCELLENCE:

- **Enhance** Community & Patient Perceptions
- **Elevate** Health Equity & DEI
- **Emerge** as Regional Provider & Employer of Choice
- **Establish** Financial Sustainability
- **Enable** Innovation

OUR VISION:

Become the region's destination community-focused hospital and health system



Achieving our 5 Es of Excellence



PILLAR

Enhance Community & Patient Perceptions

VISION

Improve the patient experience and overall perception of LGH

HOW WE GET THERE

- Deliver seamless customer-focused care
- Amplify our community outreach
- Refresh our branding and marketing plan



PILLAR

Elevate Health Equity & DEI

VISION

Become a market leading hospital and national role model for health equity

HOW WE GET THERE

- Grow our population health programs and partnerships
- Implement our 5-year DEI roadmap
- Position and educate our board and leaders to be champions for health equity and DEI



PILLAR

Emerge As Regional Provider & Employer of Choice

VISION

Become the destination hospital in the Merrimack Valley by continuing to provide excellent care through an engaged and steadfast workforce

HOW WE GET THERE

- Maintain exceptional quality of care and clinical efficiency
- Strengthen the workplace experience to recruit and retain excellent talent
- Expand our primary care and specialty programs to serve more patients and grow services



PILLAR

Establish Financial Sustainability

VISION

Achieve financial stability to sustain operations and invest in programs to better serve the community for years to come

HOW WE GET THERE

- Maximize revenue from government payers and programs
- Maintain controls on expenses
- Work with payers to receive fair reimbursement



PILLAR

Enable Innovation

VISION

Launch unique partnerships and digital improvements to strategically enhance and optimize LGH

HOW WE GET THERE

- Creatively develop new strategic partnerships
- Maximize benefits of clinical affiliations
- Improve patient experience through provider connectivity and virtual care

CORE ASPECTS OF OUR MISSION:

Lawrence General Hospital is a **not-for-profit hospital** providing **quality medical care** and our physicians and caregivers offer **equitable treatment for all patients**. Every member of our clinical team works to **support community education and research** to improve the health of the citizens of the Merrimack Valley, while **partnering with other healthcare providers** to deliver on our mission and expand our range of services.