



## MISSION:

To **Save** and **Heal** lives through donation.



## VISION:

Every potential donor makes *"A Pledge for Life."*

# CORE VALUES

## INTEGRITY

I will be honest at all times and treat others fairly.

## COMPASSION

When interacting with others, I will be kind and compassionate.

## QUALITY

I will seek to improve my performance every day.

## RESPONSIVENESS

I will respond to all requests within the agreed time line.

# CORE VALUES

## EDUCATION

I will seek opportunities to expand my professional development.

## INNOVATION

I will be open to new ideas and support new initiatives.

## RESPECT

I will treat and speak to others as I wish to be treated and spoken to.

## LIFE

I will lead a balanced life in order to contribute to the life-saving mission.

# CORE CUSTOMERS

## DONOR FAMILIES



## TRANSPLANT CENTERS



## TISSUE PROCESSORS



## CORNEAL TRANSPLANT SURGEONS





# CORPORATE DASHBOARD

# STRATEGIC OBJECTIVES

# DEPARTMENT DASHBOARD

# MY GOALS

PILLAR	DASHBOARD MEASURES
SUSTAINABILITY	Workforce Satisfaction
	Operating Margin
CUSTOMER	Complaints
OPERATIONAL EXCELLENCE	Organ Transplants
	Tissue Donors
	Corneal Transplants
	Research
	Donor Designation
INNOVATION AND PROCESS IMPROVEMENT	Strategic Projects

3 YR STRATEGIC OBJECTIVE	2019 STRATEGIC OBJECTIVE	2019 INITIATIVE
Baldrige recipient before 2021	Increase 1 band level for 2 categories	Improve systems and processes
5% increase in revenue from alternative sources	Identify alternative revenue sources	Explore alternative revenue sources
Reach 50% designation	1.5% increase in PA .75% increase in WV	Breakthrough methodology to increase designation
6% increase in organs transplanted	1% increase in organs transplanted	Increase suitable organs for transplant

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