

Scenario



Crystal Creek is a small nonprofit long-term care facility that provides rehabilitative, restorative, and ongoing skilled nursing care to patients in need of assistance with activities of daily living such as, bathing, eating, and walking. You are a member of the senior-level management team that establishes healthcare standards, makes strategic policy decisions, and oversees personnel.

On Monday, Crystal Creek announced that it had been acquired by a large for-profit hospital system. To initiate the merger and facilitate the transition from a nonprofit to a for-profit institution, the new leadership committee has assembled a series of cross-departmental working groups to review and rework the facilities' mission, vision, and value statements. You are a member of the research team responsible for investigating the mission, vision, and value statements of other healthcare organizations and making some preliminary recommendations about how the facility will communicate its brand and reputation moving forward.

Directions

Committee Report

Prior to determining how the organization should proceed with its mission, vision, and value statements, you have been asked to conduct web-based research about how other healthcare organizations created and communicated their institutional vision, mission, and values. Then, you'll compile your findings and recommendations into a report to submit to the new leadership committee.

1. Research the mission, vision, and value statements of various for-profit and nonprofit healthcare organizations: Examine different types of organizations (inpatient and outpatient) in different locations (rural, suburban, and urban). Consider the similarities and differences in each healthcare organization's mission, vision, and value statements, and how each healthcare organization communicates its brand and reputation. Use the following questions to help guide your web-based analysis of each organization.
 - Missions
 - Who are the organization's stakeholders?
 - How does the organization aim to serve its stakeholders?
 - What is the organization's core purpose or reason for existence?
 - What does the organization's significance?
 - Visions
 - What are the organization's future aspirations or goals? In other words, where is the organization trying to go?
 - How does the vision statement inform the organization's strategy, goals, and objectives?
 - Values
 - What are the guiding principles of the organization?
 - How does each organization aim to go about achieving its mission and vision?
 - How does each organization expect its staff to behave and interact?
 - Brand and reputation
 - How does the organization communicate its brand and reputation?
 - What are the benefits and features of the organization's services?
 - What qualities do you associate with the organization?

2. Compile your research findings from the previous step and formulate your recommendations into a 1,000- to 1,500-word report for the new leadership committee. Using specific evidence from your investigation, include the following components in your report. Each section should be 250–500 words.
- A comparison of mission statements from a nonprofit and a for-profit healthcare organization
 - An analysis of how at least two healthcare organizations communicate their mission, vision, and values
 - An evaluation of the strategies that at least two healthcare organizations use to integrate their brand
 - An inspection of how at least two healthcare organizations communicate their reputation
 - At least five recommended strategies for writing a mission, vision, and values statement and communicating an organization's brand and reputation to diverse audiences



What to Submit

Every project has a deliverable or deliverables, which are the files that must be submitted before your project can be assessed. For this project, you must submit the following:

Committee Report (1,000–1,500 words)

Using research to support your recommendations, write a committee report for the new leadership committee recommending how the facility should communicate its mission, vision, values, brand, and reputation moving forward. Support your recommendations by comparing nonprofit and for-profit healthcare organizations' mission statements and analyzing how various healthcare organizations communicate their mission, vision, and values; integrate their brand; and convey their reputation to diverse audiences.