



BRAND PLATFORM

THE SAINT MARY'S BRAND PLATFORM

WHAT WE STAND FOR

"WE BELIEVE THE MISSION OF SAINT MARY'S IS TO EXTEND CHRIST'S HEALING PRESENCE TO PEOPLE OF ALL FAITHS BY PROVIDING QUALITY HEALTHCARE THAT RESTORES, PRESERVES AND PROMOTES PHYSICAL, MENTAL AND SPIRITUAL WELL-BEING."

BRAND PROMISE

WE GO BEYOND. BEYOND EXPECTATION. BEYOND "HEALTHCARE." BEYOND THE CALL OF DUTY. BEYOND WALLS TO ACHIEVE THE BEST OUTCOMES FOR YOU, THE ONES YOU LOVE AND FOR OUR COMMUNITY.

UNIQUE CHARACTER

UNWAVERING SPIRIT HONOR EXCELLENCE
COMFORTING HAVEN RIPPLES OF KINDNESS AND COMPETENCY
SHINE PROUDLY COURAGE IN INTEGRITY

OUR DIFFERENTIATORS

OUR PEOPLE: WE BRING NEW VISION, ENERGY AND DEDICATION TO PROTECT AND NURTURE OUR LEGACY. WE RECOGNIZE THE IMPORTANCE OF "THE LITTLE THINGS."
OUR TRADITION OF CARING: PROTECTING OUR PAST WHILE MOVING FORWARD BOLDLY.
OUR APPROACH: WE DON'T WAIT FOR PEOPLE TO COME TO US IN NEED; WE FIND THEM. WE REACH OUT. WE DON'T WAIT FOR ANSWERS; WE DISCOVER THEM. WE DON'T GIVE UP ON ANYTHING; WE FIGURE IT OUT. WE TAKE THE INITIATIVE.
OUR TECHNOLOGY: WE INVEST IN TECHNOLOGY WHERE IT TRULY MAKES AN IMPORTANT DIFFERENCE TO THE LIVES WE SERVE.

THE BENEFITS THAT WILL RESULT

OUR OUTCOMES: EVERYTHING WE DO IS FOCUSED ON ACHIEVING THE BEST OUTCOMES POSSIBLE. SAINT MARY'S WILL BE VIEWED AS THE WORLD-CLASS PROVIDER OF HEALTHCARE IN NORTHERN NEVADA.

CORE NEEDS OF OUR USERS

CONFIDENCE IN THEIR CARE. A HAVEN TO HEAL IN. THE RESOURCES AND SUPPORT TO GET BETTER. THE BEST POSSIBLE OUTCOMES...ON ALL LEVELS: PHYSICAL, EMOTIONAL, SPIRITUAL.