TOGETHER WE MAKE A DIFFERENCE.

Mohawk Valley Health System

A GUIDE TO BUILDING THE MVHS BRAND
This booklet is designed to help you become a champion for Mohawk Valley Health System (MVHS). It’s not a set of rules; it’s a guide to help you in your daily communications about MVHS. It provides the language you may need to express the caring spirit of our organization. Whether talking with a patient, resident or a member of your own family, you can tell the story about what we do for our community and the families we serve.
Our interactions should always leave a lasting, positive impression because we understand that each one of us plays a crucial role in the overall patient and resident experience. We know we have made a difference when our customers - the patient, the resident and their families - reach out to us and share a moment during their care that has made a difference for them.

We are the community’s trusted healthcare system of choice, sharing our energies and efforts to inspire those around us. The kind and appreciative words of our patients, residents, coworkers, medical staff and volunteers guide us.

Together we make a difference.

Mohawk Valley Health System
MVHS is rich with history and tradition. We have been caring for our communities since 1830 and there is no greater joy than seeing the impact our actions have.
At MVHS, we have stories of caregivers, protectors, companions and champions. The stories speak of challenges and triumphs, connections and discoveries, shared experiences and life-changing journeys that reflect the history of Faxton St. Luke’s Healthcare (FSLH) and St. Elizabeth Medical Center (SEMC) and how we make a difference. These moments and gestures are shared, honored and remembered. Working together, we will continue to create even more everlasting memories for our patients and residents. What stories can you tell?
When a patient being discharged needed help and a different place to live, employees volunteered on their day off to move the patient, unpack her belongings, donate household items and even bought groceries so she’d have food to eat.

A wife sits at her late husband’s bedside mourning his loss. As she waits for loved ones to arrive, a nurse sits quietly with her and holds her hand, knowing that kindness and sympathy require no words.

When an employee’s small child needed major surgery that would require weeks of recovery, fellow coworkers came together to support the entire family through bake sales, donations, raffles, home cooked meals, donating their paid time off and well-wishes.
WHAT IS MVHS?

If you only had an elevator ride to explain to someone what MVHS is, what would you say?

MVHS is a system that provides healthcare services for the residents of the Mohawk Valley. We are known for our clinical quality and collaboration. We are the organization people choose when caring for their loved one.

Why Do People Choose MVHS?

"After my stroke, I chose to receive my rehabilitation treatment at Mohawk Valley Health System. It was so nice to be close to home so my family and friends could visit me and offer encouragement. The doctors, therapists, nurses and aides that treated me made me feel comfortable and most importantly, made me feel like a person not just a patient. I formed a close bond with them and I hope they realize the difference they made in my life - for both me and my family."

— Gary Philipson, owner of “Herb” Philipson’s

Why Work for MVHS?

“I wanted to be a doctor ever since I could walk. I am blessed and fortunate to do what I do every day and I have a lot of pride in the work that we do at Mohawk Valley Health System. There is a culture of caring in this community that you don't find in larger places. The affiliation allows us to work as a team and provide patients with access to the very best quality care right here in Central New York.”

— Dr. Kevin McCormick, Primary Care Physician
As FSLH and SEMC work together under MVHS, our dedication to excellence in patient care and promoting wellness in our community has not changed. The MVHS mark and colors are designed to show the unity of our system and to promote recognition within our community, the Mohawk Valley.

The sweeping shape of the valley and the stripes representing the familiar image of a plowed field reflect our commitment to promoting wellness in our local communities. The soft, warm green and deep blue colors were carefully selected because they represent our local, natural environment and best portray our values as an organization. The color green represents well-being, health and purity; the blue inspires trust as well as stability.

**OUR MISSION**
To provide for excellence in healthcare for our communities.

**OUR VISION**
To be the trusted healthcare system of choice through clinical quality, excellence in service and education, compassionate care, promotion of wellness and operational efficiency.

**HONESTY**
We believe in the highest level of personal and professional ethics and standards. Our relationships with patients, residents, physicians, volunteers, families, vendors and each other will be open, honest and fair.

**EXCELLENCE**
We strive to exceed the expectations of our patients, residents, employees, peers and medical staff so that we can achieve superior outcomes.

**TRANSPARENCY**
We are open and inclusive in all that we do. Our patients and residents will receive timely and accurate information about their care. We will share with our staff, physicians, volunteers and community our goals, plans and progress.

**INNOVATION**
As an organization, we use proven technology and techniques to engage in and create best practices in all aspects of our operations.

**QUALITY**
We believe in providing superior quality care and service excellence to our patients, residents, their families, visitors, physicians, volunteers and coworkers in a compassionate, safe and caring manner.

**CONTINUOUS LEARNING**
We promote an environment of continuous, life-long learning among our patients, residents, employees, physicians, volunteers and the public in order to create a healthier, vibrant organization and community.

**RESPECT**
We recognize the honor and dignity of every person and value each staff member’s contributions toward achieving our mission.

**TEAMWORK**
Working together, we promote the sharing of ideas, talents and skills to encourage the personal growth and advancement of each staff member and to provide the highest level of service and quality for our patients and residents.

**SAFETY**
We embrace a culture where employees are provided with the tools and training necessary to accurately administer appropriate and timely care to patients and residents.

**COLLABORATION**
We work closely with each other, our medical staff and local businesses and agencies to make our community’s health a top priority.
IN EVERY MOMENT, EVERY INTERACTION, EVERY DAY... MAKE IT HAPPEN, MAKE IT MATTER, MAKE A DIFFERENCE, MAKE IT MOHAWK VALLEY HEALTH SYSTEM!

MAKE IT HAPPEN
Some people want it to happen; some wish it to happen and others make it happen. MVHS is committed to being a responsive partner in the patient experience. Whether it’s accepting a patient or resident into our care, supporting a colleague or addressing a request from a patient’s family member, do all you can to make it happen!

MAKE IT MATTER
MVHS provides a service - care for our customers. Although the care we provide may have many tasks associated with it, we should always focus our energies and efforts on the why behind that care, always striving to do our best. By working together, we will make each moment matter!

MAKE A DIFFERENCE
Just as the small boy who returned washed up starfish to the ocean one by one believed in the difference he was making for each individual starfish, we know that making a difference is defined by the quality, not the quantity, of our actions. Making a difference is about going above and beyond to support the care our patients, residents and families receive, and committing ourselves to positively impacting the lives of others.
Together we make a difference.

For more information visit
www.mvhealthsystem.org/makeadifference