



# CREATING OUR VISION STATEMENT

# VISION STATEMENT

States the current and future objectives of an organization; intended as a guide to help the organization make decisions that align with its philosophy and declared set of goals.

# Examples of Great Vision Statements

## **IKEA**

“Our vision is to create a better everyday life for many people.”

## **SOUTHWEST AIRLINES**

“To become the world’s most loved, most flown, and most profitable airline.”

## **NIKE**

“Bring inspiration and innovation to every athlete\* in the world. (\*If you have a body, you are an athlete.)”

## **McDONALD’S**

“To be the best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness and value, so that we make every customer in every restaurant smile.”

# Survey: Our Vision Statement

1. We are committed to empower and enlighten all Coloradans by helping them find the best options for their health care needs. We accomplish this through advocacy, education, support and connection.
2. Equip Coloradans with the tools to understand and effectively access Health Care options.
3. Making health care attainable.
4. Our vision is to be a vital role and leader in improving access, affordable value and choice of quality healthcare and reducing the cost of health care to all stakeholders – customers, patients, doctors, healthcare facility owners and providers alike in the State of Colorado.
5. Connect envisions all Coloradans have health benefits and care at reasonable costs.

# Survey: Our Vision Statement

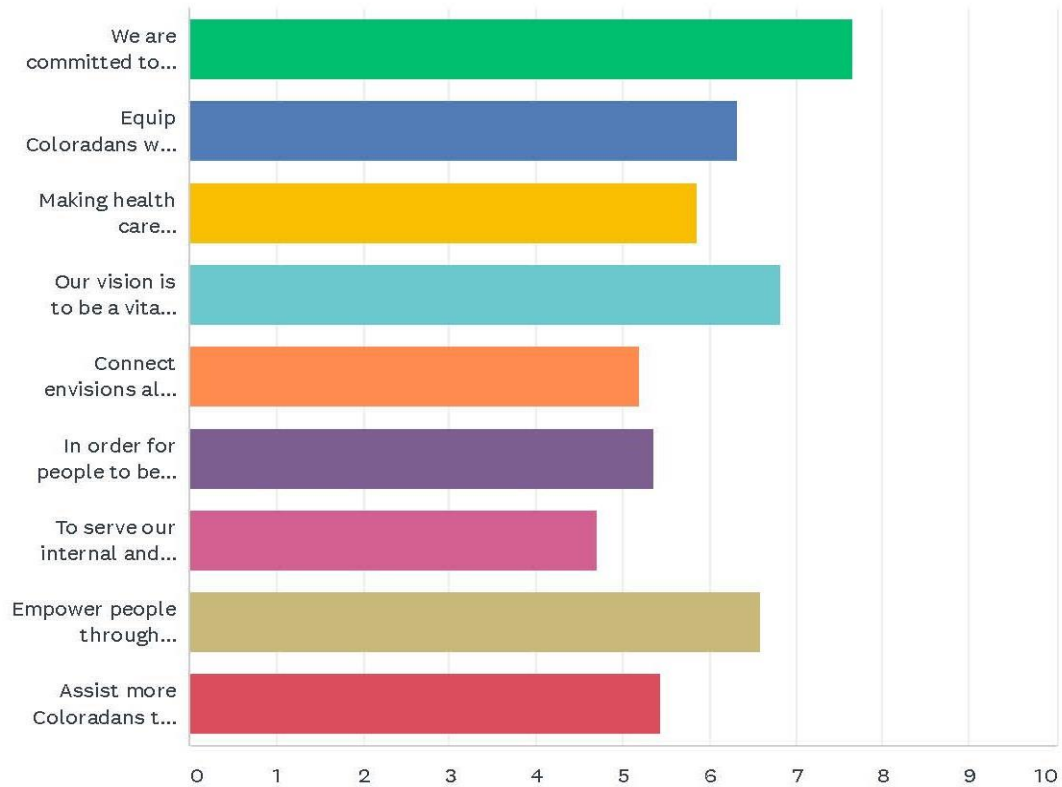
6. In order for people to be able go to work, to lead productive and happy lives, to be financially stable, and to realize their potential, they first have to be healthy. Connect for Health Colorado assists Coloradans by helping them make the right health insurance choices for themselves and their families.
7. To serve our internal and external customer base with an optimal insurance experience, which satisfies all health care needs.
8. Empower people through education, information, and assistance to take control of their health.
9. Assist more Coloradans connect to access, affordability and choice for their health.

# Survey Results: Our Vision Statement

## Vision Statement

Q1 Choose your top three choices.

Answered: 65 Skipped: 0



# C4HCO Team's Top Five Vision Statements

1. We are committed to empower and enlighten all Coloradans, by helping them find the best options for their health care needs. We accomplish this through advocacy, education, support, and connection.
2. Our vision is to be a vital role and leader in improving access, affordable value and choice of quality health care and reducing the cost of health care to all stakeholders - customer, patients, doctors, health care facility owners and providers alike in the state of Colorado.
3. Empower people through education, information, and assistance to take control of their health.
4. Equip Coloradans with the tools to understand and effectively access health care options.
5. Making health care attainable.