



St. Croix HEALTH

St. Croix Falls, Wisconsin
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FOR IMMEDIATE RELEASE

St. Croix Health Unveils New Mission, Vision, and Values, Lays Foundation for Future Facility

ST. CROIX FALLS, WISC. —

St. Croix Health publicly announced the adoption of its new mission, vision, and values, marking an important milestone in the organization's continued commitment to serving communities with excellent care. These guiding principles will serve as the foundation for the organization's new healthcare facility which is on track for a summer groundbreaking.

Developed through input provided by staff, providers, and the governing board, the updated mission, vision, and values reflect St. Croix Health's focus on meeting the evolving needs of the region while preserving its longstanding commitment to compassionate, patient-centered care.

The new mission, **to deliver care driven by excellence, guided by heart, and grounded in community**, reflects St. Croix Health's commitment to clinical expertise combined with compassionate care to support the community.

Supporting this direction is the organization's vision, **to be a trusted partner in providing healthcare that is personable and accessible to all by adapting to meet the needs of our communities and support lifelong well-being.**

St. Croix Health's core values, **Integrity, Respect, Collaboration, and Compassion**, are already the basis for how the staff cares for patients and each other every day.

"The new mission, vision, and values were curated over 15 months through many rounds of feedback by our staff. They are more than words. They define St. Croix Health's commitment to our patients, our community, and our staff and how we show up for each other every day," shared Mike Youso, CEO of St. Croix Health. "These statements provide the foundation that the organization and the new facility will be built upon."

Renderings of the future facility showcase a modern, welcoming environment designed to enhance the patient and family experience, support care teams, and allow for future growth. Thoughtful design elements emphasize accessibility, efficiency, and comfort while reinforcing St. Croix Health's commitment to delivering high-quality care close to home.

“The renderings bring our vision to life,” said Youso. “This new facility is being designed with our patients, staff, and community at the center, ensuring we are in a place to serve the area for decades to come.”

Planning for the project continues to move forward on schedule with groundbreaking anticipated this summer. Additional updates and community events will be shared in the coming months. Community members are also encouraged to learn more about St. Croix Health’s commitment to the community by viewing the video on the About Us page of their website, SaintCroixHealth.org/About-Us.

St. Croix Health remains committed to providing exceptional care today while thoughtfully building for the future.

St. Croix Health is a not-for-profit healthcare organization that includes a critical access hospital in St. Croix Falls and five community clinics located in Balsam Lake, Frederic, St. Croix Falls, and Webster, WI and Lindström, MN.

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