

Earning Trust

There's a deep sense of pride we have when we get to say we're part of the Children's team. It happens to most of us when we're out in the community going about our normal routine. Then someone sees Hope and Will on our shirt, and the person pulls us aside to tell us just how important we are in their child's life. And when they do, the person often talks about the care they received from a specific individual or team.



That's worth stopping to think about. All the things we do to deliver care—starting an I.V., discussing treatment options or helping a family find their way through the hospital—are just part of another work day for us, but they're actions that are etched in parents' memories.

When parents talk about the care we provide to their children, it means something special. It means they trust us. It means we earned it. It means we will try again tomorrow to do even better for the next child.

So here's our challenge, the one we have to solve together: How will we make sure we continue to provide kids—all kids in Georgia—the care they deserve? How will we continue to earn that trust, every single day with even more parents?

We have a strategy, a gameplan, for the next five years that will help us Deliver the Best Care. That's one of our focus areas to make sure we achieve our Vision of Best Care ... Healthier Kids. This issue's cover story provides details on all the things we will do to Deliver the Best Care.

But here's what each of us needs to remember—our strategy rests completely on our shoulders in those moments with kids, providing them the best care. There were hundreds of thousands of those moments last year, each patient visit as important as the next. And that means hundreds of thousands of chances to earn the trust of parents for what we do. Those moments are the foundation of what we will achieve together over the next five years.

Simply Put: We earn the trust of parents when we provide their children the care they deserve. Together, we will continue to earn the trust of Georgia's parents to deliver the best care to all kids.

