

# Careforce Forum

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Mission, Vision, Values and Brand





# Victor



# Desha



# OUR MISSION

TO MAKE KIDS BETTER TODAY  
AND HEALTHIER TOMORROW

# OUR VISION

BEST CARE ... HEALTHIER KIDS

STRONG ENOUGH TO CARE ENOUGH

# OUR VALUES

CARE  
ABOUT  
PEOPLE

PASSIONATE  
ABOUT  
KIDS

DEDICATED  
TO  
BETTER

# Our Strategy

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**DELIVER  
THE BEST  
CARE**

**INSPIRE  
THE BEST IN  
PEOPLE**

**TRANSFORM  
PEDIATRICS**

**ENGAGE  
AND SERVE OUR  
COMMUNITIES**

Children's Healthcare of Atlanta



# Updated Look and Feel

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**Children's**<sup>SM</sup>  
Healthcare of Atlanta  
*Dedicated to All Better*

# Updated Look and Feel



**DEDICATED TO  
ALL BETTER**



CHOA.ORG

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# WE TREAT MORE BROKEN BONES THAN ANY HOSPITAL IN GEORGIA.

And since childhood is a non-stop adventure, that's important for parents to remember.  
For more information about our Fracture Care Program visit [choa.org/fracture](http://choa.org/fracture).





Children's Healthcare of Atlanta



# Our Promise

Strong Enough to Care Enough

What Children's **Commits** to You  
What Children's **Needs** from You

