EX Website: Engagement Journey

Header image

* Engagement Journey Header Image

Page Name: Engagement Journey

* Intro paragraph
  + Providing an exceptional team member experience has always been at the forefront here at Northwell – that's why our mission is to improve the health and quality of life for the people and communities we serve, by providing world-class service and patient-centered care. Because at the center of everything we do, is our people. The pioneers made for breaking with convention, the individuals who aren’t afraid to push the boundaries. So, we invest in our people because we know they make us, us. The past few years have been an incredible engagement journey. This page provides and in-depth look at how we continue to strive to be better for our people day in and day out, making us a Fortune 100 Best Companies to Work For.

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**Section 1**

* Blue box
  + Engagement journey infographic
    - Photo: Image 4
    - Headline: Engagement Journey Infographic
    - Copy:
      * From the 38th percentile in 2012 to the 74th in 2019, we’ve been continuously pushing the boundaries to enhance our team member experience. To investing in a re-designed performance review process to implementing a physician recognition program and launching a team member-based innovation program, engagement here at Northwell continues to grow and expand to new heights.
    - CTA: View our journey (downloadable PDF - 2019 results infographic – engagement journey and numbers.pdf)

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**Section 2**

* Video 1
  + Photo: screen shot of video
  + Headline: Sounds of caring
    - Copy
      * Our people are the faces of this organization. They are the ones providing exceptional care to our patients, pushing through the tough times to support each other and this organization. During the past few months they have been nothing short of heroic. We continue to enhance our engagement strategy to be sure they are well cared for. We do this work for them so they can continue to save lives and protect our communities.
    - CTA: Listen to the words of our team members during the COVID-19 pandemic (link to <https://www.soundsofcaring.com/>)

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**Section 3**

* Dark purple box
  + Photo: DEH\_8357
  + Headline: Our Employee Promise
    - Copy
      * Created by our people, for our people, our employee value proposition ‘Made for this’ drives everything we do. This statement describes what our people get from what they put in – it shows how we are the explorers made for extraordinary discoveries, how we always act with intent, with heart and with passion to make people’s lives the best possible. We’re always looking to be leaders in health care and leaders in team member engagement. Our people’s words, sheer grit and determination to turn tomorrow into a breathtaking opportunity continues to guide and inspire us each and every day. We use our promise as our guiding principle and source of light for the good days, and the bad. It’s what makes us, us.
    - CTA: Connect with our promise (downloadable PDF - our promise.pdf)

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**Section 4**

* Video 2
  + Photo: screenshot of video
  + Headline: Made for this ®
    - Link video to <https://www.youtube.com/watch?v=EoB9aHMO_fc>
    - Copy
      * Our promise is only one of three that we have here at Northwell. The two other are our brand promise and our Culture of C.A.R.E. Our brand promise is our promise to our consumers, our Culture of C.A.R.E. is our promise to our patients and our employee promise is simply our promise to one another. Together these promises align to our mission and values as an organization, to improve the health and quality of life for the people and communities we serve while being Truly Ourselves, Truly Together, Truly Ambitious, Truly Innovative and Truly Compassionate.
    - CTA: Learn more about our three promises (downloadable PDF – three promises and values.pdf)

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**Section 5**

* Light purple box
  + Photo: Covid\_Staff\_Nov20-442
  + Headline: Our Values
    - Copy
      * With the launch of our employee promise came the re-fresh of our values which now represent the qualities and uniqueness of our team members. We know our people are driven by integrity and compassion, that they’re always curious and willing to lend a hand to help. That’s why our refreshed values are weaved into our programs and focus areas as a team – they guide our program development to ensure our team members and leaders are connecting to what we design, creating an engaging workforce.
    - CTA: Hear about our values (link to video <https://link.videoplatform.limelight.com/media/?channelId=fcd115f5af9e40eeb0b6a8d718cf51a1&width=960&height=360&playerForm=LVPPlayerHorizontalPlaylist&embedMode=html&htmlPlayerFilename=limelightjs-player.js&autoplay=false&autoplayNextClip=true>)

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**Section 6**

* Video 3
  + Photo: screenshot of video
  + Headline: Our Values in Action
    - Link to video <https://link.videoplatform.limelight.com/media/?channelId=fcd115f5af9e40eeb0b6a8d718cf51a1&width=960&height=360&playerForm=LVPPlayerHorizontalPlaylist&embedMode=html&htmlPlayerFilename=limelightjs-player.js&autoplay=false&autoplayNextClip=true>
  + Copy:
    - Hear from our President and CEO Michael Dowling about what our values mean to our organization and to each and every one of us.
  + CTA: View our values (downloadable PDF – Our Values.pdf)

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**Section 7**

* Rotational Content
  + Slide 1
    - Growth & empowerment
      * Photo: growthempowerment
      * We are partners in influencing change and decision making. All team members feel psychologically safe and are empowered to contribute what is needed to achieve our mission.
      * Remove CTA
  + Slide 2
    - Listening
      * Photo: listening
      * We lead with curiosity and we are always listening to each other. Together, we leverage our collective voice to co-create the best work experience.
      * Remove CTA
  + Slide 3
    - Well-being
      * Photo: wellbeing
      * Together we focus on the total well-being of our team members, we create a humane and inclusive environment, where we are all better for working here.
      * Remove CTA
  + Slide 4
    - Lifelong affinity
      * Photo: lifelongaffinity
      * Team members are lifelong Northwell Health champions, both internally and externally. We are proud to work at Northwell. We recommend Northwell as the best place to work and receive care.
      * Remove CTA

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**Section 8**

* FAQ
  + Photo: FAQ.png
  + Headline: FAQ’s
  + Our goal is to create a partnership with every leader and team member at Northwell through our experience strategy. Want to learn more about our programs? Visit our FAQ page for more details.
  + CTA: Learn more (link to FAQ page)

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**Section 9**

* Social
  + Photo: Social.png
  + Headline: Social
  + Copy: Stay connected with our team members throughout the organization by checking in on or joining the Northwell Life Facebook group.
  + CTA: Join the group today (link to <https://www.facebook.com/groups/northwelllife>)