

### Exhibit 5–10: Strategic Thinking Map for Writing a Mission Statement

Component:	Key Words Reflecting Component		
1. Target customers and clients: <i>"The individuals and groups we attempt to serve are . . ." Do not be limited to only the obvious.</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. Principal services delivered: <i>"The specific services or range of services we will provide to our customers are . . ."</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. Geographical domain of the services delivered: <i>"The geographical boundaries within which we will deliver our services to our customers are . . ."</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. Specific values: <i>"Specific values that constitute our distinctiveness in the delivery of our services to customers are . . ."</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. Explicit philosophy: <i>"The explicit philosophy that makes us distinctive in our industry is . . ."</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6. Other important aspects of distinctiveness: <i>"Any other factors that make us unique among competitors are . . ."</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### **Exhibit 5–11: Vision of HCA**

---

Above all else, we are committed to the care and improvement of human life.

---

***Source:*** HCA.

### **Exhibit 5–12: Vision Statement of Coventry Health Care**

---

We intend to revolutionize the health care industry in our markets through innovation, technology, quality performance, and commitment to our customers and constituents. Our aim is to offer products and services that will responsibly improve the quality of life for all we serve. We will conduct our business affairs in an ethical and financially prudent manner through employee development, involvement and empowerment, while demonstrating compassion to our members and setting the standard for all others to achieve.

---

**Source:** Coventry Health Care.