

# CORE values



**Positive Attitude** "We enjoy what we do."  
Optimism inspires open-mindedness and creativity.

**Love** "We love who we serve."  
Out of love and respect for our residents, we put their needs before staff convenience.

**Accountability** "We do what we say."  
We are accountable to our residents, to their families and to each other. Accepting responsibility is essential as we plan and deliver care.

**Trust** "We say what we mean."  
Open and honest communication is crucial to earning the trust of our residents, their families and our coworkers.

**Excellence** "We provide excellent care, every resident, every day, every time." Our own excellence inspires excellence in others, including residents, families and our coworkers.

