

What inspires us.



Welcome.

We are here to help others  
experience the best life possible  
because, after all, nothing else  
matters nearly as much.





The name Aspirus is formed by combining Latin words meaning *to breathe upon* and *as one*, into a single word meaning *to live with united spirit*.





## Our Vision

Aspirus is a catalyst for creating healthy, thriving communities, trusted and engaged above all others.

## Our Mission

We heal people, promote health and strengthen communities.



## Our Values

### 1 Compassion

We demonstrate caring in all we do, and cherish the honor of improving lives.

### 2 Accountability

We commit to our work, recognize our power to make a difference, and embrace the responsibility to advocate for each person we serve.

### 3 Collaboration

As a team we improve our patients' lives; through partnerships we improve the health of our communities.

### 4 Foresight

We plan and act today to impact the future, and sustain and grow vital resources for those who need us.

### 5 Joy

We work with happiness and enthusiasm; we celebrate successes and build a positive environment.



# Treat each person in the best way possible.

Hour by hour and moment by moment, this is the number one job priority shared by every person at Aspirus Health.

In some moments, treating each person in the best way possible means being an outstanding provider who listens attentively.

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In some moments, it means finding ways to facilitate access.

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In some moments, it means ensuring we have well-maintained and managed facilities.

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In some moments, it means genuine hospitality and quality food.

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In some moments, it means being sensitive to logistical concerns such as way-finding.

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**In all moments,  
it means being truly present  
to each individual.**



## The Aspirus Health Brand Promise

To provide  
more intimate and  
impassioned medicine.

Aspirus Health has the privilege of serving people from all walks of life. They come to us from communities large and small, with a variety of backgrounds, education and health care literacy.

The time they spend with us often includes some of the most important and critical moments in their lives. Our job is to connect and communicate with all of them, so each feels valued and respected in their relationship with us.

That starts by listening, caring and working to make sure that each patient feels their well-being is as important to us as it is to them.



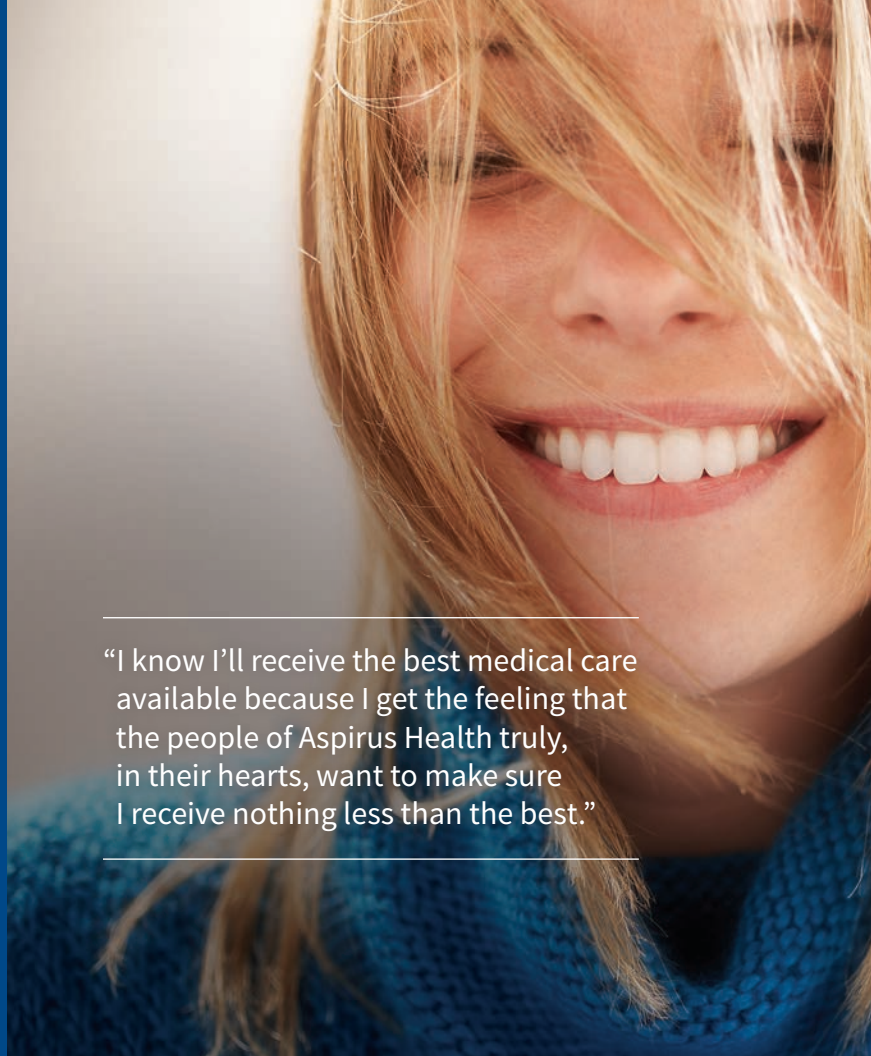
The reason people give for choosing  
Aspirus Health is simple and clear:

A unique and compelling  
combination of medical excellence  
and human compassion.

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“I know I’ll receive the best medical care  
available because I get the feeling that  
the people of Aspirus Health truly,  
in their hearts, want to make sure  
I receive nothing less than the best.”

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We have an obligation to act  
as a servant leader in all the  
communities where we operate.



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The people of Aspirus Health  
step up and step in, using all  
our gifts and resources to  
advance the health and well-being  
of people and communities.

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Why our promise  
matters so much to us.

**Life deserves it. Love is worth it.**

If we don't do it, if we fail to deliver  
more intimate and impassioned medicine,

if we fail to treat each person  
in the best way possible,

then the quality of life for the people, families,  
relationships and communities in the regions  
we serve will be significantly diminished.



Passion for excellence.  
Compassion for people.

These are the words we live by.

To be part of Aspirus Health  
is to share in this commitment  
to bring our best mind and best heart  
to every patient, every decision,  
and every encounter every day.



When people see the Aspirus Health logo,  
it means something to them.

The dew drop leaf icon  
speaks to health and growth,  
the colors of woods and water  
express life and vitality,  
and the human element  
emphasizes the nurturing of well-being.





When people trust us to care for their health and well-being, they are giving us an honor and a privilege.

In return, we give them our very best minds and our most compassionate hearts. In every action and interaction, we treat each person in the best way possible.





Learn more about what  
it means to Live Aspirus  
and share your story.



