

# Introduction

THE BRAND BOOK OF  
COVENANT HEALTH





## Table of Contents

05	<b>THE BRAND PROMISE</b>
06	<b>THE STORY</b>
07	<b>MISSION, VISION, VALUES</b>
09	<b>THE PLEDGE OF EXCELLENCE</b>
10	<b>MESSAGE FROM THE CHIEF EXECUTIVE OFFICER</b>
11	<b>MESSAGE FROM THE CHIEF COMMUNICATIONS OFFICER</b>
12	<b>THE ANTHEM</b>





# The Promise

OF COVENANT HEALTH

We promise to help you live well  
by offering the right care  
at the right time in the right place.

# The Story

## OF COVENANT HEALTH

When it comes to your life, every moment of need matters. We care for the lives of our region like family. For more than 100 years, our commitment to service and community, strength, and innovation has been dedicated to enriching every life. No matter where you are or how you prefer to receive care, we will care for you like one of our own. We want you to live well because this is about you...in every moment.

## Our Mission

We serve the community by improving the quality of life through better health.

## Our Vision

Covenant Health is committed to being the region's premier healthcare network by providing patient-centered care that inspires clinical and service excellence, making us the first and best choice for our patients, employees, physicians, employers, volunteers and communities.

## Our Values

In service to God and community, we value:



INTEGRITY



SERVICE



CARING



QUALITY



DEVELOPING PEOPLE



STEWARDSHIP





# The Pledge

OF EXCELLENCE

The patient always comes first.

Excellence in everything we do.

We will be the first and best choice for our patients.

## A Message from the Chief Executive Officer

When I became CEO in 2016, I had the unique privilege of defining the next chapter of Covenant Health's future. While the healthcare landscape was changing dramatically at that time – and continues to do so – I believed there could be no compromise of our true calling: our patients had to be at the center of all our operations and activities. With that mandate in mind, we developed our Covenant Health Pledge of Excellence for the entire organization:

- The patient always comes first.
- Excellence in everything we do.
- We will be the first and best choice for our patients.

Today, I am just as passionate about patient-centered excellence — it's the foundation of our reputation and our brand. As you are aware, Covenant Health owns and operates hospitals, outpatient clinics, specialty services and physician practices. We deliver healthcare across our entire region at every stage of life — from a baby's first breath in one of our hospital delivery rooms to a soul receiving tender hospice care at the end of life's journey. And we're embracing technology that eliminates barriers of time and distance, providing access to care through virtual visits and telehealth. We offer innovative treatments that cure many diseases and help people live well, no matter whether they are in Tazewell, Crossville, Morristown, Lenoir City or anywhere in between. Putting all of our facilities, services

and programs together, we can describe Covenant Health as "a consumer-focused, clinically integrated healthcare delivery enterprise." But how do we put this description into action? Let's say it this way: With our patients at the center of everything we do, we will provide the right care, at the right time, in the right place, to meet them in their moment of need.

**Jim VanderSteeg**



**President and Chief Executive Officer  
Covenant Health**



## A Message from the Chief Communications Officer

Brands are promises — promises kept, that is. We typically think of brands by their visual identity, such as a logo. But a brand, at its most basic form, is a reputation. The red-hot iron seared into a cow's hide meant that a cow belonged to a particular rancher. The rancher's reputation might be for fair dealing, honesty, and integrity. On the other hand, it may mean something else entirely, like cutting corners, unfair trading, or deceit. The brand in the cowhide represents the reputation — a reminder of the promise, kept or unkept. Our brand is much more than a promise — it's a covenant. The word's Middle English origin dates back to a time when families formed life-and-death covenants to protect and serve one another. Covenant Health's brand is a life-and-death covenant with the people of East Tennessee to protect and serve the souls of our community. It's a solemn oath to do everything possible to provide the very best and broadest care at the right time and the right place. As a result, our vision to become the first and best choice for those we serve will become a reality.

Our covenant lives and breathes at every touchpoint in our patients' experience with us, from the first friendly and compassionate smile they see at any of our 100+ facilities to the last pat on the back as they journey home. Our covenant matters because when we break it, we overshadow all the promises kept. One broken promise can shatter our reputation when a story is told

about a terrible experience someone had with a single aspect of our care. Our name and our logo convey all of our stories – the good and the bad – in an instant. We call the unique circular “o” that is part of our name and our graphic designs a “swirl.” It's like a majestic dance in motion, an integrated movement of more than 10,000 people working together. It's an infinite ring symbolizing our covenant that we'll always be there when we're needed most. Every conversation, every experience, and all the visual marks and designs that represent our organization are symbols of our covenant. Protect our brand. Always.



**Jeremy Floyd**  
**Vice President of Marketing and**  
**Chief Communications Officer**  
**Covenant Health**





# The Anthem

OF COVENANT HEALTH

Our story starts with a promise made to the communities of East Tennessee.

A promise to deliver. A promise to provide.

A promise to always look forward. To the horizon. And past it.

To go to the greatest lengths for even the smallest things.

A promise to be there, whenever, wherever you need us.

## A promise to help you live well.

At Covenant Health, whenever you enter one of our hospitals, visit any of our physicians, in-person or virtually, or talk to us on the phone, we welcome you and your family as one of our own.

And since moving forward starts with giving back, we continue to invest time, money, and resources back into our community while building the best team of compassionate caregivers, expert clinicians, and dedicated employees.

It's our promise that has made us the region's largest provider of care.

Regardless of location, need, or walk of life, we will care for the people of our communities.

Because it's about you, and it's about time.

**Covenant Health.**  
**For Every Moment.**





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