

Connections

A PUBLICATION FOR BAYSTATE HEALTH TEAM MEMBERS

Moving Forward with Our 2025 Strategy

Where is Baystate Health going as an organization, and how will we get there? Baystate Health President & CEO Dr. Mark Keroack addressed these topics in his [January blog](#), and we continue the conversation here in this issue of *Connections*.



Our 2025 Strategy is our game plan for moving forward and is part of the Baystate Health Platform: our purpose, goals, and expectations for one another. The Platform has four pillars: Workplace of

Choice, Consumerism, Comprehensive Primary Care, and Growth in Specialty Care. In this issue we are highlighting **Workplace of Choice**.

Being a Workplace of Choice is the number one pillar of our 2025 strategy, with good reason: without an engaged workforce, none of our goals can be achieved. For Baystate Health, becoming a Workplace of Choice includes building a workplace that is:

- **Safe**, whether from infection, violence or stress
- **Diverse and inclusive**, so that all feel they belong at Baystate Health
- **Engaged**, built on a culture of respect and wellness

- **Talented**, ensuring we have the workforce we need through pipeline partnerships and employee advancement



In this issue read more about some of the important work we are doing at Baystate Health to become a Workplace of Choice, including growth opportunities, remote work options, referral bonuses, employee benefits and more in our special Team Member Experience section. And hear from Laddy Rua, manager, Contact Center, Access Services as she shares why she loves being part of the team at Baystate Health.

Baystate Health is learning and improving to become a Workplace of Choice in our region and beyond. Thank you for partnering with us to make this possible!