

# Sentara Cares

## How We Designed Our Corporate Social Responsibility Program

### Our CSR Vision

To improve the health and well-being of all people and the communities in which they live, work, learn, and play.

### Our Goals

1. Strengthen the foundation for success of our CSR program.
2. Drive health equity and well-being across the social determinants of health.
3. Continue to develop and sustain mutually beneficial community partnerships.

### Our Approach

1. Establish a national model for CSR effectiveness.
2. Create and implement a strategic framework.
3. Focus on 5 core social determinants for health equity.

### Our Best Practices

Our program is built upon eight best practices of leading healthcare systems' CSR initiatives:

1. Align with Sentara's overall mission to improve health every day.
2. Focus on areas beyond basic healthcare services to address systemic issues.
3. Partner with community members and organizations already working to improve lives.
4. Engage Sentara's team members with our mission and ways to contribute.
5. Communicate both internally and externally to inform the public and to provide team member opportunities to get involved.
6. Develop key impact measurement performance indicators for CSR initiatives and partnerships.
7. Produce annual impact reports and communicate individual success stories.
8. Work to be a national CSR model.

### Our Strategic Framework

Organized around five core pillars and built for lasting impact:

#### INFRASTRUCTURE

Our infrastructure is built by applying and improving upon best practices. In addition, we have created program principles and processes to guide CSR management decision making.

#### OPERATIONS

Integrating vision and operations across Sentara is underway to ensure a unified approach that maximizes impact, improves accessibility of grant information, and provides regular updates on CSR milestones.

#### PARTNERS

To forge catalytic partnerships, we seek first to listen to our communities and understand their needs. Then we proactively engage community partners on both local and state levels to deploy effective strategies. The Community Advisory Council helps guide our work.

#### TEAM MEMBERS

CSR provides a structured process for our enthusiastic team members to volunteer with a wide range of organizations that address social determinants of health factors and strengthen the fabric of their communities.

#### FIVE FOCUS AREAS

CSR initiatives focus on five social determinants of health factors that extend our impact beyond healthcare services to address systemic, health equity-related issues.

### Social Determinants of Health

We address systemic, health-equity related issues that drive 80 percent of a person's physical and behavioral health outcomes.

