

# Improving, *and* Serving... Supporting

## A Mission Statement Reflecting Our Core Values

By Kelsey Robbins

From its humble beginnings as a one-room clinic space in a Stillwater hospital to today's multiple-clinic, two-state practice and out-patient surgical facility, St. Croix Orthopaedics (SCO) has grown exponentially. Dr. David Palmer and Dr. Robert Meisterling first started the practice in 1977. Since their foundational day, the primary focus was to bring quality orthopaedic services to patients within the patients' own communities. This was considered a unique idea by yesteryear's standards, and is still rare in this region's orthopaedic services.

As the practice grew so did its mission in terms of increased support of the communities, hospital facilities, and patients served. In early 2011, it became clear to those working at SCO that a new, more encompassing mission statement was needed. The original mission was reflective of the services we provided, but it proved difficult for staff to recall and didn't fully embrace the depth of outreach that SCO provides. A taskforce was formed and from it came a statement that characterizes SCO's core mission:

### SCO's Mission is to...

Provide Compassionate, Advanced Orthopaedic Care by:

- Improving the lives of patients
- Supporting our partners
- Serving our communities



### Improving the Lives of Patients...

SCO's primary goal is to restore patients back to their best function as quickly and safely as possible. A patient's needs are as unique as the patient. SCO physicians treat each patient on an individual basis not only by addressing the patient's mobility, but by helping each patient realize his/her potential to be active, stay active and prevent further injury.

### Supporting Our Partners...

Winston Churchill said, "If we are together nothing is impossible. If we are divided all will fail." The same holds true for patient care and outcomes. SCO's close partnerships with the hospitals, referring physicians and medical providers, therapists, insurance providers, and patients' family members support our consistent, successful treatments and outcomes for our patients.

### Serving Our Communities...

SCO staff members align themselves with the same philanthropic zest Drs. Palmer and Meisterling have had since SCO's founding. For over three decades, employees have served our communities by participating in health fairs, supporting local school and sporting events, giving community presentations, providing financial donations, and offering their services to those in need. Many of SCO's physicians provide specialty orthopaedic care to areas as remote as the Middle East, Africa, South America, and South Asia.

With this new, more reflective mission statement, SCO employees will continue to focus on ways to improve the lives of patients, support our partners, and serve our local and international communities. It's who we are and what we do that makes a difference. ■