

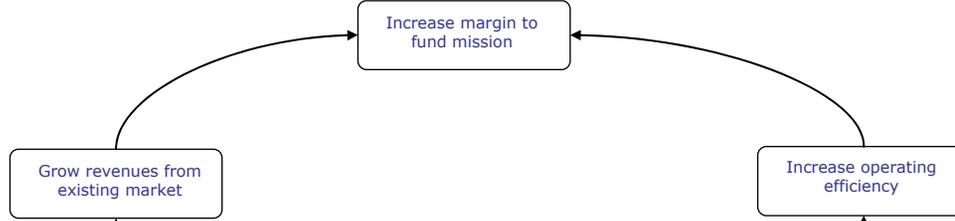
Prototype Balanced Scorecard Strategy Map

Outcome Oriented Objectives

Business and Development

As **financial stakeholders**, how do we intend to meet the goals and objectives in the hospital's Mission Statement?

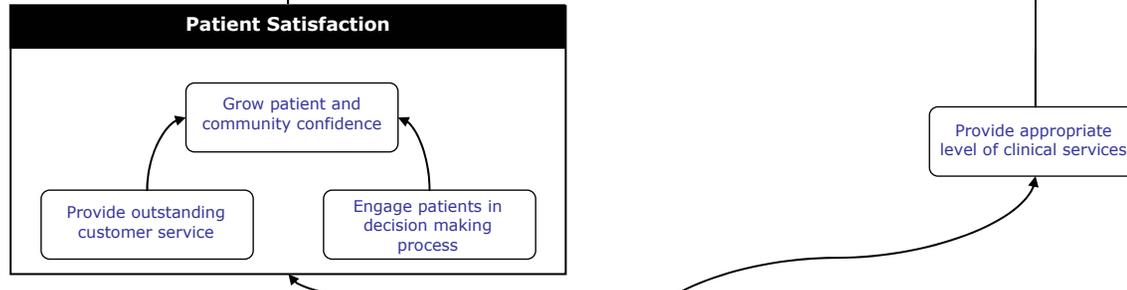
To meet financial goals we need to...



Patients and Healthcare Community

As **customers** of the hospital's services, what do we want, need or expect?

To have satisfied customers we need to...

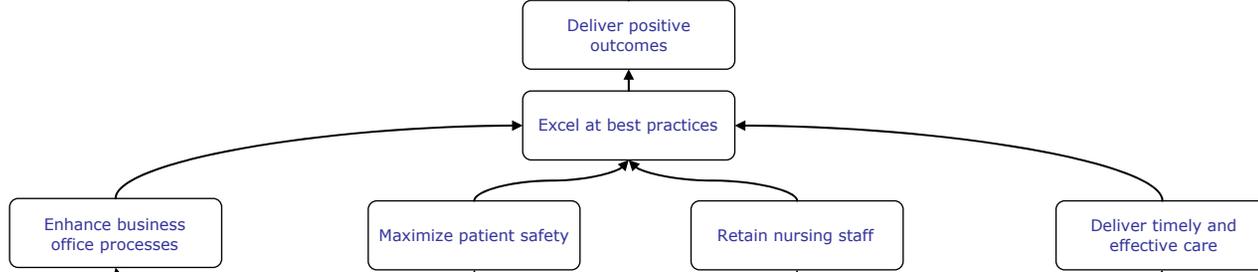


Process Oriented Objectives

Hospital wide Quality and Safety

As members of the **hospital staff**, what do we need to do to meet the needs of the patients and healthcare community?

To deliver quality services we need to...



Staff and Clinicians

As an **organization**, what type of culture, skills, training and technology are we going to develop to support our processes?

To support our people we need to...

