Inspired by you

Bringing our brand promise to life
What does it mean to live well? Spending time with friends and family. Being part of a vibrant local community. Or maybe just the ability to enjoy the activities you love.

At Prisma Health, we know that health is a fundamental part of having a good life.

And we help patients manage their health not just with our skills and expertise, but also with our humanity – the compassion and behaviors we model every hour of every day. Together, we can take on the biggest health issues facing our communities and aspire to help each person live life well.

That’s Prima Health. 
Inspired by you.
Our brand: Connecting people to a better state of health

We are Prisma Health. Confident, curious, creative.

Each of us has a key role to play in our brand purpose. Everything you do in your role counts. Every connection you make matters. Whether it’s the respect you pay others or a problem you solve, you help Prisma Health create a better experience for patients — and a better state of health for families and communities in South Carolina.

You can: Inspire health. Serve with compassion. Be the difference.
Inspire health.

We not only promote and innovate for better patient health — we *inspire* it.

Good health happens within a culture of caring and teamwork. How we care for each other and for ourselves makes a difference. When we work together and make our own health a priority, our patients benefit in positive ways.
Be a team player

- Help others.
- Share knowledge, ideas and expertise.
- Take pride in your work.
- Speak positively.

Take care of yourself

- Take breaks and time off when needed.
- Participate in Prisma Health-sponsored health and wellness activities.
- Ask for help and feedback when needed.
- Find healthy ways to handle pressure and stress.
- Know when to seek professional help.
Serve with compassion.

We should see every person we interact with as exactly that — a person with a unique story to tell.

Making connections and seeing each patient as an individual compels us not just clinically, but in every way. How we listen, how we speak and even how much we smile are all key to making patients feel like people.
Serve others

- Serve everyone equally.
- Put patients and guests first.
- Take patients and guests to their destination when they appear lost or ask for directions.
- Have a positive attitude.
- Share opinions respectfully.
- Be open-minded.

Communicate clearly

- Protect privacy and confidentiality.
- Use language that is easy to understand.
- Be courteous.
- Make eye contact, smile and greet others with a warm smile.
- Set expectations and provide updates.
- Wear your name badge above your waist.
- Express appreciation and gratitude.
- Respond in a timely manner.
- Listen closely when others speak.
Be the difference.

We don’t just treat with medicine — we treat with respect, kindness and open-mindedness.

Why wait for things to be different? Be the person who makes it happen. The respect and appreciation we show others, and our own ability to adapt, learn and change are what keep our patients, our communities and our organization going strong.
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Respect and appreciate others

- Embrace differences and ensure everyone feels visible, valued and welcomed.
- Respect diverse cultures, customs, beliefs and backgrounds of our workforce; refrain from jokes or comments about ethnicity, age, gender, sexual orientation, and other diversity dimensions.
- Be friendly in words and in actions.
- Treat team members, patients and guests with kindness and appreciation.
- Be open and curious about others’ viewpoints, perspectives and experiences.

Learn and grow

- Be flexible and adaptable as needs change.
- Explore new ways of doing things.
- Seek opportunities for self-care and development.
- Share what you learn.
- Use feedback to grow and improve yourself and other team members.

Inspired by you: Bringing our brand promise to life
Our brand is in your hands.

The Prisma Health brand is really a promise ... a promise that we’ll do everything we can to connect people to a better state of health. And the behaviors we exhibit are how we keep that promise.

What you do each day is a critical part of an organization-wide commitment to bringing our purpose to life and helping every person have the opportunity of a life well-lived.