

Brand Promise

To provide hope, care and cures to help every child.

Brand Personality

Compassionate

To act with intention to enrich lives.

Trusted

To provide expert pediatric care.

Relentless

To pursue and achieve better outcomes.

Open-minded

To listen and learn from diverse points of view.

Brand Pillars

Compassionate Care

Delivering care with empathy, ensuring families are a part of the healing process to improve health and outcomes.

Life-saving Research

Advancing new innovative research and treatments to discover the next era of cures.

Engaged Community Member

Working with the community to remove barriers to care so that children can live safer and healthier lives.

Culture of Excellence

Cultivating a passionate, inclusive, educated workforce that's inspired to carry out the mission with excellence.



Mission

We provide hope, care and cures to help every child live the healthiest and most fulfilling life possible.

Vision

Seattle Children's will be an innovative leader in pediatric health and wellness through our equitable and unsurpassed quality clinical care; relentless spirit of inquiry; and compassion for all children and their families.

Our founding promise to the community is as valid today as it was over a century ago. We will provide equitable care for all children in our region, regardless of their family's ability to pay.

We will:

- Practice the safest, most ethical, most equitable and effective medical care possible
- Discover new treatments and cures through breakthrough research
- Promote healthy communities while reducing health inequities
- Empower our team members to reach their highest potential in a respectful and inclusive work environment
- Educate and inspire a next generation of faculty, staff and board members who represent and serve the rich diversity of our community
- Build on a culture of philanthropy for patient care and research

Values

Our six values stand together — one cannot be practiced without the others. As an organization committed to health equity and anti-racism, we will practice these values through an anti-racism lens to foster a culture of respect and inclusion throughout the Seattle Children's community.

Compassion

Empathy for patients, their families and staff is ingrained in our history and inspires our future. We do more than treat the child; we practice family-centered care as the cornerstone of compassion.

Excellence

Our promise to treat, prevent and cure pediatric disease in an enormous responsibility. We follow the highest standards of quality and safety and expect accountability from each other.

Integrity

At all times, we approach our work with openness, transparency, decency and humility. It is our responsibility to use resources wisely to sustain Seattle Children's for generations to come.

Collaboration

We work in partnership with patients, their families, staff, providers, volunteers and donors. This spirit of respectful cooperation extends beyond our walls to our business partners and the community.

Equity

We champion anti-racism and find strength in the diversity of our patients, their families, staff and community. We believe all children deserve exceptional care, the best outcomes, respect and a safe environment. To achieve this, we work to eliminate health inequities and address any form of systemic racism in our organization.

Innovation

We aspire to be an innovative leader in pediatric healthcare, research and philanthropy. We continually seek new and better solutions. Because innovation springs from knowledge, we foster learning in all disciplines.