

Enterprise Alignment Steering Team (EAST) Guiding Principles

To guide the hard work of integrating ECU Physicians and the Vidant Medical Group, EAST adopted the following principles to maintain focus on those issues that are most important to success of the unified enterprise.

Vision:

To be the national model for rural health and wellness by creating a premier, trusted academic health care delivery system for the benefit of the people of eastern North Carolina.

Principles:

1. Support excellence in patient care, value creation, physician engagement, education and research.
2. The relationship will protect and enrich the reputation of each party without compromising either party's non-profit mission status requirements.
3. Staff and physician total compensation that rewards quality, outcomes, productivity and support of the mission.
4. Supports sufficient human, intellectual and monetary capital.
5. Any change should result in increased enterprise value. (same quality at lower cost, or higher quality at same cost, or optimally, higher quality at lower cost)
6. The model will support the concept of physician engagement and leadership that is aligned with the academic, clinical and research missions of Vidant and ECU.
7. Supports recruitment and retention of high quality clinicians – whether faculty or community-based
8. Supports retention and transition of revenue and supports key sources of funding.
9. The model's primary focus is on resolving clinical needs of the parties while preserving the ability of physicians to maintain academic or community based status while recognizing that each party has larger financial imperatives.
10. Supports enterprise-wide clinical alignment transformation.