

## Vision

We have a clean, secure, friendly, comfortable environment that embraces both latest technologies and natural elements. Skylights and outdoor seating enhance the bright, open, spacious, and user-friendly design. The pervading feeling is contemporary and energetic, and the welcoming aroma of coffee permeates the air. Our customers can choose their preferred surroundings – interactive areas that encourage collaboration, communication, and group learning; quiet spaces that are serene, warm, and comfortable. Our facilities are cultural hubs - perfect settings for social and intellectual networking.

We enjoy our work, take pride in our professionalism and expertise, and lead the way in introducing forward-looking information technologies. Our workspace is uncluttered, spacious, and flexible, comfortably accommodating individual or interactive group work. We greet customers warmly and treat them with courtesy and respect, whether their presence is real or virtual.

We play a special role in education, creating functional and dynamic learning environments for students. We provide and maintain the technologies and resources that support online learning and assessment for every Medical Center course and deliver online training to tens of thousands of employees, community members, and external customers.

We provide the scholarly information and the open-minded, steadfast guidance our customers need - *whenever* and *wherever* they need it – in support of health care, education, and research. We are experts in selecting, organizing, analyzing, and linking information, seamlessly bridging together best practices, published medical literature, and clinical data to the point of need in real-time. We are integral partners in the process to improve education, patient care, and outcomes while improving efficiency and lowering costs. Both inside and outside the University's walls, we improve quality and reduce risks associated with inefficient or incomplete retrieval of available evidence.

Patients, their families, and members of the greater-Rochester community find not only comprehensive consumer health information but also friendly, knowledgeable, compassionate staff in our numerous libraries. People of all cultural backgrounds and levels of education easily can navigate among our resources. As part of the health care team, and with respect for privacy, we provide personalized consumer health information at the bedside to patients and families, to help them with their health care decision-making.