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## Blueprint 2010: Accelerate the Momentum

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### Mission:

We Will Be the Undisputed World Leader  
in Diagnostic Testing, Information and Services

### Vision:

Dedicated People Improving the Health of Patients  
Through Unsurpassed Diagnostic Insights and Innovation

### Values:

Quality, Integrity, Innovation, Accountability,  
Collaboration, Leadership



### Patients

- Put Patients First
- Reduce Anxiety Time
- Deliver Six Sigma Quality

### Growth

- Innovate and Rapidly Deploy Tests and Technologies
- Earn Customer Trust
- Accelerate Profitable Growth

### People

- Facilitate Each Other's Success
- Continuously Improve Ourselves
- Commit to Our Future