



Purpose-Driven Leadership at HMSA

Our mission and vision

Our mission is to provide the people of Hawaii access to a sustainable, quality health care system that improves the overall health and well-being of our state

Our vision of a healthier Hawaii is a sustainable health care system where all individuals are at the center of, in control of, and responsible for their own well-being. We will accomplish this through unrelenting innovation, unprecedented partnerships, and uncompromising consumer focus





Caring for Hawaii is our promise and our privilege

It's our home. Our members are more than customers; they're our neighbors, our friends, and our families.

It's our history. For 80 years, we've served as stewards for our community's health, and every day we renew our commitment to that purpose.

It's our responsibility. Our unique position requires that we embrace the challenges ahead. We have the people, vision, ideas, and heart to achieve a healthier Hawaii.

We care for Hawaii by redefining what a health plan is. When we focus on people and when we invest in making the health care system better, we contribute to happier and healthier lives for everyone.

Our focus is clear: Every day, we care to make a difference.

Advancing the health of Hawaii
Our promise. Our community. Our privilege.



HMSA values

Remember why we're here

We're here for one reason – serving the people of Hawaii. We're essential to a healthier Hawaii and we don't take our responsibility lightly. It's our duty, our passion, and the driving force behind everything we do.

Open and honest, always

We're honest and forthright in everything we do and say. We always explain why. With us, there's no hidden agenda – what you see is what you get.

Embrace Partnership

We know that the best results come when we work together. Both internally and externally, we motivate and inspire each other.

Have courage to make it better

We're creative thinkers who take initiative to find new and better ways, and we believe the best answer can often be a brand-new idea.

Alignment with Māhie Strategy and 3-year plan



Māhie: HMSA transformation strategy



Earn members for life



Our people approach