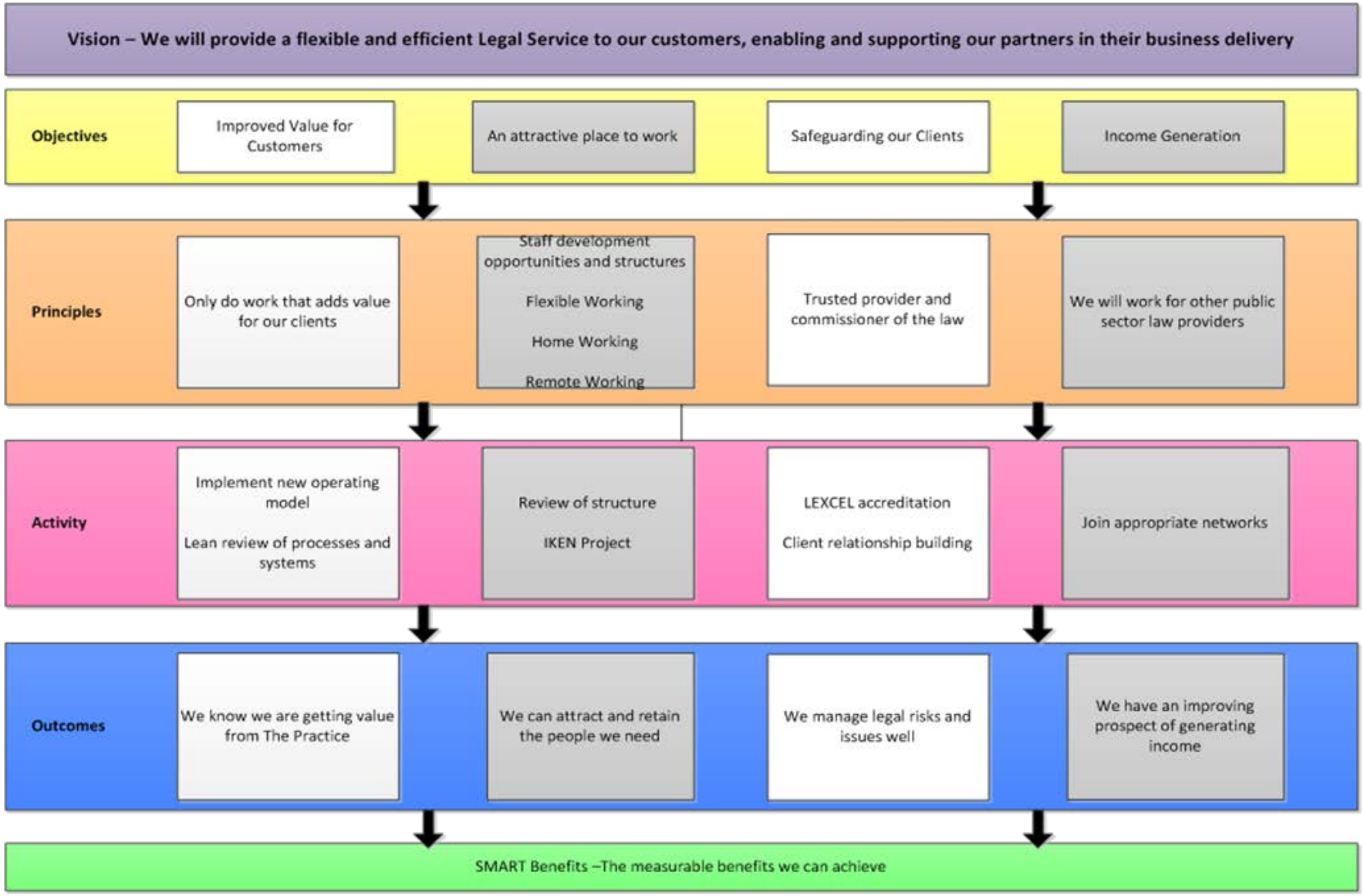3.0 The Vision for the Practice