

THE VALUES BEHIND THE BRANDS



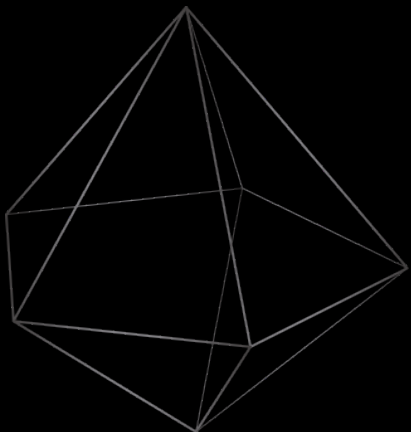
This deck covers:

Development

Our Core Values

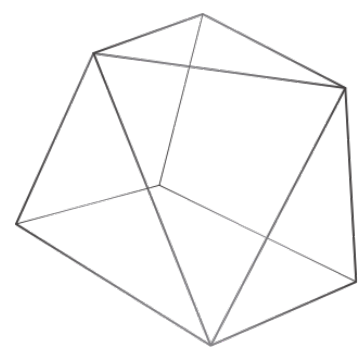
Elements

Going Forward



Employees were asked
what our values are.

They said:



Transparency

Integrity

Innovation

Strong patient care

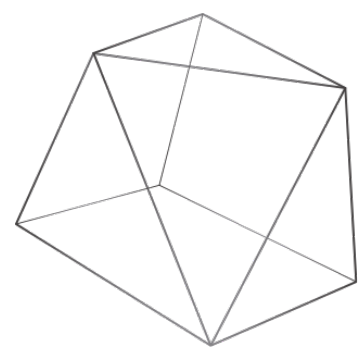
High quality product

Compliance

Accuracy

Asked whether company
values align with their own,

employees said:

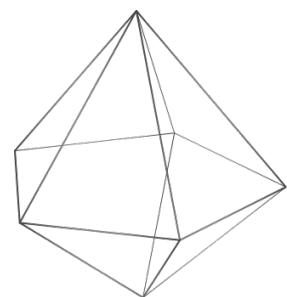


I think so... I don't know...

I'd hope so...

What are our core values?

Prompting us as a company to consider:



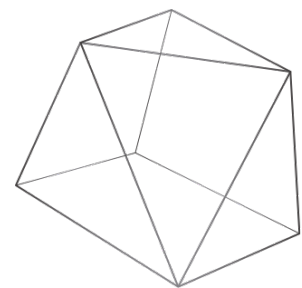
What values connect our service with our patients and vendors?

Will our values help employees make decisions?

What kind of employees do we want to join our organization?

What values do we uphold in our professional and personal lives?

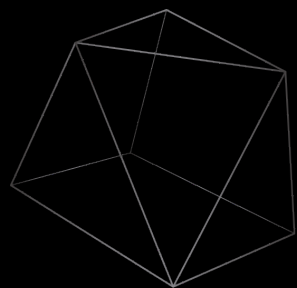
Our values



LEARN
LEAD
GROW

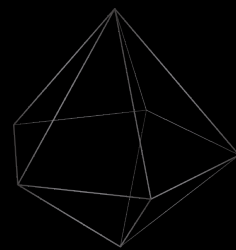
THESE CORPORATE VALUES
DESCRIBE

who we are, how we **act,** how we
decide, and the culture we strive to
cultivate in **our people and brands.**



What it means to

LEARN



Aquire knowledge and experience to advance skills and understanding.

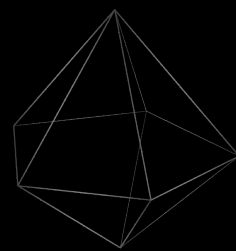
How/what have I learned?

How have I helped a team member learn?

Where is there opportunity to expand/strengthen understanding?

What it means to

LEAD

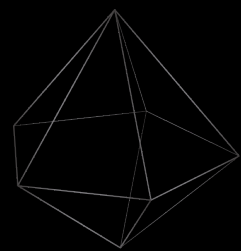


Take initiative and
practice accountability to
inspire and encourage
others.

How am I leading or
supporting leadership of
my team?

What it means to

GROW



Engage opportunities for the benefit of ourselves, our team, our organization, and our community.

How can we make the most of this opportunity?





ELEMENTS

our core values share

COURAGE

FLEXIBILITY

HUMILITY

OPEN-MINDEDNESS

ACCOUNTABILITY

Across brands



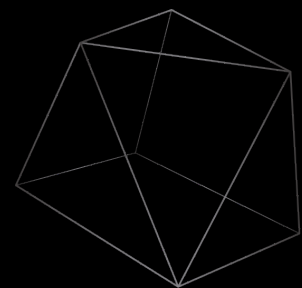
GOING FORWARD

Rollout Plan & Date

Develop frameworks for employees to work from, not limited to:

- Core Value cards that list core values and reflective questions
- Incorporate value triangle
- Continue core values deck; this presentation that can be accessible on website and/or to employees, others

Design and finalize any graphics/materials



This is a reflection of **what we practice today**
and **what we strive for going forward.**

Always a work in progress.

Updated Sep. 18, 2018