

# CORE VALUES

- ALWAYS IN SERVICE
- COMMITTED TO EXCELLENCE
- WELCOME CHANGE/PROGRESS
- UNCOMPROMISING INTEGRITY
- PROBLEM-SOLVING

## ALWAYS IN SERVICE

Go the extra mile for patients, referring practices and teammates.

- We will check on insurance questions for patients, get x-rays from referring offices, and call the referring office to schedule restorative appointments
- If we notice a teammate is swamped, we will offer to help
- If we are not busy, we will find someone to help
- We maintain a positive and helpful attitude in all our dealings with each other and our patients

## COMMITTED TO EXCELLENCE

Go above and beyond to do things better.

- We don't just check the box, but we do our jobs to the best of our ability
- We reflect on our own performance and look for opportunities to improve
- We don't cut corners or pass the buck

## WELCOME CHANGE/ PROGRESS

The dental profession is rapidly changing and we cannot stop market forces; we must adapt to them. We must be open to change because it's going to happen either way.

- Different delivery models, such as traveling
- Different financial models (insurance participation)
- Different clinical models – more medical procedures, cosmetics, the sky is the limit
- We will be excited and engaged in training and implementation

## UNCOMPROMISING INTEGRITY

Always do the right thing, don't take advantage of patients or teammates, do what you say you're going to do.

- If we're able to come to work, we come to work
- We take ownership and responsibility for our jobs, actions and attitudes
- We are honest with our patients – we don't just tell them what they want to hear, and we never recommend or do treatment that they don't need
- We follow up when we say we're going to, we return phone calls promptly, etc.

## PROBLEM-SOLVING

Everyone runs into hurdles in their daily lives. When that happens, we have three choices:

1. Complain about it
2. Pass the buck or make it someone else's problem
3. Find a solution

In this business the problem solvers will rise to the top. Problem solvers create advances in business and society. If you see a problem, consider a solution and offer one up before you complain to your colleague, your spouse, or even yourself. If now isn't the best time to solve it, make a note to think about it later.