



# CCFM Company Ground Rules

## WHAT WE VALUE AND ENCOURAGE:

- High-touch patient service
- Empathy and compassion
- Open, honest communication
- “Can-do” attitude
- Resourcefulness and problem-solving
- Self-motivation, taking initiative
- Accountability, taking responsibility for actions/commitments
- Able to handle complexity
- Self-awareness and integrity
- Work-life balance

## WHAT WE WON'T TOLERATE

- Poor patient service
- Poor/negative attitude
- “Can’t-do” attitude
- Disorganization, can’t deal with complexity
- Lack of initiative
- Lack of consideration for each other and for patients
- Lack of empathy and compassion
- Narrow-mindedness

## THE COMPANY GROUND RULES

We treat patients with empathy, respect, and consideration.

We work together to deliver a high-touch, first-class, memorable patient experience.

We are committed to creating a happier and healthier world.



We are willing and able to handle complex problems, for patients and for the company.

We show up on time and ready to work.

We proactively find creative solutions to problems.

We have a positive, “can-do” attitude—we don’t take “no” for an answer.

We take responsibility for our actions and commitments.

We work independently but ask for help when we need it.

We support and respect each other as individuals and as a team.

We walk our talk and operate with integrity.

We’re committed to growing, learning, and improving.

We strive for work-life balance and self-care.