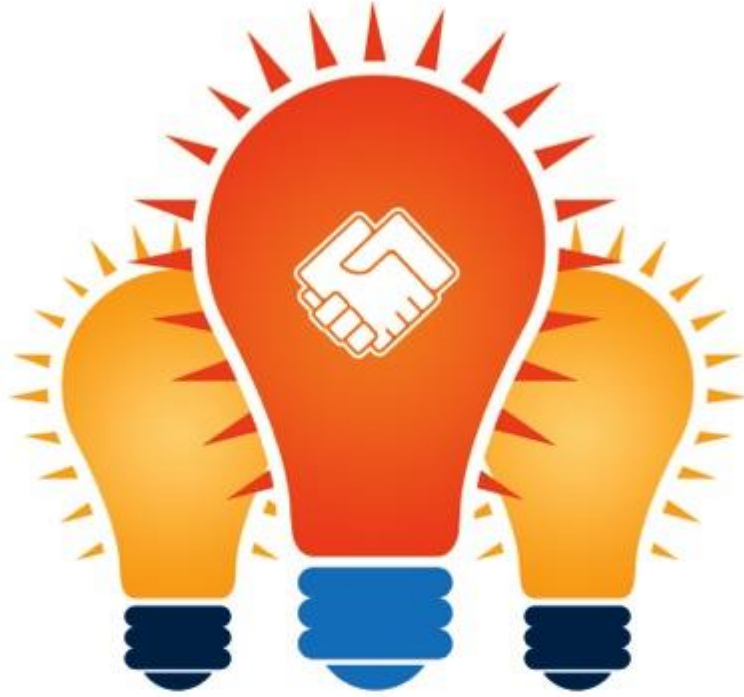




Lead the healthcare IT market  
Drive innovation  
Solve clinical, patient care and  
workflow challenges

**Our Mission.**



We take risks

We challenge the status quo

We embrace change and express ideas

We succeed as a team

We are disciplined and accountable

**Our Culture.**



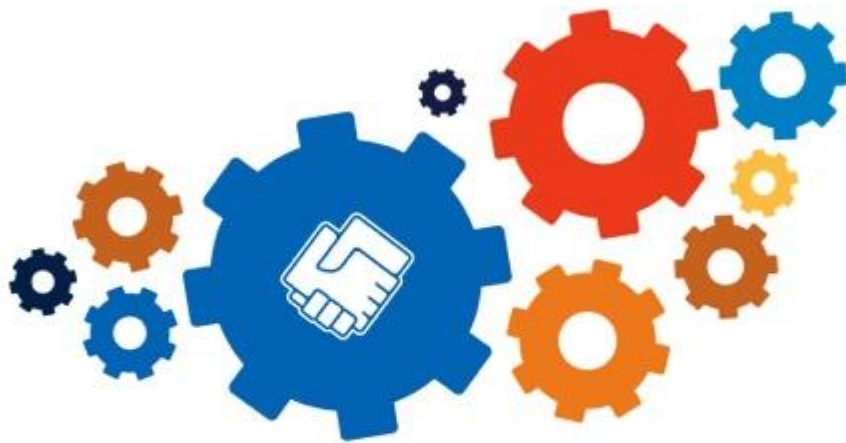
We are entrepreneurial

We are passionate, urgent and  
driven to success

We are adaptable

We are curious and seek opportunities

**Our Spirit.**



Be honest, open, fair,  
ethical and respectful  
Pursue excellence  
Contribute selflessly and generously  
Perform at our highest capacity  
Challenge ourselves and each other daily

# Our Values.



Conduct business with **integrity**

**Do our best** today and better tomorrow

Pioneer solutions that are **simple, powerful, fast**

Be **agile** in a constantly evolving market

Maintain affordable prices by being  
**good stewards** of our resources

# **Our Commitment.**



# DDS: Essential Cultural Requirement for ALL DrFirst Employees

- Disciplined:

- Determination to fight for difficult goals despite challenges. Focused on delivering results
- Mental toughness that you will overcome all roadblocks and obstacles.
- Resilient, able to overcome adversity, learn and persevere
- Willingness to do whatever it takes
- Proactively identify priorities, and re-prioritize as needed with little to no oversight
- Avoids the “Blame Game”

- Driven:

- Highly competitive. Thrives off of a challenge
- Self-motivated internal ambition. Sense of achievement/confidence comes from within
- More concerned about achieving the goal than trying to impress people.
- Innate sense of urgency to move quickly.
- Looks at obstacles as the next opportunity to succeed rather than being immobilized from fear of failure

- Smart:

- Perform complex tasks and analysis
- Quick study
- Able to comprehend new concepts and quickly apply them

# DRIVEN to Leadership: D, R

- **DNA:** Strives to understand, embrace, and model every aspect of DrFirst DNA
- **Respectful**
  - Avoid silos. Realize we are interdependent, and that collective wisdom produces the best results
  - Focus on bringing individuals together into a cohesive team to achieve goals and synergized solutions
  - Recognize the importance of having trust and a healthy dialogue with members of your team and other stakeholders
  - Focus on the good of the "whole" when making decisions

# DRIVEN to Leadership: I, V

- Impactful

- Have great ambition and want to leave your mark
- Aspire to achieve collective goals and show deep personal humility.
- Avoid being prideful of your achievements or seeking recognition, recognize the contributions of the entire team
- Have confidence and willingness to speak up
- Have the ability to take on roles and responsibilities beyond what you were hired to do
- Be versatile, adaptable, and comfortable stepping outside traditional lines and comfort zones, and volunteer for needs beyond job descriptions
- Demonstrate a higher than usual ability to effectively transition, change course, change oneself, change what is, move, morph and maneuver as required

- Visionary

- Ability to imagine what the future looks like
- Paint the picture for others so they buy into the vision and are motivated to pursue the goal together
- Have unwavering faith in our ability to achieve the vision
- Believe that winning is inevitable
- Have the experience and maturity to recognize the difference between innovative ideas and “change for change sake”
- Communicate strategy effectively



# DRIVEN to Leadership: E, N

- Excellence

- Genuinely cares and has a strong desire to excel
- Positive or optimistic overall outlook on life
- Lifelong learners that seek to stay relevant by increasing knowledge and skills to add value to the company
- Continue to invest in yourself, not relying on others to invest in you
- Innate curiosity and are unwilling to maintain the status quo
- Actively seek out new experiences and be open to learning and change
- Ask for candid feedback and advice, listen to criticism without getting defensive

- Identifies gaps and develop intentional plans to improve yourself
- Internalize the company's mission and goals and seek to make valuable contributions to the business

- Navigation

- Set strategy and define expectations
- Connects with people to build enthusiasm and communicate a vision
- Inclined to motivate and inspire people rather than micro-manage, delegate, and task.
- Capitalizes on each person's strengths
- Leads using best practice, logic, performance standards and repeatable processes rather than hearsay and emotion