



eyecare eyewear

Behaviours That Reflect Core Values

Striving For Excellence

- We value personal and professional growth and actively look for ways to learn and improve.
- We strive to achieve the best outcome possible every time by paying attention to details and going the extra mile where possible.
- We provide value to our patients by eliminating all the barriers to assist them with making a decision, such as establishing eligibilities.
- We offer all options and recommend the most evidence-based and appropriate options for our patients.
- We foster an environment where suggestions for innovation and better ways to achieve our goals are welcomed and explored.
- We practice Constructive Accountability by holding ourselves and each other to these high standards to ensure a safe, positive, and professional workplace.
- We are accepting and encouraging of feedback from each other and from our patients.
- We understand what it takes to demonstrate excellence through team-focused practice benchmarking and practice marketing.

Teamwork

- We value supportive relationships built on trust and loyalty.
- We value flexibility in the workplace and take into consideration the best interests of the team with our workplace decisions.
- We show respect for each other in our words, actions, tone, and attitude.
- We are responsible for the energy we bring into the practice each day.
- We seek harmony while still addressing difficult discussions in a respectful manner.
- We "call it out" in the moment: if an interaction feels uncomfortable, abrupt, or misaligned with our values, we address it respectfully and immediately to keep team harmony intact.
- We recognize that accountability applies to everyone, including management; we value every team member's perspective in ensuring we all show the respect we expect from one another.
- We look for opportunities to support each other to deliver on our mission.
- We have a desire to work collaboratively and actively anticipate and act on other team member's needs.
- We recognize and use each other's strengths in our pursuit of excellence.
- We have a desire to share and acquire knowledge from our fellow team members.

Building Connections

- We focus on building connections and engaging with all stakeholders, including patients, suppliers, referrers, supporters, other team members, and our communities.
- We approach every relationship as an opportunity to build connections.
- We build these connections with positive attitudes and refrain from behaviours that create barriers to relationship development.
- We maintain an "open door" policy: if a situation is not improving or a direct conversation feels uncomfortable, we commit to bringing it to management so it can be resolved together.
- We build trust by demonstrating our loyalty to our stakeholders within the context of sound business practice.
- We refrain from making assumptions prior to developing a better understanding and a deeper connection with our stakeholder's needs and values.
- We provide leadership by accepting opportunities to educate our stakeholders so they understand our core values and the "why" behind our recommendations.