

Our Fundamentals

- **Treating New Patients Like Gold** | New patients are the lifeblood for growing a facility. Causing them to want to return is one of our biggest priorities. Take the extra time to welcome them, orient them, and explain to them our systems and processes. Remember what it's like to be new. We only get one chance to make a great first impression. Seize that chance.
- **Honoring Commitments** | Honoring your commitments sounds like something easy to do. But as busy as everyone is, sometimes it is very difficult to execute. Cutting corners or missing deadlines has become a standard practice for many in our profession. So much so, that the simple act of delivering what you said you would, when you said you would, is a differentiator for you personally and has become part of the Phoenix brand we represent.
- **Paying Attention to the Details** | From the pronunciation of the patient's name to the details of their insurance coverage, from the accuracy of your daily notes to the patient's preferred schedule, details matter. Be a fanatic about accuracy and precision. Double-check your work. Get the details right.
- **Communicating to be Understood** | Know your audience. Write and speak in a way that they can understand. Avoid using internal lingo, acronyms, and medical jargon. Use the simplest possible explanations.
- **Acting With Integrity** | Integrity is the act of behaving honorably, even when no one is watching. People with integrity follow moral and ethical principles in all aspects of life. Integrity is something that you exhibit across both your personal and professional life. At work, it should be taken into consideration during decision making, interacting with colleagues, and serving customers or patients.
- **Sharing the Why** | Share the why to educate each patient, explain what you're going to do and why. The more people understand the bigger picture, the more completely and actively they can engage and participate in their treatment plan.
- **Playing Like a Pro** | Acting by following our beliefs and values is one of the most significant challenges an organization of every kind and size faces each day. The real worth of our values comes from what is practiced rather than merely professed.
- **Embracing and Facilitating Change** | We got us here is not the same as we will get us to the next level. Be inspired by the opportunities that change brings, rather than stubbornly hanging onto old ways of doing things. Be flexible and open to implementing new approaches. Use technology to improve efficiency.
- **Following the Operating Procedures** | Follow our operating procedures to ensure consistency and high performance. When you see opportunities for improvement, recommend them so that new and better standards can be established for the benefit of everyone.
- **Wowing the Patient** | It's all about the experience, not just the outcome. Do the little things, as well as the big things, that surprise people. Create amazing experiences they'll tell others about. Do the unexpected.

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- **Respecting Confidentiality** | During the normal course of providing therapy services, our patients and physician referrals share information with us. Not only do we have a legal obligation, but we also have an ethical obligation to honor their trust in Phoenix by keeping their information in confidence and take appropriate steps to safeguard how and where it's used. This also holds true for proprietary information of Phoenix itself and our fellow employees.
- **Practicing the Human Touch** | Practicing the Human Touch is something that everyone should aim to accomplish. Try to take a minute and think back to a time when someone practiced this and how it made you feel at that moment knowing someone had taken interest in something about you.
- **Getting Clear on Expectations** | Create clarity and avoid misunderstandings by discussing expectations upfront. Ask the patient for their expectations from treatment, and also explain what you expect from them in order for treatment to be successful. Patients rarely tell you when you're not clear. Where appropriate, confirm your communication by asking others to repeat back their understanding to ensure total clarity and agreement.
- **Listening Generously** | Listening is more than simply "not speaking." Give people your undivided attention. Be present and engaged. Quiet the noise in your head and let go of the need to agree or disagree. Suspend your judgment and be curious to learn more, rather than jumping to conclusions. Listen with care and empathy. Above all, listen to understand.
- **Speaking Straight** | Speak honestly in a way that moves the action forward. Make clear and direct requests. Be willing to ask questions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Address issues directly with those who are involved or affected.
- **Practicing Blameless Problem Solving** | Demonstrate a relentless solution focus rather than pointing fingers or dwelling on problems. Work from the assumption that people are good, fair, and honest and that the intent behind their actions is positive. Identify lessons learned and use those lessons to improve ourselves and our processes so we don't make the same mistake twice. Get smarter with every mistake. Learn from every experience.
- **Getting the Facts** | Don't make assumptions. There's always more to the story than it first appears. Gather the facts before jumping to conclusions or making judgements. Be curious about what other information might give you a more complete picture.
- **Making Every Interaction Count** | Don't dwell on past experiences and make every interaction count. Keep doors open and good things will follow!
- **Thinking and Acting Like an Owner** | Profit is the fuel that's necessary for us to accomplish our mutual goals. Make decisions by asking yourself, "What would I do if this were my company? What would I do if this were my own money? Will this help the organization to succeed? Am I contributing to profit?"
- **Keeping Things Fun** | Remember that the world has bigger problems than even the most difficult challenges that make up our daily work. Keep perspective. Don't take yourself too seriously. Make up your mind to have fun. Laugh every day.