

## **OUR MISSION**

SUPPORT OUR PRACTICES IN POSITIVELY IMPACTING LIVES BY IMPROVING SMILES, CONFIDENCE, AND OVERALL HEALTH.

## CORE VALUES

PROVIDE A FIVE STAR "WOW" EXPERIENCE FOR OUR GUESTS



- DO WHATEVER IT TAKES
- START ON TIME
- LIVE THE RULE "EVERY GUEST, EVERY DAY" BY TREATING ALL GUESTS & TEAM MEMBERS AS YOU WANT TO BE TREATED
- BE WARM & FRIENDLY
- ALWAYS SMILE

SUPPORT EXCEPTIONAL CLINICAL CARE



- PUT THE SAFETY OF OUR GUESTS ABOVE ALL ELSE
- COMMUNICATE CLEARLY & EFFICIENTLY
- SUPPORT ALL NEEDED TREATMENTS TO IMPROVE THE OVERALL HEALTH OF OUR GUESTS

DO THE RIGHT THING



- PUT PEOPLE BEFORE PROFITS
- BE AVAILABLE
- BE ACCOUNTABLE
- TAKE INITIATIVE

BE A PLACE FOR ALL



- WELCOME ALL GUESTS & TEAM MEMBERS
- SERVE ALL

RISE BY LIFTING OTHERS



- BE POSITIVE
- BE KIND
- WORK AS A TEAM & LEVERAGE COLLECTIVE GENIUS
- SUPPORT THE COMMUNITY BY GIVING BACK

**VOICE GRATITUDE** 



- SHOW APPRECIATION TO OUR GUESTS & TEAM MEMBERS
- ALWAYS SAY THANK YOU
- REMEMBER OUR GUESTS HAVE CHOICES

ACHIEVE HAPPINESS THROUGH BALANCE



- BE DEDICATED TO YOUR WORK & YOUR FAMILY
- ENJOY LIFE IN & OUT OF THE OFFICE