

The logo is a yellow shield with a red border, set against a blue background. The text "MORTON'S SUPERHERO VALUES" is written in a bold, white, sans-serif font with a black outline, slanted upwards to the right.

# **MORTON'S SUPERHERO VALUES**

## **PATIENT CENTRICITY COMES BEFORE EGOCENTRICITY**

We place the wellbeing and service experience of every patient at the center of everything we do.

It is everyone's responsibility to ensure that patients are treated with respect, courtesy, professionalism, empathy and discretion in every interaction.

We will comfort our patients, keep them informed and seamlessly guide them through their patient journey.

A stylized silhouette of a city skyline with various skyscrapers of different heights and widths, rendered in a light blue color against the darker blue background.



# **DOING IT EXTRAORDINARY WELL**

Our patients entrust us with their lives. We are responsible for doing what we do at an exceptional level. Anything less is not an option.

Adhering to our processes and protocols and applying great attention to detail is important.

At the same time, we use our judgement, discretion and experience to guide our decisions.

This is where we each come to do our best work. Always mindful that we are stronger as a team

1+1 = 3

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# **MORTON'S SUPERHERO VALUES**

## **OUR PEOPLE OUR HEARTBEAT**

We strive to maintain a conducive work environment where we can all flourish and develop towards our full potential.

We employ people who align with our values and believe in what we do. We set appropriate expectations for what we do and how we do it.

We empower and support each other to meet these expectations and have the courage to have honest conversations with one another. We ensure that we all contribute and share in our success.

We encourage above all self-responsibility. We value others who might think differently to us, as long as it is consistent with our culture and values. We treat others the way we would like to be treated.

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# **MORTON'S SUPERHERO VALUES**

## ***REFERRERS ARE PARTNERS***

We strive to consistently deliver a service that is timely and meets the highest professional and ethical standards. We keep up with the latest industry trends and work towards meeting the specific needs of each referrer.

We actively engage with our referrers by keeping them informed regarding their patients' well-being, listening to their feedback, facilitating their operational needs and creating meaningful long-term relationships.



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# **MORTON'S SUPERHERO VALUES**

## ***FITTING IT ALL TOGETHER***

We use different things to make everything work - processes, systems, equipment, facilities, information and people.

Technology is our thing and is an important part of how we get things done. When we put it all together, we ensure that the result is something simple, affordable and understandable for everyone.

We will look for innovative ideas to improve our current ways. We measure the important things and use it to support the decisions we make.

This is how we manage our business with discipline and greatness.

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