



March 28, 2016

When I first introduced our core values five years ago, they weren't meant to re-define Pinnacle. They were meant to vocalize the values that Pinnacle already embodied. Since that time, Pinnacle has continued to evolve and better itself. Because of this evolution, it is time to freshen up our core values to match our company's current culture and standards.

These new core values are very similar to the existing core values, with some slight variations. Here are the three new core values:

1. People are our purpose.
2. Do the right thing.
3. Our products are simple, useful, and beautiful.

"People are our purpose," is a phrase that we have been using in our marketing material for a while. It is a more elegant phrasing of the old core value that "individuals are the most important part of life." This is the most important of the three core values and embodies everything that we stand for. People come first, whether they be employees, customers, or the patients and family members that we survey, they are the most important part of everything we do. We treat all people with respect and dignity. They are our purpose in life.

"Do the right thing," is a phrase I started hearing our COO, Rich Goaslind use while he was interviewing prospective employees. When those prospects would ask Rich to describe our company culture, Rich would frequently say that Pinnacle tries very hard to always do the right thing. No matter if it is for an employee, or a customer, or with any other person. When difficult situations arrive, we always want our employees to do the right thing in that situation regardless of how difficult that may be.

And finally "our products are simple, useful, and beautiful," is the essence of what our offerings embody. We are a company that is constantly innovating, we are continuously introducing new features and new products. Each of those new products and features must meet these three requirements. Furthermore, we strive for these three things in all that we do, whether it be internal systems, weekly meetings or a re-designed office.

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