



“Our patients are the core of our existence. By following the 7 C’s, we remain committed to our patients and our brand, ensuring we exceed our patients’ expectations every single day.”

– Frank Alderman, MD, Chief Executive Officer

Navigating the 7 C’s

- + **C**ustomer Service
- + **C**ommitment to Excellence
- + **C**onsideration
- + **C**ommon Sense
- + **C**ommunication
- + **C**onsistency
- + **C**lose the Loop

