



OUR  
**PROMISE**  
BOOK

SOLIS



WARM  
VALUABLE  
SELFLESS  
RESPECT  
CAPABLE  
TRANSPARENT  
WELCOMING  
COMPASSION

# OUR PROMISE

An Exceptional  
Experience

Exceptionally  
Accurate Results

POSITIVE  
ACCURATE  
ENGAGING  
EFFICIENT  
TRUST  
ACCOUNTABILITY  
and  
**PEACE OF MIND**  
for EVERYONE we serve.  
INTEGRITY  
CONTRIBUTOR  
EMPATHY

# OUR PURPOSE

To be the  
National Leader  
in  
Mammography and  
Imaging Services,  
helping PATIENTS  
achieve and maintain  
Optimal Health

# OUR VALUES

## ACCOUNTABILITY

- Ownership of action
- Do what you say you will do
- Avoid blame

## COMPASSION

- Listening
- Be Understanding

## RESPECT

- Treat others with dignity
- Be honest
- Value others

## TRUST

- Trust in positive intent
- Avoid judgment
- Keep your word

## INTEGRITY

- Do the right thing
- Sign your name every day

# WHAT IS OUR PROMISE BOOK?

At Solis, we are guided in our work and interactions with others to provide an exceptional experience, as described by three core elements: **Warm and Welcoming, Caring and Compassionate, Easy and Efficient**. These elements provide a common foundation for the experience we expect of every interaction that occurs at Solis.

Every *patient*

Every *team member*

Every *location*

Every *day*



## CARING & COMPASSIONATE

Feeling and exhibiting concern and empathy for others



## WARM & WELCOMING

Behaving in a friendly way in any interaction, so people feel valued and accepted



## EASY & EFFICIENT

Making ourselves and our services accessible and convenient, doing things right the first time, without wasting time or energy

## OUR BOOK IS BROKEN INTO 3 PARTS:

1.



A reference card so actions are right in your pocket

2.



A notes page to record goals, ideas and stories

3.



A CEO addressed postcard to share a great story with senior leadership

KIND



APPRECIATED  
VALUED  
HELPFUL  
HEARTFELT

# WARM & WELCOMING

OUTGOING  
EMPATHETIC  
ENGAGING POSITIVE  
RECEPTIVE  
INFLUENTIAL  
ACCESSIBLE  
RESPECTFUL



*Behaving in a friendly way  
in any interaction, so people  
feel valued and accepted*

More than how we greet our patients and team members, **warm and welcoming** is how we react to the needs of each of the individuals we meet. It starts when we say hello and ends when we say goodbye. It includes how our centers look and feel, how our team members speak about our company and how we treat each other. It's all encompassing...the entire patient experience.

# GREET EVERYONE

1. GREET PATIENTS BY NAME in a friendly, professional manner
2. Always have a SMILE and speak clearly
3. LOOK YOUR PATIENTS IN THE EYE



*When people are greeted with a welcoming smile, eye contact, and confidence, it makes them feel valued and sets the tone for a positive Solis experience.*

**ALEX LOPEZ**

Lead Patient Services Representative  
Irving, TX

*“Hello Mrs. Fritz, Welcome to Solis!”*

*I can honestly say that this first Solis experience was the best! I was greeted by the ladies at the front door as if I was the most important person in the room. I did not wait long (very important to me as I am at work) and I was taken in and the technologist did my bone density test. She too was pleasant and efficient (explained what I needed to do clearly and kindly) and I was done and out in just under half an hour. This is what I call service with a smile! I have and plan to continue using this location for my mammograms too. Thank you Solis for a great experience!*

**ANDI** - A patient in Texas

# INTRODUCE YOURSELF

1. **INTRODUCE YOURSELF** and what you do
2. **ASK THE PATIENT** “How can I help you today?”
3. **Watch the patient’s BODY LANGUAGE** and respond appropriately



*Introducing myself helps patients feel more comfortable and starts the visit off in a warm, friendly way.*

**KATHY JOYCE**  
Technologist  
Greensboro, NC

*“Hello, my name is Robin and I will be checking you in for your appointment today.”*

*This is the second time I have had my mammogram done at Solis. Diana introduced herself with a big smile and asked how she could help me? She was very friendly and professional. It took her no time to check me in. Stacy, my technologist was friendly, professional and fast. No pain at all and I felt very comfortable with her. A wonderful experience and two of the best people representing Solis.*

**PAMELA** - A patient in Texas

# GO THE EXTRA MILE

1. Do what is necessary to ensure the **NEEDS OF THE PATIENT** are met
2. Help and **ASSIST THE PATIENT** throughout the visit
3. **DILIGENT FOLLOW UP** to ensure the task is completed and correct



**JESSICA GRAVES**  
Patient Care Coordinator  
Greensboro, NC

“Patients are sometimes anxious and nervous, putting them at ease is an important part of what we do. Being extra compassionate, answering all their questions, addressing all their concerns and treating them as if they were my mother or grandmother are a few ways I make our patients feel special.”

*“Thank you for bringing your concern to my attention, I need to do a little research to get you an answer. May I call you back by the end of the day?”*

*I work long hours and always go to Solis before work. They are very personable. I don't sit around waiting at all. They make what could be a very uncomfortable appointment, pleasant. Everyone involved in my appointment from the front desk to the clerk were wonderful. I highly recommend Solis!*

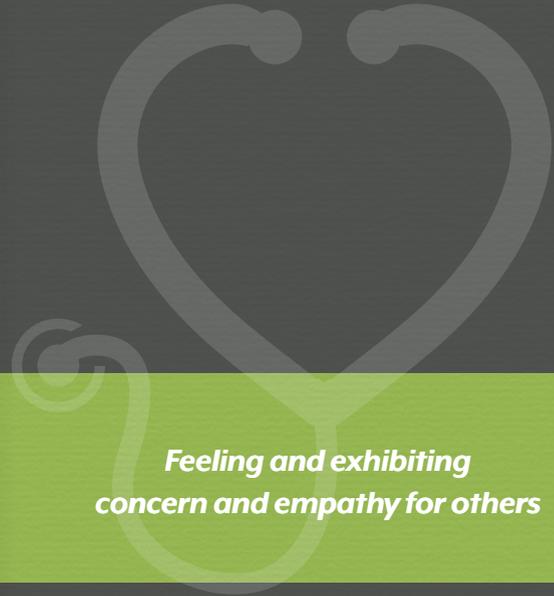
**THERESA** - A patient in Texas



MINDFUL  
THOUGHTFUL  
GENEROUS  
GIVING  
GRACIOUS

# CARING & COMPASSIONATE

WARM  
KIND  
UNDERSTANDING  
RESPECTFUL  
CONCERNED  
EMPATHETIC

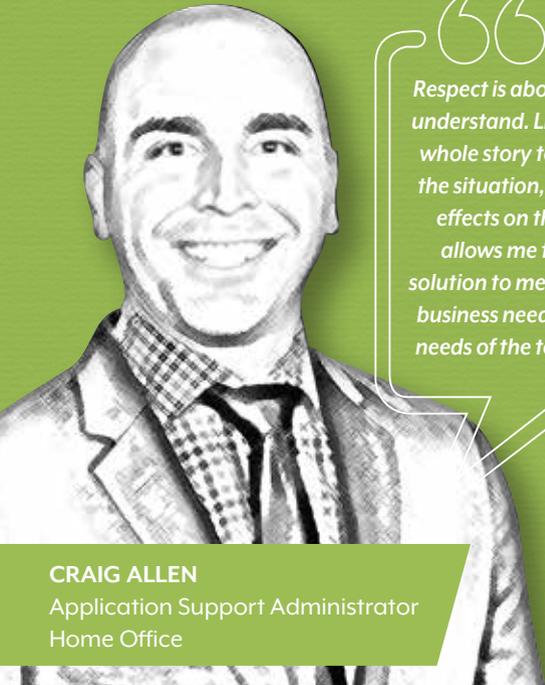


*Feeling and exhibiting  
concern and empathy for others*

Being *caring and compassionate* is part of who we are, and what we always aspire to be. It speaks to how we use our hearts to guide our actions and drive our behaviors. We pride ourselves in feeling and exhibiting concern and empathy for others.

# BE RESPECTFUL

1. COMMUNICATE clearly and often
2. BE EMPATHETIC to the needs of each individual and adjust your behavior accordingly
3. OFFER SOLUTIONS



*Respect is about listening to understand. Listening to the whole story to understand the situation, including the effects on the business, allows me to tailor my solution to meet not only the business needs but also the needs of the team member.*

**CRAIG ALLEN**

Application Support Administrator  
Home Office

*“I can see that you are a bit nervous today. Our radiologists are the best in the business and they will be happy to answer any questions you may have.”*

*I went to Solis for the first time for my annual mammogram. I didn't sleep well due to worry brought on by my past poor treatment by other providers. I have poor mobility and use a scooter to get around. Kathy, my technologist, was so wonderful to me. She was patient, competent and creative. She took the time to learn how my scooter worked and then allowed me to sit on the scooter when she realized I could not stand. Together we got great films! I appreciate the care and compassion that Kathy gave to me and I will never forget it.*

**MARY** - A patient in North Carolina

# CONNECT WITH PATIENTS

1. **EXPLAIN PROCEDURES** and what will be happening next
2. **AVOID DISTRACTIONS** to allow you to personalize your service
3. **LISTEN TO UNDERSTAND** and exceed expectations



Connecting with patients is more than just scheduling their appointments or checking on paperwork. It's about listening to the tone of their voice and reacting in a way that provides them peace of mind and answers to whatever questions or concerns they have.

**MATILDA CAMACHO**  
Contact Center Agent  
Addison, TX

"Hello Mrs. Jones, my name is Jamie and I will be doing your exam today. We will be doing a 3D mammogram. Have you had this type of mammogram before? Let me explain what it is and how it is different from what you may have had in the past."

*Due to personal reasons I had skipped my annual mammogram. I received a phone call from Solis reminding me that I was a year overdue, so I scheduled an appointment with the help of your staff. The results were not good and the biopsy was positive for cancer. Fortunately it was small so all that was required was a lumpectomy. The purpose of my letter is to say "THANK YOU" for calling me to remind me to have my mammogram. If I had not received the call, I would have waited until the end of the year, giving the cancer time to grow, possibly resulting in more invasive surgery and treatment. Thank you so very much for that phone call!*

**CAROLYN** - A patient in Texas

# SHOW COMPASSION

1. **THEY'RE PEOPLE**, not account numbers
2. **BE UNDERSTANDING** of patient fears and concerns
3. **DELIVER RESULTS** with sensitivity and compassion



**KIM OLIVER**  
Lead Technologist  
Fort Worth, TX

*Compassion is about realizing when someone is in need. Whether they are scared or just unsure, saying it's going to be okay and that you are there to help can make the difference. I put my hand on their shoulder and say "you are okay, we will get through this, just breathe".*

*"Mrs. Williams, it seems like you are nervous about today's exam. How can I help you feel more at ease?"*

*Janet, my technologist, really stood out as exceptional! She was friendly, compassionate, and technically adept and competent as she administered the scan. Her genuine concern for patients showed through the entire interaction.*

**LIZ** - A patient in Washington DC



ABLE  
PRODUCTIVE

STRAIGHT FORWARD  
SIMPLE

EFFORTLESS



# EASY & EFFICIENT

*Making ourselves and our services  
accessible and convenient, doing things right  
the first time, without wasting time or energy*

SKILLFUL  
PAINLESS  
ACCESSIBLE  
TROUBLE-FREE  
CAPABLE

Our Promise of peace of mind for everyone we serve includes having every part of the patient experience be easy and efficient. We understand that the process starts the minute a patient decides to schedule, and doesn't end until they receive their final bill. At every step of the process, we strive to provide a best in class experience that includes being fast, accurate, knowledgeable and professional.

# DELIVER QUALITY

1. DELIVER ON COMMITMENTS quickly and efficiently
2. DOUBLE CHECK YOUR WORK to ensure accuracy
3. FOLLOW UP to ensure all open items or issues have been resolved



“  
*I come to work every day and want to make a difference. I know what we do at Solis is important to the health of our patients and I don't take that responsibility for granted. No matter what challenges the day presents, I know that taking care of the needs of the patient takes top priority and I am honored to do whatever the patient needs. This is not just my job but also my responsibility as a public servant.*  
”

**RACHEL OSORIO-DIAZ**  
Medical Records  
Plano, TX

*“I will get back to you by the end of the day with the answers to your questions.”*

“  
*This is the fastest, easiest mammogram I ever experienced (in and out in 15 minutes). I got a 3D mammogram and received my results via e-mail within 2 days. For those of us who put off getting mammograms until we have time – there is no longer an excuse. Go and get it done!*  
”

**SISSY** - A patient in Texas

# TAKE OWNERSHIP

1. BE A CHAMPION in finding solutions
2. Show PROFESSIONALISM
3. REPRESENT SOLIS with pride through appearance, speech and actions



**CINZIA HUNT**

Accounts Receivable Supervisor  
Fairfax, VA

“  
*I am responsible for helping patients with their billing issues. The key to being able to represent both the company and the patient is taking ownership and responsibility for the issues that have caused the patient’s complaint. I work with all parties involved to find the best solution. Once we are able to get to a resolution, I do my best to communicate to all parties to help prevent the issue from arising again.*”

*“I enjoy working at Solis because of the passion we have for our work , and the wonderful patients we get to serve.”*

“  
*Thank you so much for making me feel so comfortable and cared for at my appointment! Your level of friendliness, professionalism and attentiveness are so rare these days. It made my day and I’ve told lots of people about “Sue at Solis”.*”

**KIM** - A patient in Texas

# AIM FOR EXCELLENCE

1. **ENHANCE SKILLS** in technical and clinical problem solving
2. **LISTEN ACTIVELY** to anticipate needs and deliver personalized service
3. **MAKE A DIFFERENCE** in someone's life



*In breast imaging, achieving the recognition as a center of excellence has always been my goal. Our patients and their referring physicians have come to expect from us the highest level of care. The way I accomplish the above is through respectful interaction with our staff. On a professional level, I empathetically ensure that all of our patients' questions and concerns are answered to their fullest satisfaction regarding their visit at Solis.*

**MINH NGUYEN, MD**  
Radiologist  
Plano, TX

*“At Solis, our technologists stay up-to-date on all current research so they can inform you on the best treatment options available.”*

*My personal journey has been bumpy and frightening. Thanks to my Solis radiologist, my breast cancer was caught in the earliest possible stage. Having seen a small area of abnormal tissue, he requested an ultrasound and MRI. The report came back suggesting a “watch and wait” approach. He was not satisfied and immediately performed a biopsy. Thanks to his care and determination, my lumpectomy was performed within a few weeks, and I was on my way to radiation therapy and healing. I will be forever grateful to my Solis team!*

**JANET** - A patient in North Carolina

# CUSTOMER SERVICE VS. PATIENT CARE

*“The biggest difference between CUSTOMER SERVICE and PATIENT CARE is the emotional dimension of the patient experience.”*

As a provider of healthcare services, the Solis team is on the one hand, a business serving “customers,” and on the other hand, a medical organization caring for patients. In short, we are in the very **human business of healthcare**. And this business requires both clinical expertise and business expertise, which is why every member of the Solis team is so vital to our success. To excel in one area, but fall short in the other, is simply not an option.

For the majority of our team members who are patient facing every day – whether by phone, email, or in person, what is required to excel? First, is a clear understanding of the difference between a customer and a patient. This may seem obvious, but as we dig into the roots of each one’s basic needs, we gain a stronger understanding of how we can best serve the individual’s needs.

## Who is a Customer?

**‘Customers’ are generally people who enjoy a status of being able to purchase goods and services.** Sound business practices compel us to understand who they are, what’s important to them, and what’s the best way to attract them as customers to earn their loyalty. All of these elements are true, too, of attracting people to our centers every day, and working to earn their return visits and referrals to friends and family.

## Who is a Patient?

**‘Patients’ however, have a status that goes well beyond obtaining a “good or service”.** Their need is tied to their health and well-being, potentially rendering them to be vulnerable, frightened, possibly in pain, and confused by medical jargon or procedures which are outside

their comfort zone. The ‘goods’ they seek require an unspeakable level of trust in their service provider. And, their most basic need is to feel that they are the most important person at that particular time with whatever team member they are interacting with. They also want to be kept informed, talked to (not at), and to be active participants in their care.

## What is the Difference?

Put simply – **the biggest difference between customer service and patient care is the emotional dimension of the patient experience.**

It requires connection, respect, and compassion. And compassion requires self-awareness.

How you manage this can be deeply therapeutic and healing, or emotionally scarring.

There’s no getting past the fact that the economic cost of providing healthcare will always have to be considered as we run the business of radiology and imaging. But we must always remember that healthcare is not like other businesses, and patients are not like other customers. Our ongoing ability to empathize and

support their emotional needs is the key to our current and future success.





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Exceptionally Accurate Results,  
and **PEACE OF MIND** for  
**EVERYONE** we serve.

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and maintain optimal health.

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Listening | Be understanding

## ACCOUNTABILITY

Ownership of action | Do what you say you will do |  
Avoid blame

## RESPECT

Treat others with dignity | Be honest | Value others

## INTEGRITY

Do the right thing | Sign your name every day

## TRUST

Trust in positive intent | Avoid judgment |  
Keep your word

Your Name \_\_\_\_\_

SHARE YOUR STORY

James Polfireman  
Chief Executive Officer  
Subject: Great Promise Story

**SOLIS MAMMOGRAPHY**  
**15601 DALLAS PARKWAY, SUITE 500**  
**ADDISON, TX 75001**



## WARM & WELCOMING

Behaving in a friendly way in any interaction, so that people feel valued and accepted

**GREET EVERYONE**  
**INTRODUCE YOURSELF**  
**GO THE EXTRA MILE**



## CARING & COMPASSIONATE

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**CONNECT WITH PATIENTS**  
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**TAKE OWNERSHIP**  
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