



EAST WEST HEALTH'S TEAM OPERATING AGREEMENTS

“Man. Because he sacrifices his health in order to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present; the result being that he does not live in the present or the future; he lives as if he is never going to die, and then dies having never really lived.” — Dali Lama

S.T.A.R.T. TO F.I.N.I.S.H.

The East West Health “Start To Finish” declaration clearly defines what inspires us to perform the heroic work we do on a daily basis. These core values are the glue that holds the ship together and keeps us sailing towards the horizon of our deepest transformative purpose - “to help as many people as possible live without pain or chronic disease.”

Start To Finish is simply an acronym to remind us what we believe in and inspires us to live and serve at our fullest potential because millions of lives depend on us. From the heart, we believe in doing our best work for our amazing patients, start to finish, top to bottom, inside to out. Start To Finish is our commitment that we will not stop short of their complete health transformation. They can do it with the right support, and we can be the supportive team they need.

What do our patients find most unique about the care we offer?

Ancient wisdom anchors us to the inherent fact that all progress starts from, telling the truth about your health so that action can be taken.

Most medical offices run one or two labs, give patients a diagnosis, prescribe a medication and the job is done. We look at the integration of the mind, (including the brain), the physical body, and the emotional experience that each patient holds on to. Once the correct tests are ordered, truths become apparent and causes can be addressed with the right treatments.

Diagnostics can be as intriguing and simple as a pulse and tongue diagnosis, or as complex as running a half a dozen tests to determine the health of the brain, the endocrine system, the immune system, the gut, and the genetics of each individual we serve. Treatments combine acupuncture, restorative medicine practices, nutrition, with herbs and supplements. We believe in testing every protocol on ourselves first.

What is the “Start To Finish” process?

There are 12 core values and mindsets that make up EWH's Start To Finish process. Our culture does best when we fill it with love, integrity, respect, growth, achievement, learning, and teamwork. Everything we do flows back to these values, to expand the success of those we serve.



S.T.A.R.T.

S = Start Every Encounter with Positive Wins and Celebrate

Secret's out, we love our daily celebration when our patient's commit to care and have amazing health transformations at East West Health. We get that winning and learning is better than blaming and bypassing responsibility in our purpose to help as many people as possible get as healthy as possible. Negativity generates blame and discontent while thwarting sleep and learning. Focus on what you want, not what you don't. Share 10 times more positives than negatives and your energy will increase more than you ever imagined.

*We don't put up with negativity in our team and patient interactions.

T = Telling the Truth is the First Step to Progress

The faster we tell the truth about our health and work performance, the faster that we progress. The truth is the only thing that can help us avoid the downstream cost of not directly confronting what needs to be confronted. Admit mistakes; learn from them by filling out an Experience Transformer, where you ask yourself, "What worked and what didn't work?" Then find areas that you'd like to improve in and seek out someone who can coach and mentor you.

*We don't put up with any form of dishonestly or lack of progress. Grow or go.

A = Art is Healing, Healing is an Art

Art is the uniqueness in the medicine we provide because we've moved beyond having all the answers and lean into the possibilities of endless learning and growth. Our best art happens when we elevate our patient's experience through our intuition, communication, and problem-solving abilities. Our art shines in every conversation we have. It shines through in our cleanliness, our organization, in our dress and actions. It's a simple smile because we are taking their complex health issues and bringing them into solvable solutions.

*We don't put up with customer service standards that fall below the "golden rule" as it pertains to patients, teamwork, and collaboration with suppliers.

R = Respect the Health Transformation Process

Respecting the healing and discovery process means that everyone in life is doing the best they can with the tools they've got. No matter how much help we want to give; people do things for their reasons-not yours. Always giving respect first, you will never lack in respect received. Respect is not bringing your personal baggage to work with you or pushing your personal agenda into your patient's visits or team meetings. Professionals can handle their emotions.

*We don't put up with patients walking out of the office unhappy or even worse, confused.

T = Talking the Talk, Means Walking the Walk

Talking the talk is easy; walking the talk requires effort and is necessary for the mentorship and coaching we provide. How could we possibly ask our patients to do something that we wouldn't be willing to do ourselves? Walking the talk is when you admit that you were once where they are in your own healing process and found a way to breakthrough to the next level.

*We don't put up with complexity in treatment plans. Results follow simplicity.



T. O.

T = Tie Your Shoes Before You Run Your Relay Race

Tripping over shoelaces can be a nuisance, falling on your face can be a big problem. We are in a daily relay race as a team and with our patients. We are all in this together. Dropping the baton can easily be avoided with strong intentions to be a great team player and through preparation. Preparation starts by communication our one-on-one conversations, morning huddles, weekly trainings, and quarterly Go Wellness events. Teamwork is simplified when we understand each other's unique ability through the Kolbe profile, Strengths Finder, and even our Zodiac signs. It's your amazing talents that are ushering in the medicine of the future and it's a race to keep up, have you first tied your shoes?

*We don't put up with people who want to do it on their own or faking it until we make it. Know your strengths, and weaknesses, hand off the baton accordingly.

O = Obstacles Become the Way

Overcoming your own obstacles is the only way to find true health for those we serve. People come and visit us because they have health challenges that no one can provide answers for that's why we have to look inside as much as we look outside of ourselves. We find solutions discovered 5,000 years ago as often as we find in them from the current medical breakthroughs of the day. When we identify and strategize patient's biggest obstacles to healing 90% of the work is done. Obstacles are uncovered with correct testing then followed by wisdom and rigorous mentoring that sometimes includes duct tape for those who are addicted to sugar. The mentoring and coaching help cultivate new habits, and the new habits become the healing process.

*We don't put up with short cuts to healing and nor do we minimize health.

F.I.N.I.S.H.

F = Fun Expands Healing Faster than Seriousness

Finding out what makes you who you are from the inside out can be incredibly entertaining. Who doesn't want to know why they do what they do? Most amateur practitioners focus on the side of seriousness of disease to the point of guilting patients into compliance. Seriousness directs focus but too much of narrows options and blocks healing. People heal from lightness and possibilities. The most serious issue is that a person's attitude about their health either promotes or prevents further suffering and pain. Our teamwork grows when we respect the fact that everyone of us is doing the best we can.

*We don't put up with the drama that comes with being too serious.

I = Improvement & Innovation Through Teamwork and Technology

Improving the patient experience from their first point of contact and then on every single interaction is what has allowed us to help thousands of patients transform their health at East West. Our biggest breakthroughs come when we innovate to create better systems and processes that our patients love and are willing to invest in. Our teamwork is multiplied when we use the unique talents of the people we work with and lean on their expertise for getting the job done right. Technology is how we leverage our patient engagement with text reminders, monitors, online learning courses, and virtual care.



*We don't put up with people who think they know it all. We don't put up with not initiating care for those who need and want it.

N = No Defense Budget Environment

No one likes to be shamed, blamed, or accused. Patients will shut down to criticism and so do you. If you've done something wrong, then make it right by quickly admitting it so that we can all move on. There's no reason for us to spend our energy on anything beyond our patient care, results, and our enjoyment of work. Your energy, intention, and presence can all be directed towards what you do best when you aren't defending yourself.

*We don't put up with lack of responsibility, blame, and lack of trust.

I = Initiate with Your Unique Talents - As If You Own the Company

Inspiration comes to those who are working in a way that facilitates creativity and growth. Discomfort, collaboration, and curiosity all fuel this process. As an entrepreneurial company we've all got to take 100% initiative to do the work that we do best for the health of the patients, team, and organization. We don't have any opportunities with our patients or team members unless we serve them first in a way that is valuable. We are a self-managed company that manages systems not people. We are all adults, who have extreme talents to offer!

*We don't put up with managing people, just systems and processes.

S = Stimulating Questions Reveal More than Definitive Answers

Start by finding the motivating factor behind everyone's decisions. They have their reasons and it's helpful for you to know. Questions shine a light on the mindsets behind a person's wants and needs and allow that person to come to their own brilliant conclusions. They will love you and you will do less work because their intentions will match closer to yours.

*We don't put up with poorly communicated intentions and lack of understanding.

H = Half-Assed is Better than No-Assed

How we show up to work each day reflects the kind of impact we intend to make on our patients. We transform health and lives through mutual respect, love, and appreciation. By training, role-playing, and constantly learning, we grow even if our goals aren't entirely met. Progress starts by showing up, not with perfection. Our processes and systems create stability and allow us to craft an experience that our patients can repeat over and over again, with ever improving levels of health. We look beyond the small things and focus in on the bigger picture.

*We don't put up with tardiness, entitlement or distractions to the goals we are trying to meet.