



Our values guide us in all we do.





INTEGRITY;

Adherence to moral and ethical principles; soundness of moral character; honesty

Integrity is at the Center of all we do.

We must demonstrate our unyielding commitment to doing the right thing every time. Our actions must be consistent with what we say and what we promise. Gulf Bend Center's reputation is measured by our individual actions. We do not improperly influence others and we will not allow others to improperly influence us. We are respectful and behave in an open and honest manner. We demonstrate our integrity when:

- **We** promptly report to Center management any possible violation of these standards of conduct or any regulation, law or Center policy and procedure.
- **We** never provide, solicit or receive kickbacks, bribes, rebates or anything else of value in order to influence the referral of a consumer.
- **We** bill payers and consumers in compliance with all applicable laws, regulations or policy and procedures.
- **We** verify employees who are providers of professional health care services are properly licensed and trained prior to delivering consumer care.
- **We** compete in the market solely on the merit of our services. Marketing information, both oral and written, provided to consumers and others will be clear, correct, and non-deceptive.
- **We** return any Medicare or Medicaid overpayments to governmental health care programs in a timely manner.
- **We** do not misuse our position with Gulf Bend Center for personal gain.
- **We** do not use Gulf Bend Center resources and property (including supplies, equipment, facilities or personnel) in conducting any non-business activities.
- **We** exercise the duties of loyalty, good faith, honesty and fair dealing in all activities and transactions related to Gulf Bend Center.



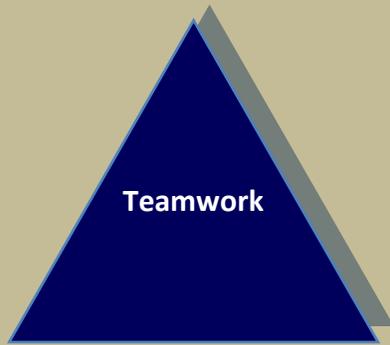
Commitment;

A pledge or promise; obligation: We have made a commitment to do the right thing.

The act of committing, pledging, or engaging oneself

Our **Commitment** to doing the right thing can be measured individually and collectively. Our commitment extends to those we serve, fellow employees, stakeholders, payers and our communities at-large. We are committed to ensuring an environment that is safe and free from harassment or retaliation. We are committed to managing our business and services in an ethical manner. We demonstrate our commitment when;

- **We** provide training in safe work practices to reduce hazards to the health and safety of our consumers, employees and visitors.
- **We** honor the privacy of our consumers and not reveal or discuss protected health information except with health care personnel involved in their care, and with payers and others duly authorized to review consumer information. Any intentional or unintentional release is reported immediately to a supervisor.
- **We** correctly use and care for all property and equipment entrusted to us.
- **We** do not use computers, e-mail, facsimile machines, social media or other technology to communicate privileged and confidential information to unauthorized recipients. Further, the use of technology to send offensive, discriminatory or harassing messages is prohibited.
- **We** promptly report to a supervisor, and complete an Incident Report for any accidents involving injury to an employee, consumer, visitor or property.
- **We** safely store, secure and count all drugs and pharmaceuticals. Missing drugs will be promptly reported to supervisors.
- **We** provide an environment that is free from violence, verbal or physical. Weapons of any kind are strictly prohibited.
- **We** do not permit the manufacture, sale, possession, distribution or use of illegal drugs or alcohol at work. Reporting to work while under the influence of illegal drugs or alcohol will not be tolerated.



Teamwork;

The cooperative work done by a team; team being defined as a number of persons working toward a common goal in a cooperative manner and demonstrating an ability to work efficiently as a team

Gulf Bend Center's successes are a direct result of our **TEAMWORK**. We are a team. We appreciate and respect the diversity of our workforce and the unique talents each employee brings to our organization. This diversity and broad skill set strengthens our thinking and decision making ability. We respect and encourage different opinions and expect feedback to better our organization. We know that by working collaboratively our consumers and stakeholders will realize nothing but the best. You can see our teamwork when;

- **We** treat everyone with dignity and respect regardless of position or status.
- **We** review and evaluate each employee's performance periodically in an objective and consistent manner.
- **We** continually build confidence and professionalism in every employee.
- **We** maintain open lines of communication so that the views of everyone may be considered and opinions given proper respect.
- **We** apply our standards of conduct and personnel policies equally to all employees regardless of position/status in the workplace.
- **We** provide reasonable training opportunities to assist employees to build and maintain professional skills.
- **We** ensure that our employees are trained, promoted and compensated on the basis of individual competence and potential for advancement without regard for race, ethnicity, religion, sex, national origin, age or disability, as well as any other classifications as required by law.
- **We** provide a work environment for all employees free from harassment and intimidation. We do not tolerate verbal or physical harassment (including sexual harassment).



Excellence;

The fact or state of excelling; superiority;

An excellent quality or feature

Excellence is our ambition. We strive for superior quality in all we do.

The excellence of our consumer services and business practices is a direct reflection and result of our **Integrity, Commitment and Teamwork**. We are passionate about our mission and values. We are determined to serve our consumers, employees and stakeholders through innovation and continuous improvement with a focused interest on consumer needs. Excellence is not only a value, but we consider it a discipline to be practiced with a sense of urgency. We demonstrate excellence when;

- **We** maintain integrity and quality at every level of the organization in our job performance.
- **We** address any deficiency or error by reporting it immediately to a supervisor who can assess the problem, take appropriate action and follow the problem to resolution. Knowledge of safety or quality of care concerns is expected to be immediately reported internally to an immediate supervisor/manager/director. There will be no retaliation or disciplinary action taken against anyone who reports a concern in good faith.
- **We** encourage each employee to continually evaluate existing methods of delivering services and report any suggestion to their immediate supervisor or quality management department.
- **We** continually monitor, evaluate and provide training for the delivery of care and related services to assure that appropriate evidenced based standards are met.
- **We** employ appropriately licensed and properly credentialed health care providers possessing the required expertise and experience to care for our consumer.