

C U L T U R E



*Company culture is the backbone of
any successful organization.*

- Gary Vaynerchuk

*Company culture is what motivates
and retains talented employees.*

- Betty Thompson

Company culture is a religion, not a sermon.

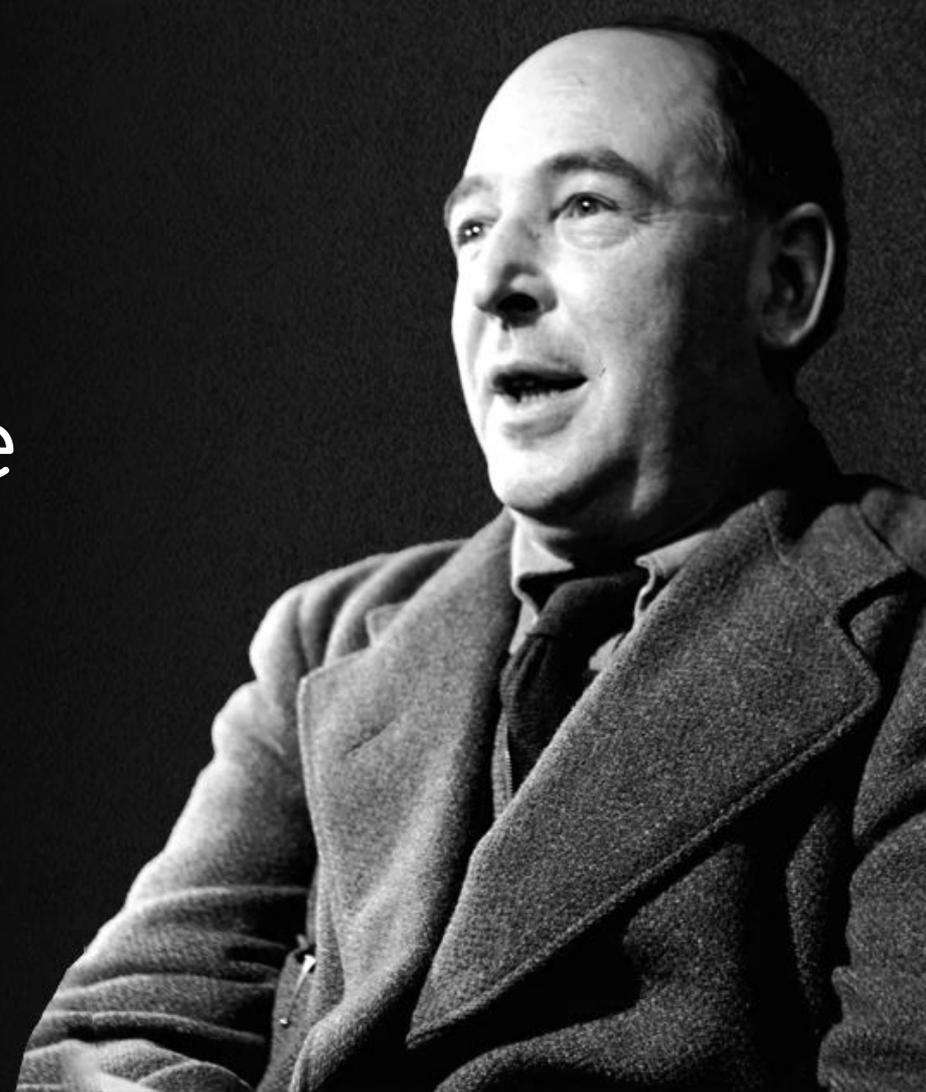
- Gary Vaynerchuk

OUR FOUNDATION

VISION | MISSION | GOALS | VALUES | CHARACTER | PRIDE

“Integrity is doing
the right thing,
even when no one
is watching.”

C.S. Lewis



OUR VISION



Our vision is to build a highly successful and respected company serving the pharmacy market with marketing, market intelligence, and professional development services.



OUR MISSION



Our mission is to “WOW” our clients, coworkers, and colleagues by exceeding their expectations with our products, professionalism, and reputation.



OUR VALUES



Our vision, mission, and goals are built upon our values:

1. Sense of Urgency
2. Proactive Action and Initiative
3. Professionalism and Mutual Respect
4. Cooperation, Coordination, Communication
5. Structure and Discipline
6. Positivity
7. Curiosity
8. Honesty & Transparency



OUR GOALS



1. Meeting or beating established timelines, budgets and goals
2. Ensuring effective and consistent communication
3. Actively managing projects (driving the bus/being proactive)
4. Conducting ourselves professionally in every interaction
5. Embracing a “how can I help” approach
6. Leaving every personal interaction better
7. Continuous improvement
8. Transparency through documentation and communication
9. Continuous growth for individuals (development/responsibility)
10. Profitability

CHARACTER

Qualities we value in our fellow coworkers include:

Integrity

Maturity

Competence

Mutual Respect

Professionalism

Initiative

Shared Values

Self-Awareness

Positivity

Appreciation

Self-Discipline

Pride & Passion

ENCOURAGEMENT

“People often say that motivation doesn’t last. Well, neither does bathing - that’s why we recommend it daily.”

Zig Ziglar



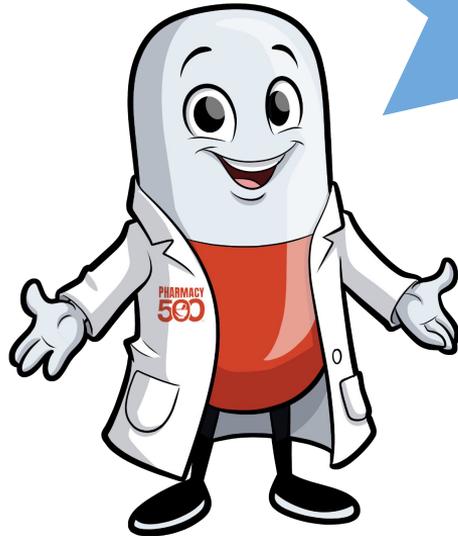
ENCOURAGEMENT

We continuously recognize and encourage each other.



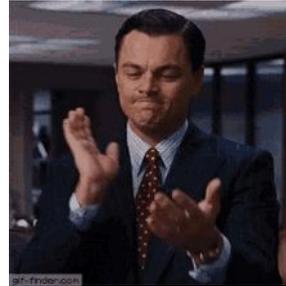
ENCOURAGEMENT

...and your work
matters!



ENCOURAGEMENT

We go out of our way to recognize one another and celebrate the individual by sending fun gifs company-wide.



ENCOURAGEMENT

We celebrate “closed sales deals” by sending fun gifs to everyone as well.



ENCOURAGEMENT



We present meaningful awards.



ENCOURAGEMENT



We encourage professional development.



ENCOURAGEMENT

Everyone works hard to support one another.



ENCOURAGEMENT

Managers are accessible and have an open-door policy.



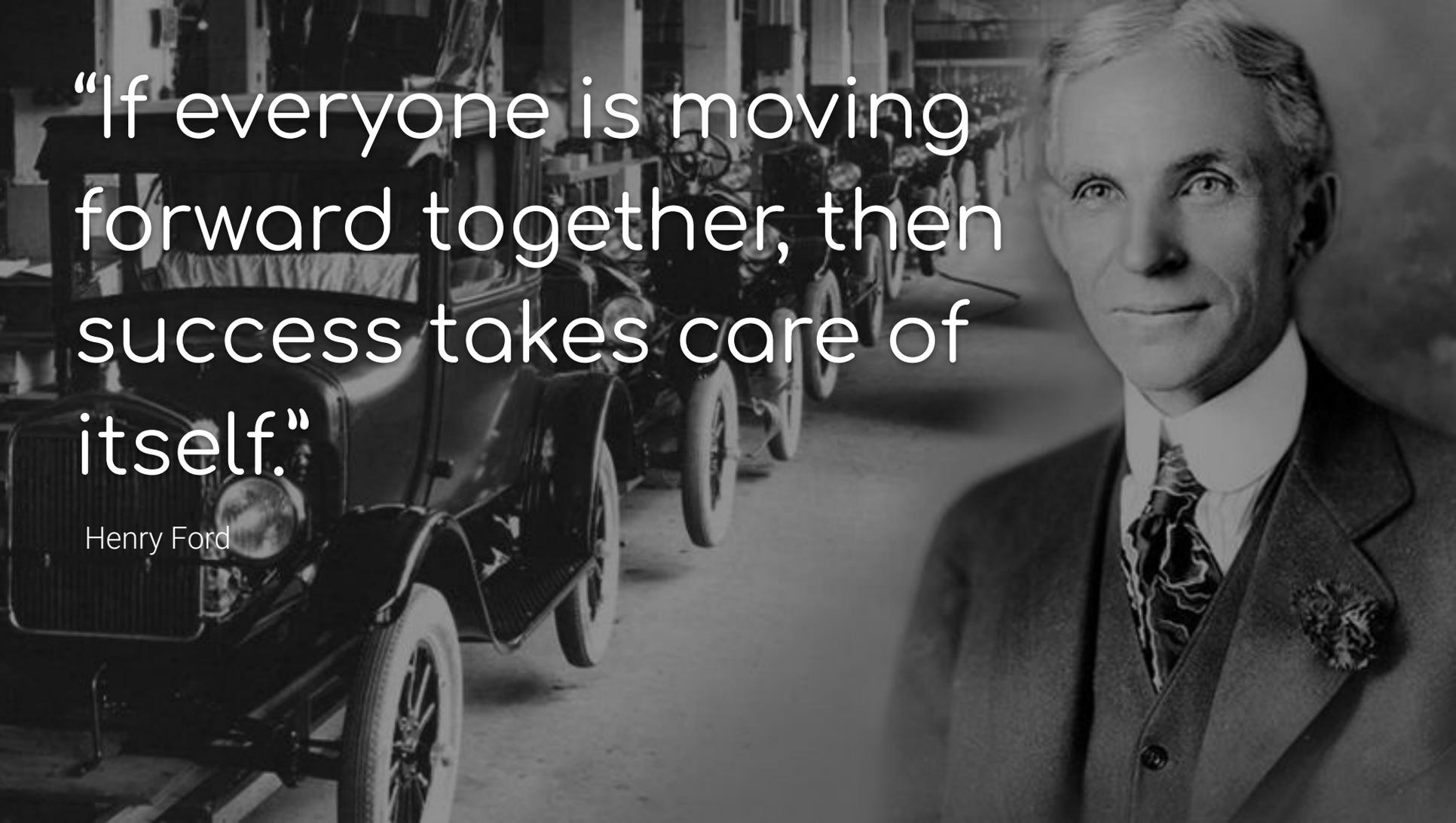
FIRST CLASS CLUB

A woman with long dark hair, wearing a patterned top, is seated in a first-class airplane cabin. She is looking down at a tablet computer she is holding. The cabin is dimly lit, with warm light coming from several circular windows behind her. The seats are wide and comfortable-looking. The overall atmosphere is one of luxury and relaxation.

As a reward for over-performance, Account Executives can earn first-class tickets for the following year's travel to all conferences!



OUR WORK
ENVIRONMENT

A black and white photograph of Henry Ford in a suit and tie, standing in a factory. In the background, a line of early 20th-century automobiles is visible on an assembly line. The image is semi-transparent, allowing the text to be overlaid.

“If everyone is moving
forward together, then
success takes care of
itself.”

Henry Ford

WORK ENVIRONMENT



We strive to provide a great working environment, work-life balance, and benefits.



WORK ENVIRONMENT



We offer an exceptional benefits package.



WORK ENVIRONMENT



We offer a “Summer Fridays-Off” option.



WORK ENVIRONMENT



We offer multiple team bonuses.



WORK ENVIRONMENT



We continually invest in quality and up-to-date tools.



WORK ENVIRONMENT

We provide snacks and drinks.



WORK ENVIRONMENT



We work in A-rated office space.



WORK HARD &
PLAY HARD

“Things turn out best
for the people who
make the best of the
way things turn out.”

John Wooden

UCLA Basketball Coach 1948-1975

10 NCAA National Championships



WORK HARD & PLAY HARD

Having fun is important and we enjoy getting together socially.



WORK HARD & PLAY HARD

We celebrate wins by throwing receptions and parties.



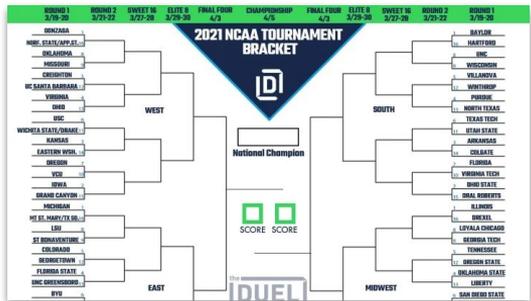
Summer company reception at the **OceanCliff** mansion in Newport.



Christmas parties at venues like **Chapel Grille**, **Safe House**, and **Circe**.

WORK HARD & PLAY HARD

We have many staff competitions.



A sheet of paper for the "Baby Pool" game. It has a header with the game name and a table with columns for "Your Name", "Date", "Time", "Weight", and "Leap". There are several rows for recording data.



Prizes and bragging rights are at stake with **trivia** challenges, **March Madness** brackets, **fantasy football** leagues, **LCR** games, **cellophane ball** games, **caption** contests, **baby due-date** pools...

WORK HARD & PLAY HARD

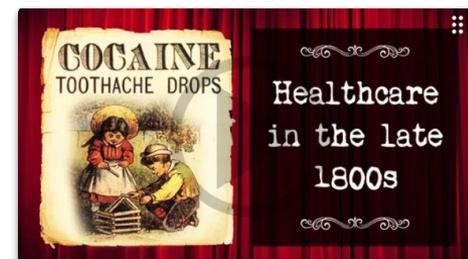
We go out together.



Favorite haunts include **Blu on the Water**, **Water Street Kitchen**, **La Massaria**, **LineSider**, **Cirque**, **BACCO**, and **The Trap**.

WORK HARD & PLAY HARD

We create fun & quirky videos.



Check out our Vimeo channel: <https://vimeo.com/user32432995>

WORK HARD & PLAY HARD

We organize company cornhole tournaments.



WORK HARD & PLAY HARD

We decorate the office for Christmas.



WORK HARD & PLAY HARD

We have a fun “joke gift” Yankee Swap for Christmas.



WORK HARD & PLAY HARD

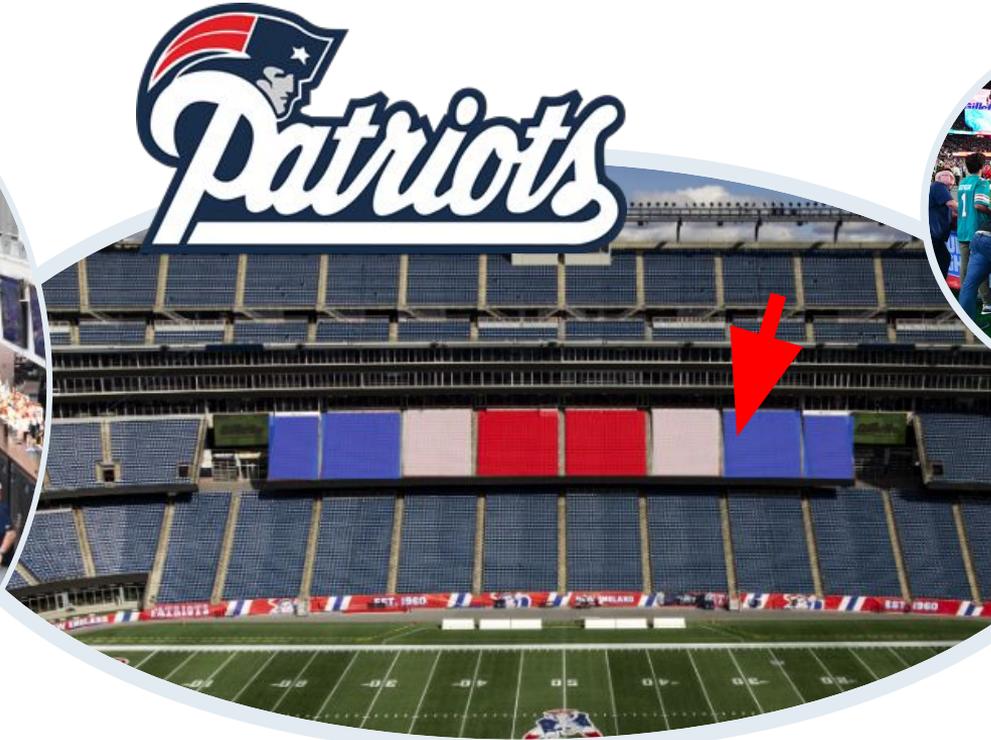
The company gives gift certificates to **Massage Envy**.



Each location is an independently owned and operated franchise.

WORK HARD & PLAY HARD

We have 30-yard line **New England Patriots** season tickets in **The Club**.



WORK HARD & PLAY HARD

Some of us play in charitable golf tournaments together.



WORK HARD & PLAY HARD

Some of us get together at **Bonnet Shore Beach Club** for a little sun.



WORK HARD & PLAY HARD

Some of us get together at **Elite Gun Club** for a little fun.



WORK HARD & PLAY HARD

We celebrate our families, sidekicks, and lives.



WORK HARD & PLAY HARD INSIDER

We sometimes organize office “cook-off challenges”.



Past challenges included **dips**, **cookies**, **chili**, and **margaritas**.
Bragging rights are at stake!

WORK HARD & PLAY HARD

We oftentimes enjoy a Friday afternoon beer in the office together.



OUR CLIENT
RELATIONSHIPS

“You can have everything out of life you want, just if you help enough people get what they want.”

Zig Ziglar



CLIENT RELATIONSHIPS



Building professional relationships is important and we enjoy spending meaningful time with our clients.



CLIENT RELATIONSHIPS



We have held “client receptions” at national conferences.



Boston
Top of the Hub



Chicago
Smith & Wollensky



Nashville
Gaylord Hotel

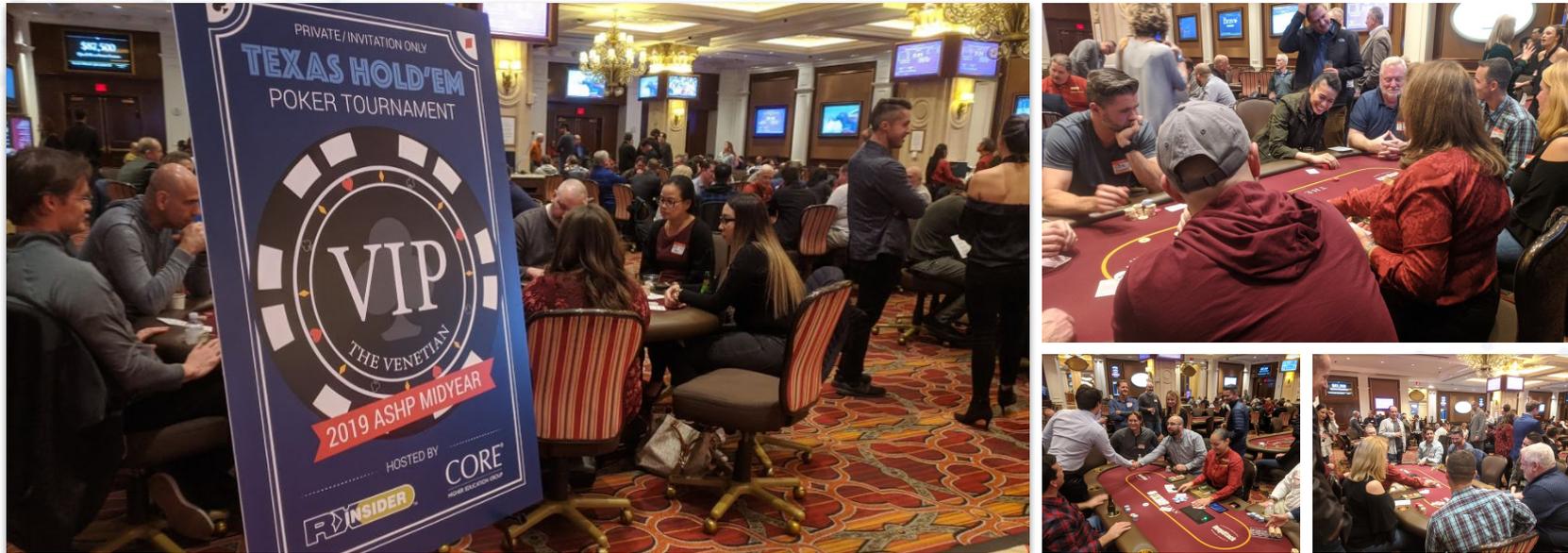


Washington DC
Rosa Mexicano

CLIENT RELATIONSHIPS



We host private poker tournaments.



We have an “in” at the **Venetian**, so whenever we attend a trade show or meeting in Las Vegas, we host an invitation-only **Texas Hold Em** poker tournament for our clients in the world-renowned Venetian Poker Room. We had 120 players in 2023!

CLIENT RELATIONSHIPS



We host March Madness NCAA tournaments.



In 2025, we awarded **\$1000+** in prize money to the top 10 winners!.

CLIENT RELATIONSHIPS



We send our clients Christmas gifts.

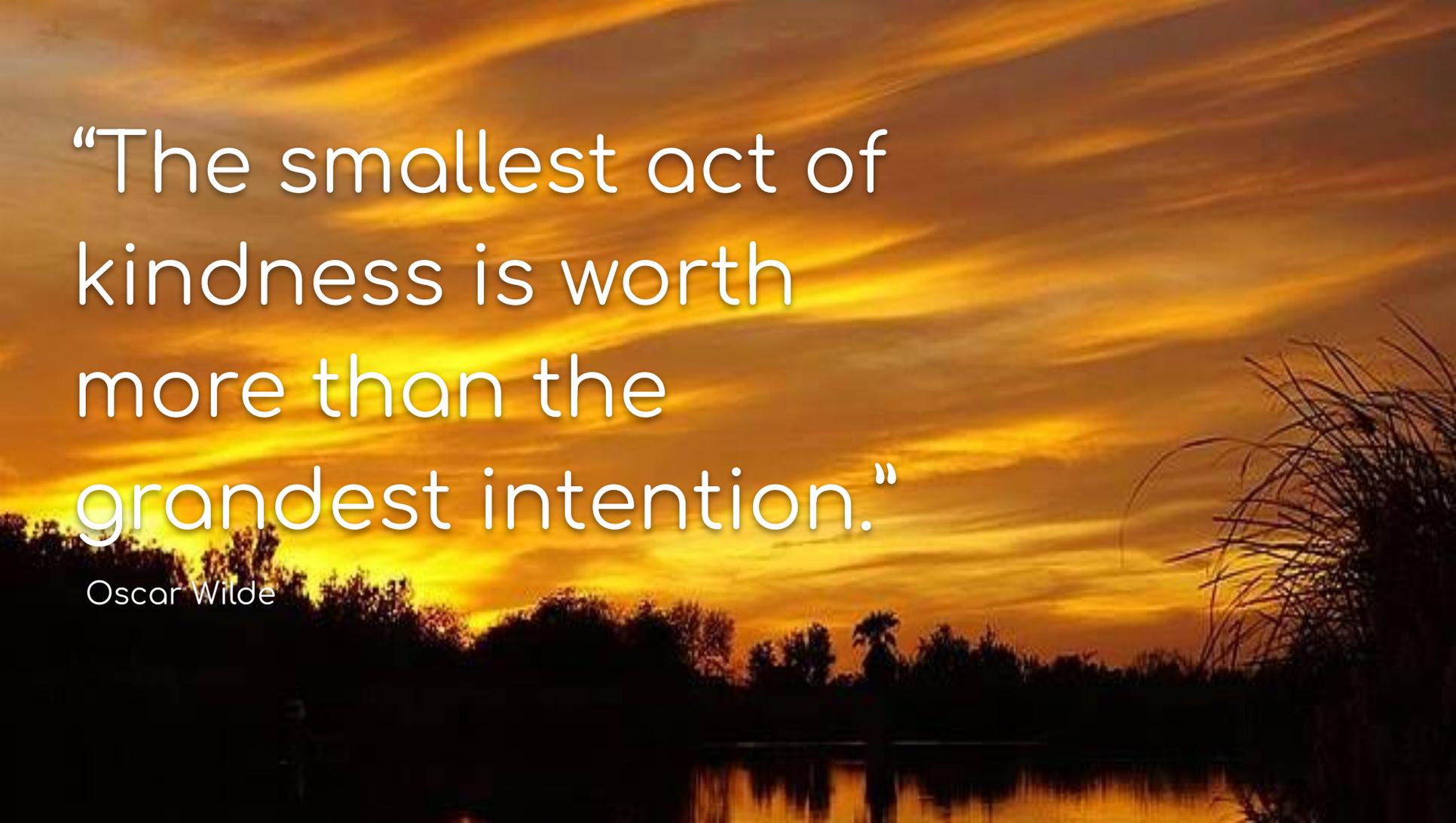


Snack towers for their teams



Donations in their names

GIVING BACK

A sunset over a body of water. The sky is filled with warm, golden light, with streaks of orange and yellow. The water in the foreground is dark, reflecting the light from the sky. Silhouettes of trees and reeds are visible along the horizon and on the right side of the frame.

“The smallest act of
kindness is worth
more than the
grandest intention.”

Oscar Wilde

We currently take pharmacy students from EIGHT colleges of pharmacy for 6-week APPE experiential education rotations.



GIVING BACK



We feel supporting our local community is important and we work together to support multiple causes.



C U L T U R E

