

Demonstrating Our Commitment to Consulting Excellence



When Vynamic was founded in 2002, we knew the world didn't need just another consulting firm. Vynamic was founded on the belief that there was a better way to do management consulting. Our vision is to be the healthiest company in the world, and our pursuit of this vision – underpinned by our five values – translates to a vibrant culture and truly great place to work.

As a leader, I'm passionate about Vynamic's commitment to what we call 'TACT', which stands for *Transparency, Awareness, Clarity, and Trust*. Initially, TACT started as an idea, then transitioned into a bi-weekly company call named 'TACT Time Tuesdays' where key company updates were communicated in a transparent and forthcoming way to help our growing team stay involved with the vision and direction of the company. Eventually, we made TACT a strategic priority and formed a council around it. TACT is now an underlying focus behind everything that we do and every decision we make at Vynamic. We're constantly asking ourselves, "Is this TACT-ful?"

It is through TACT that Vynamic is able to maintain the highest standards in client service and value, foster a healthy culture rich in professional development opportunities for our team of accomplished leaders, and live and work in an ethical way. It's the right thing to do, and is the reason for our continued success and healthy growth. We believe that the right experience is everything, and while we take pride in what we deliver, it's how we do it that really makes us unlike any other consulting partner.

Vynamic is extremely proud to be members of The Management Consultancies Association, and we look forward to working closely with and learning from the MCA and other member firms to improve the value the consulting sector delivers for our healthcare industry clients and the wider economy.



Jeff Dill
CEO at Vynamic

Introduction:

Vynamic is a Healthcare Industry Management Consulting company with a vision to be the healthiest company in the world. To do this, we have created a clear set of values that we use to guide our efforts and work, both internally and externally with our clients. These values are used extensively throughout the recruitment process to ensure our new hires make a positive contribution to the business from an ethical and cultural perspective.

Vynamic® Values	
living We will live to build a better tomorrow.	Bold
	Humble
	Respectful
leading We will lead with integrity.	Authentic
	Transparent
	Empathetic
learning We will learn by daring to think big.	Curious
	Adventurous
	Creative
growing We will grow for our people, not at the expense of our people.	Entrepreneurial
	Adaptable
	Collaborative
thriving We will thrive with the freedom to apply our unique strengths.	Passionate
	Empowered
	Inclusive
Our definition of healthy is the sum of our five values	

At Vynamic, our definition of healthy is the sum of our values. When combined, our values represent a common theme – *Life is short. Work healthy.* These values are further embodied through a series of “I AM” commitments, which are intended to guide us daily. The “I AM” commitments are the individual behaviors that express our values and connect us as a team. Our “I AM” commitments are:

i am commitments	
living	I am healthy in mind, body, and balance.
	I am trusting in the best intentions of others.
leading	I am having fun at work.
	I am results-focused with the courage to do the right thing.
learning	I am pursuing my greatest potential.
	I am not afraid to fail forward.
growing	I am responsible for the success of Vynamic.
	I am making decisions for the long-term.
thriving	I am in control of where I work and what I do.
	I am a member of a structured yet non-hierarchical team.

At Vynamic, our purpose is, ‘we believe there is a better way’ and it’s at the heart of everything we do. Our culture engages our people and clients in a way that drives healthier business results. To know Vynamic is to know what the “V” stands for – Values and Vitality.

“It was incredibly heartwarming to watch our Vynamic consultants develop a passion and heart for the work we do. They worked hard and produced a tool that we will be able to use for years to come. It is an absolute pleasure to work with Vynamic.”

- Vynamic Client

Clients Service & Value:

- We provide excellent consulting services which deliver the outcomes clients seek and need.
- We are transparent with clients and respond to their concerns.

At Vynamic, we believe in transparency, awareness, clarity and trust both within our organization and with our client partners. Our clients have said “...Vynamic has awesome consultants who know our industry and can be trusted to complete any project from strategic to tactical.”

There are three things that make Vynamic unique:



All Healthcare All The Time

We focus exclusively on the healthcare industry. We approach healthcare as five interwoven sectors, giving clients access to our unique perspective during a time of constant change. These healthcare sectors include: 1) Life Sciences; 2) Providers; 3) Public Health; 4) Healthcare Technology; 5) Private Healthcare



Accomplished Leaders

We only hire accomplished leaders with consulting and industry expertise to deliver on clients' top priorities. Vynamic's talent model focuses on only the highest performing talent – no one is hired right out of university.



The Right Experience Is Everything

Bold. Humble. Authentic. While we take pride in what we deliver, it's how we do it that really makes us unlike any other consulting partner. Our clients describe us as: Collaborative, Caring, Thoughtful, Tailored, Trusted, IQ+EQ, Adaptable, Engaging, and Flexible.

Our Reimagined Approach Helps Clients Achieve:

ACTIONABLE STRATEGY

- Strategic Planning & Mobilization
- Product Launch
- Go-To-Market Strategy
- Partnerships, Acquisitions, & Integrations

OPERATIONAL INTELLIGENCE

- Technology Transformation
- Operating Model & Org Design
- Customer Experience Innovation

HEALTHY CULTURE

- Change Management
- Diversity, Equity, & Inclusion
- Culture Curation

The above services are commonly woven together – many times very flexibly throughout the course of a project – to deliver on each client's unique business objectives. As a company, we believe in the paradox of success; That we can only be successful if our clients are successful. At Vynamic, success is not simply the achievement of targeted project objectives, but also the experience of getting there for *both our clients and our team*. Working with Vynamic feels different than working with other consulting companies – *and that's intentional*. Our partnership style balances our extensive delivery experience with our ability to listen to our clients' concerns to develop catered approaches to meet their needs.

For years, after completing engagements, Vynamic has asked clients to complete a Client Satisfaction survey. We review every score and written piece of feedback given and follow-up with clients to better understand feedback where required. Our average client satisfaction score across all client engagements is 9.4 out of 10, which demonstrates the consistency and quality of what we deliver.

“Not viewed as a third-party, but rather a business partner helping us deliver on our commitments.”

- Vynamic Provider Client

“Professional, friendly, responsive. The team completely immerses themselves in the projects as if they were a part of our organization. There is a sense of ownership and accountability for the outcomes.”

- Vynamic Provider Client

Professional Development

- We undertake training and professional development planning each year.
- We promote strong core consulting capabilities and specialisms in our consultants and team.
- We support our employees' career progression, professional development and welfare.

Vynamic's Development Philosophy

At Vynamic, we believe there is a better way. This purpose applies to the way we partner with clients, the way we operate internally, and the way we grow ourselves and others. Development at Vynamic is intentional and enables each team member to have a voice in setting the direction and pace for their own customised career journey. Each team member is in the driver's seat, and the Vynamic community is here to help them navigate. This is the power of our common values.

Our vision is to be the healthiest company in the world. We want team members to grow healthy, too.

At Vynamic, our philosophy means that we:

- Approach new opportunities with curiosity and an open mind
- Express and embrace feedback that is clear and kind, timely, and actionable
- Educate ourselves, empower our team, and connect with the health care market

We are high performers driving impact today, while building what will be required to face the challenges and opportunities of tomorrow.

We put our philosophy into action through our three-part approach to learning and development programs.



ENGAGE

Programs that empower the Vynamic team to be curious, open-minded, and healthy in mind, body, and balance

In 2020, we launched a training series on Building Resilience, which allowed team members to choose sessions that were most meaningful to them. From individual resilience, to family resilience, to community resilience, we opened an honest discussion on the struggles of the current environment.

ELEVATE

Leadership development, coaching, and feedback programs that support our team to pursue their greatest potential

As we say in our Development Philosophy, you are in the driver's seat of your career at Vynamic. Our approach to professional development and coaching is unique and based on the individuality of the team member. In addition to a self-selected career counsellor, team members have several additional supporters who play different roles in their development, from project guidance, to work-life balance, to strategic career opportunities.

EDUCATE

Right-stuff/right-time learning to ensure team members feel equipped for delivery excellence and empowered to represent the Vynamic brand

Beginning on day one, all team members enter our "Growing Green" program, a training and engagement experience that ensures all team members are set up for success in their first year at Vynamic. Growing Green includes both cultural engagement opportunities and formal trainings that cross delivery excellence, business building, professional development, and healthcare expertise.

Rewards

The reward framework recognizes that doing great work with great people should be holistically recognized via:

- Career Advancements – promotion cycles that are awarded quarterly
- Vitality Awards – presented annually to team members who exemplify Vynamic's values
- Team member events including annual All-Star Party, Bi-Annual Company Summit Up, and Bi-Monthly Thrive Live team-based activity/learning experiences

Life is short. Work healthy.®

Personal Welfare

At Vynamic, our people are our business and we are committed to supporting our team in finding their balance and encouraging them to “work healthy”. Vynamic conducts an anonymous survey of our team members every year to establish programs that focus on promoting a healthy and balanced lifestyle for our team, including:

Be Your Best Self (BYBS) – Vynamic encourages team members to set healthy goals and lifestyle changes to establish balance in their lives, and provides financial reimbursement to assist employees in pursuing their goals

Health & Care – Our dedicated Health and Care programs are designed to support our team members both physically and mentally across both in-office and virtual settings. Examples of Health and Care programs include:

- Healthy Hour: Vynamic celebrates a healthy form of Happy Hour by exercising the mind and body
- Shape Sessions: Opportunities for team members to come together in an informal setting to learn about a topic from an industry expert
- Work Healthy Toolkit: All our offices are equipped with sit-to-stand desks, lumbar support pillows, and adjustable lamps to provide team members with the healthiest office experience
- Parenting at Vynamic: A Vynamic community that serves as an informal resource to ask questions, crowdsource ideas, and share experiences.
- Vynamic’s Pandemic Response: Vynamic has supported our team members’ physical, mental, and emotional health during the pandemic by providing access to virtual mental health and wellness coaching, resiliency training sessions, selected email/meeting-free work days, a virtual parents support group, home office upgrade reimbursement, virtual cultural events, and kid/pet-friendly all-company Zoom meetings to ensure everyone feels comfortable and supported during this difficult time



Commitment to Diversity, Equity, & Inclusion

- We respect and embrace diversity, equity, and inclusion and understand the importance and positive benefit of people from different backgrounds working for our companies and our clients.
- We recruit and retain people from a diverse talent pool and strive to build cultures where difference is valued, respected and celebrated at all levels. Furthermore we are committed to developing diverse future leaders and ensuring their progression in the industry.
- We support industry efforts to improve progress on diversity and inclusion, implementing best practice and monitoring the diversity of the consultancy sector workforce over time. This includes encouraging the collection of data to assess the effectiveness of DEI policies and participating in the MCA annual report.

Diversity • Equity • Inclusion

Diverse & Inclusive Culture

Vynamic's commitment to culture extends to our belief that diversity, equity, and inclusion are intrinsic to who we are and how we work. Our DEI programming is designed to cultivate an environment that invites authenticity and fosters belonging for our team members. We want to celebrate each team member's unique perspectives as they contribute to client work and the Vynamic culture at large. We achieve this in several ways:

Internal Initiatives

One of the ways that we actively work towards our Diversity, Equity, & Inclusion Mission and Vision is by embedding DEI initiatives within other key initiatives and collaborating with organizational leadership to bring DEI to life for our team. Examples of internal initiatives include:

- **LGBTQ+ PRIDE:** We believe that LGBTQ+ issues are everyone's issues, and we are passionate about celebrating and supporting our LGBTQ team members, as well as the broader LGBTQ community, 12 months a year. It was with great pride that this June, we [released a new video](#) to share all the tangible ways we bring this to life at Vynamic.
- **Gender Inclusion & Affirmation CAM Sessions:** Vynamic's DEI team conducted workshops titled, "A Guide to Vynamic's Gender Inclusion and Affirmation Policy" for all Vynamic account teams during dedicated Client Account Meetings (CAMs). This series was aimed to not only educate on the foundation of gender and gender identity, but also to provide an open space for Vynamic team members to ask questions, share experiences, and advance in our collective allyship journey.
- **Website Bio Pronouns & Pronunciation:** Including our pronouns on our team member web bios is a way to ensure that we do not make assumptions about the gender identity of any team member. Normalizing the sharing of pronouns further fosters an inclusive environment and a sense of belonging here at Vynamic. We also enabled team members' ability to include recorded name pronunciations on our web bios so that clients and fellow team members can easily be informed of correct name pronunciation and preferred nicknames - a foundational way to show respect.
- **Cultural Event Celebrations / Recognitions:** Our team comes from a variety of religious and cultural backgrounds, which we recognize and celebrate throughout the year. Through our active Yammer forum, team members share the history and significance of various holidays in their respective cultures.
- **Recruiting:** We developed a coaching map focused on inclusive onboarding and have begun exploring vendors to formally train the Talent Acquisition team on recruitment/interview-focused unconscious bias training. Additionally, in a focused effort to increase the diversity of our own organization, we have developed annual demographic specific recruiting goals to close demographic gaps identified in the organization.
- **Growing Green:** Vynamic's extended new hire onboarding program, has been gaining a lot of traction this year. A new Growing Green DEI session was created and deployed to bring all Vynamic team members along the journey of DEI early in their career at Vynamic.

Monthly Meetings

We continuously engage our Vynamic team through monthly DEI Council meetings on a variety of DEI topics. While the topic varies each month, these sessions are grounded in two core concepts: education and action. We believe it is important to not only become better educated on DEI topics, but also to commit to action based on what we learn. Over the years, we have covered many topics, such as: The Business Case for DEI, Black History Month, Being LatinX in the Workplace, Neurodiversity, Generational Differences, Cultural Appropriation, LGBTQ+ Pride, The Loneliness Epidemic, Examining Privilege, and more.



DEI Service Launch

Going beyond our internal DEI work, we officially launched DEI as a Vynamic Service. We know first-hand that the successful definition and execution of a DEI strategy is vital to the organizational success. We work with clients to help define and support DEI within their organizations, leading to enhanced business strategy, increased inclusivity in organizational dynamics, and improved team member experience.



Diversity, Equity, & Inclusion®

Defining and supporting diversity, equity, and inclusion within client organizations to enhance business strategy, organizational dynamics, and team member experience.

[LEARN MORE >](#)

Thought Leadership

At Vynamic, we are all healthcare all the time, so it is important for us to focus on the intersection of DEI and healthcare. One way that we brought this conversation to our team at Vynamic was through specific, targeted discussions as part of our existing Sector Community Meeting, in which Vynamic discusses trends and current affairs in each of our five interwoven sectors. This led to great discussion and insight sharing amongst the team that showed how DEI is an extremely important business consideration for stakeholders, patients, and the customers our clients ultimately serve.

Vynamic has published the following DEI thought leadership pieces:

Insight - <https://vynamic.com/insights/diversity-equity-inclusion-journey-where-to-start/>

Podcast - <https://vynamic.com/insights/dei-for-healthcare-organizations-where-to-start/>

Case Study - <https://vynamic.com/case-study/developing-a-diversity-equity-inclusion-roadmap-and-company-mindset/>

Ethical Behavior

- We are responsible and good citizens.
- We conduct our business ethically.
- We foster an ethical culture.

Vynamic in our Communities

We are committed to working with clients, partners, employees, and other stakeholders in an ethical way. Vynamic takes action in giving back to the communities in which we live and work through our spotlight program, Choose Your Own Community Adventure (CYOCA). Vynamic supports our team members' individual passions to engage and have a voice with the Philadelphia, Boston, Durham, and London communities and celebrates the team's volunteering by making a financial contribution to each individual cause. CYOCA grows each year, exposing us to new and rewarding experiences along the way.

As an example, the London team volunteered with Thrive, a charity that uses gardening to bring about positive changes in the lives of people living with disabilities or ill health, or who are isolated, disadvantaged, or vulnerable. By helping in the Old English Garden at Battersea Park the team gained great insight into social and therapeutic horticulture while positively impacting their community. For more information, please visit: <https://vynamic.com/community/>

Treating Our Team Members Fairly as Individuals

At Vynamic, our vision is to be the healthiest company in the world, and we are invested in building a strong, diverse team to reach our vision. As such, Vynamic is an open door company that provides equal employment opportunities to all employees or any other covered persons regardless of race, color, religious creed, sex, national origin, ancestry, citizenship status, pregnancy, childbirth, physical disability, mental disability, age, military status, marital status, registered domestic partner or civil union status, gender (including sex stereotyping and gender identity or expression), medical condition (including, but not limited to, cancer-related or HIV/AIDS-related), genetic information, or sexual orientation. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Client Trust Over Business

In addition, Vynamic is committed to establishing a relationship with our clients that is built on a foundation of trust. To bring this to life, we have established a policy, guiding principles and a thoughtful process around Client Conflict of Interest (COI). This process ensures Vynamic Team Members understand and adhere to the (COI) policies to avoid Vynamic and/or individual Team Members working on client projects and/or client interactions that could result in a potential conflict of interest. Key guiding principles include:

- Ensure appropriate business practices for maintenance of confidentiality within client account teams and maintenance of Information
- Ensure compliance with contractual commitments with clients to avoid or manage conflicts of interest
- Maintain trusted relationships and a relationship-focused approach with clients

"From Day 1, our Vynamic team wove themselves into the fabric of our close-knit culture."
-Vynamic Healthcare Technology Client

Interested in learning more about Vynamic: [Get Connected](#) | +1 888 VYNAMIC
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