

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 health industry clients and the wider economy.



A handwritten signature in black ink, which appears to read 'Jeff Dill', is positioned to the right of the CEO's portrait.

Jeff Dill
CEO at Vynamic

Introduction:

Vynamic is a Health 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.

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.

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 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:

At Vynamic, we are passionate about shaping the future of health, helping clients transform by connecting strategy to action

Vynamic helps global Life Sciences, Health Services, and Health Technology clients transform by connecting strategy to action. Through a structured, yet flexible delivery model, our team of accomplished consultants works side by side with client teams, enabling growth, culture, and performance.

There are three things that make Vynamic unique:

Consulting With You, Not At You

Our right-sized teams work as an extension of your team. We bring top talent, invested in your goals, to work side by side with you to drive results.

Structured, Yet Flexible

Our proven, flexible approach focuses on meeting your goals, not funneling you through a process. No matter the challenge, we help you navigate what has worked, what has not, and what is to come.

We see it through

Vynamic enables growth, performance, and culture. From ideation through activation, we plan, organize, and mobilize your teams, taking you beyond an idea to create lasting change.

	Change Management	
	Culture and Team Effectiveness	
	Customer Experience Transformation (CXT)	
	Deal Activation and Partnership Enablement	
	Go-To Market Strategy	
	Operating Model & Org Design	
	Product Launch	
	Strategic Planning & Mobilization	
	Tech & Digital Transformation	
	Diversity, Equity & Inclusion	
Life Sciences	Health Services	Health Technology

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 9.7 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.
- We support the adoption of the Chartered Management Consultant (ChMC) Accreditation across the industry and champion its values.

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 customized 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 healthcare 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.

Set the direction and pace

There's no timeline or pressure to climb the ranks. Our programs empower the Vynamic team to be curious, open, and healthy in mind, body, and balance.

When team members are ready to level up, clear criteria pave the way for Vynamic career development.

Structured yet customizable

We encourage team members to appreciate the learning in each opportunity and discover what they love so that they can pursue it with passion.

Vynamic development, coaching, and feedback programs support our team in pursuing their greatest potential.

You're in the driver's seat

Team members are in control of their career development but never have to navigate alone.

Whether it's support for project work or building their brand, the Navigators surrounding each team member help define the destination and plot the course.

Rewards

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

- Career Advancements – promotion cycles that are awarded 3 times a year
- 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.



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

At Vynamic, we view DEI as more than an exercise in demographics - it extends to every element of our processes, policies, and behaviors. We are committed to being an organization that values, celebrates, and elevates the unique voices across our team, among our clients, and in our communities.

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:

DEI Monthly Meetings

- Discussion on various topics related to DEI
- Hosted in-person (when possible) and via Zoom

Educational Opportunities

- CAM (Client Account Meeting) Sessions
- Broadly deployed sessions in specific office locations (e.g., Unconscious Bias)
- Online and live attendance of conferences and trainings

In-Office Recognition

- Culture-specific holiday recognitions celebrated in office with Friday lunches aligned to the celebration (e.g. Diwali, Chinese New Year)
- Pride Month Celebration
- CYOCA Connection

Policy Recommendations

- Ensure DEI lens is included in decisions for company-wide policies (e.g., parental leave, gender affirmation, etc.)

Thought Leadership

- External speaking ops (Villanova, HOBY, LEADERSHIP Philadelphia)
- DEI-focused content on Trending Health
- Sector Spotlights and Cross-Sector Meetings

Marketing & Website

- Ideate, develop and deploy external facing marketing efforts with functions Marketing lead (videos, social posts, etc.)
- Internal communications on DEI efforts (Yammer, etc.)
- Vynamic Website

Client Engagements

- Strategy & Roadmap Development
- DEI Mobilization & Execution
- Workshops to enhance workplace and leadership competencies

External Speakers

- Host external speakers to share unique perspectives such as Bonnie St. John and GLAAD Speaker Mackenzie Hart
- Leverage external facilitation (ImpactEDI, Roots to Revolution, and Real Talk, Brave Space) to supplement programming

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

Vynamic works with clients on a broad range of strategic and tactical support related to diversity, equity, and inclusion.

Whether clients are seeking to evaluate and improve on their demographic makeup in specific spaces (diversity), ensure employees feel engaged and can contribute to their full potential (inclusion), or address systemic barriers to success for employees or external customers (equity), Vynamic can help craft and/or execute on impactful strategies to achieve the organization's desired outcomes.

Vynamic supports clients to address and remediate health equity challenges, through targeted analyses, focused strategy, and thoughtful execution to help remove barriers:



Team & Personal Development

We can offer a bite-sized conversation workshop series to complement a broader DEI strategy. We have a menu of options for session topics or can partner with the organization to tailor to specific needs.

Strategy & Roadmap Development

We can help clients along any point in their DEI journey – from understanding the business case and assessing current state to executing on an established roadmap. We will meet clients where they are to help accelerate their efforts.

DEI Mobilization & Execution

We can work with leadership teams to structure the team, establish remit and governance, and manage progress on DEI activities.

Health Equity Support

We can work with clients to develop and/or support health equity efforts related to strategy, clinical trials, marketing, or community outreach.

INTERNALLY
FOCUSED

EXTERNALLY
FOCUSED

Vynamic has published the following DEI thought leadership pieces:

Insight - [Unlocking potential: The crucial role of supplier diversity in pharmaceutical resilience - Vynamic LLC](#)

Podcast - [DEI & You – Overcoming Data Biases to Advance Health Equity - Vynamic LLC](#)

Case Study - [Global DEI assessment & strategy recommendation - Vynamic LLC](#)

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

Sustainability at Vynamic

Sustainability stands as a foundational pillar if we aspire to foster a healthier world. This year, the convergence of healthcare and climate change has become ever more apparent. Air quality, clean water and heatwaves have all affected our team and clients this year. It is more imperative than ever for the healthcare industry to transform our operations in the pursuit of a healthier planet.

While Vynamic's signature all-company events are integral to our culture, we acknowledge that convening our entire workforce in one location leaves a carbon footprint. After measuring the impact and conducting a thorough vendor assessment, Vynamic has, for the first time, offset the carbon footprint generated by hosting these events. Taking accountability for our climate impact is paramount to supporting the well-being of our people, communities, and the planet. We are actively working towards empowering our team to make better choices at home, establishing measurable climate impact goals for Vynamic, and integrating sustainability into our day-to-day. Our aim is to transform these efforts into a reality, creating a planet that is not only sustainable but thriving. Through our actions and intentions, we hope to inspire our clients and colleagues alike to make enduring changes, commit to sustainability goals, and help build a more sustainable, healthy planet together.



Carbon Offsetting

This year, for the first time, Vynamic measured the carbon impact from holding Summit Up and Healthiest Day. With this information a vendor assessment was conducted to identify a Carbon Offset Partner that aligned with Vynamic's values. Vynamic was delighted to partner with Furthr to offset the carbon impacts from these signature events. In collaboration with Furthr expertise, Vynamic selected a portfolio of three projects to fund. These projects remove carbon from the atmosphere – either from reforestation, reducing the need to boil water or more efficient cookstoves. The three projects contribute to numerous UN Sustainable Development Goals (SDGs) and are accredited by leading offset bodies.



might teams of 6-7 were successful in creating over 40+ three course meals ranging from vegetarian starters, mains and multiple dessert options. The London team then delivered the meals to St. Mungos, a homelessness charity located in Vauxhall.

Community Engagement

This year Vynamic's London team working with three community organisations:

For 2023, the London Hub voted to partner with FoodCycle for a 2nd year in a row to support their vision to make food poverty, loneliness and food waste a thing of the past for every community. The team participate in two FoodCycle Food Invention Challenges, a volunteer day where the team focused on cooking with surplus ingredients sourced from the community, promote healthy, sustainable attitudes towards food and its impact on the environment, and help people to learn more about healthy food. Our small, but

Vynamic participated in the Inizio-wide, inaugural Community Action Day, the London team selected Hackney City Farm for their volunteer event. The farm is home to various social enterprises and community groups that focus on providing children and adults the opportunity to experience farming right in the heart of the city. The aim is to be a centre for environmental improvement and a hub for projects for the improvement of the community and local environment. The London hub supporting the Hackney City Farm team throughout their daily responsibilities of cleaning out the stables, composting and many other activities required to keep the farm running!



In addition, London's Community and Health & Care teams collaborated on this year's final Community event to support Bees for Development. They are a global charity that works to promote sustainable beekeeping to combat poverty, build resilient livelihoods and benefit biodiversity. The team spent the evening painting bees and learning through bee trivia with the top 3 scorers winning prizes like donations to "Start a Bee Business" project in Ghana and sponsorships for bee resource training for young people in Ethiopia.



"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
Philadelphia | Boston | Durham | London | New York