



Better Knowledge.  
Safer Care.

# Eolas Medical

Why do we exist?

## Vision Statement - the Why and the Future

A vision describes the long-term future you want the company to create. It's aspirational, inspirational, and forward-looking. A good vision paints a picture of the ideal future state. Think of it as:

- *Where are we going?*
- *What does the world look like if we succeed?*

*“A world where **every healthcare professional** can instantly access the context specific knowledge they need to deliver safe, effective care.”*

*Our Vision*



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## Mission Statement - the What and the Now

A mission describes the company's core purpose and what it does today to reach the vision. It is practical, operational, and grounded in action. It focuses on the present and the company's core activity. Think of it as:

- *What do we do?*
- *How do we do it?*
- *Who do we serve?*

*"We organise and mobilise the world's medical knowledge, ensuring context specific knowledge is seamlessly accessible by **healthcare professionals** at the point of care."*

*Our Mission*



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## Values and Expected Behaviours

Values are the core principles that guide how a company thinks, acts and makes decisions. They express what the company stands for and the standards it **refuses** to compromise on. Values, shape culture, influence hiring and performance, support the vision and mission and help guide decisions when the path is unclear - **think of values as the company's character**.

Expected behaviours translate each value into concrete, observable actions. They answer the question of "*what does this value look like in practice?*". They provide clarity for how individuals should act, how teams collaborate, how leaders lead and how performance is measured. This prevents values from becoming vague words on a wall and makes them part of **daily behaviour**.

We're not here for a lifestyle business, we're here to build a billion dollar business and shape how every healthcare professional on the planet makes decisions for patients. We're here to win. Our attitudes, values, beliefs and behaviours should reflect that.



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## 1. Integrity

*Do what's right.*

We do what is right even when it is difficult, inconvenient or unseen. Our work touches clinical decisions and patient outcomes. Trust is essential.

### Expected Behaviours

- Communicate honestly and transparently
- Admit mistakes immediately and work to correct them
- Act in the best interests of clinicians, patients and the company
- Protect privacy, safety and ethical standards in every decision

## 2. Insatiable Curiosity

*Always ask why.*

We are learners. We question, explore and push for better. Curiosity drives innovation and keeps us ahead of the curve in clinical knowledge and AI.

### Expected Behaviours

- Ask thoughtful questions and challenge assumptions
- Look for opportunities to improve product quality and clinical safety
- Constantly seek feedback, listen to it and learn from it
- Experiment with new ideas and approaches

### 3. Patient Focused

*Clinical safety is paramount.*

Everything we do ultimately impacts patient care. The decisions we help inform are made for someone's mum, dad, brother, sister, granny, granda, son, daughter, friend. Never forget that. Never forget the trust placed in us by healthcare professionals.

#### Expected Behaviours

- Consider the patient impact in every feature, design choice and workflow
- Prioritise clarity, accuracy and trust in all outputs
- Build systems that reduce cognitive load and support safe decisions
- Uphold the highest standards of clinical responsibility

### 4. Ownership and Autonomy

*We're all grown-ups here.*

We take responsibility for outcomes, not tasks. We follow through, solve problems and act with initiative. We hire exceptional people and trust them to make good decisions. Autonomy gives people room to operate, create and lead.

#### Expected Behaviours

- Take full responsibility for your work and its impact
- Own outcomes and learn quickly from mistakes
- Surface problems early and work to resolve them
- Deliver on commitments and support others to do the same
- Manage your own work while asking for help when needed
- Prioritise based on what delivers the greatest impact
- Take initiative and act without waiting to be prompted



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## 5. Simplicity

*Perfection is achieved not when there is nothing more to add, but when there is nothing left to remove.*

Healthcare is complex enough. Our job is to bring clarity. We strive for simplicity in design, communication, process and decision making.

### Expected Behaviours

- Remove unnecessary complexity from processes and products
- Focus on what is essential and avoids waste
- Build intuitive experiences for clinicians
- Communicate ideas clearly and concisely

## 6. Ruthless Ambition

*We're here to win.*

We are relentlessly driven to deliver exceptional outcomes. Our ambition is grounded in purpose. We want to **transform how the world forever accesses clinical knowledge** and we work with discipline and focus to make that happen.

### Expected Behaviours

- Set bold goals and pursue them with relentless focus
- Raise standards for quality and speed of execution
- Seek opportunities for product, professional and personal growth
- Take smart risks that move the company forward
- Stay resilient, persistent and solutions focused when challenges arise

## 7. Respect

*“Don’t be a d\*\*k”.*

Bring your authentic self to work and respect other’s right to do the same. When we recognise our colleagues holistically as individuals with families, personal lives, problems, external stressors and we give them space and help if needed. This allows us to bring our whole authentic selves to work and thrive. Respect creates safety, collaboration and genuine partnership. We treat people with care, trust and professionalism, both inside and outside the company.

### Expected Behaviours

- Listen fully and considers other perspectives
- Give constructive feedback thoughtfully and receive feedback openly
- Communicate with courtesy even during pressure or disagreement
- Celebrate the successes of others
- Protect the wellbeing and time of colleagues and customers



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## How We Work

### We Build With Purpose

Every feature, every line of code and every interaction should make clinical work easier, safer and faster. We measure our success by the value we deliver to clinicians and patients.

### We Move Fast but Never Recklessly

Speed matters, but patient safety matters more. We work with urgency while maintaining accuracy, clarity and responsibility.

### We Are Flexible

We adapt quickly. Healthcare changes, technology evolves and priorities shift. We stay open, responsive and willing to adjust how we work so we can deliver the best outcomes for clinicians and patients. Flexibility allows us to innovate, support each other and maintain a healthy, sustainable rhythm of work.

### We Are Clinician Led and Engineer Powered

We blend frontline clinical experience with deep technical skill. This allows us to solve real problems with world class execution.

### We Communicate Clearly

We keep communication transparent, simple and frequent. Clear communication prevents confusion, accelerates progress and builds trust.

### We Grow Together

We coach, support and challenge each other. Success is a team effort. We build an environment where people can do the best work of their careers.