



**Billed Right**<sup>TM</sup>  
Where we Bill Right



**BILLED RIGHT**  
CORE VALUES SPEECH

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# BILLED RIGHT CORE VALUES SPEECH

I want to build a culture where the work we do at each stage of your journey will benefit the whole. That as a company, we will establish a brain trust of proven strategies and tactics that are portable to our team and clients, so you can grow more confidently.

As a company, we are laser focused and aspire to allow doctors focus on their patient care by becoming their strategic partner. In order to do so, we must abide by guiding principles that can help us not only internally amongst each other, but to also serve our clients and achieve our mission. Our guiding principles and core values must be lived and applied in every day action. This allows us all to operate as ONE company, with one vision and as one team.

## INTEGRITY



- Do the right thing
- Build trust
- Be transparent

## DEDICATION



- Embody diligence
- Commit to excellence
- Exceed expectations

## KNOWLEDGE



- Share knowledge
- Be ahead of the curve
- Stimulate innovation

## DELIVERY



- Deliver world class service
- Deliver results
- Deliver on time, all the time



## INTEGRITY

To do the right thing, be transparent and build trust. With Integrity, you have nothing to fear, since you have nothing to hide. With integrity, you will do the right thing, so you will have no guilt. Doing the right thing will gratify some people and astonish the rest.

**Story:** Integrity is the quality of having strong principles. Rex W. Tillerson who served as the 69th United States Secretary of State once said, "Your personal integrity, once established and earned, people don't have to think about it. They know. They know you. They know you'll do the right thing every time."

**Analogy:** Decisions may involve a choice between right and wrong. Whenever you are not sure what's the right thing to do, ask yourself these questions. 1. What does my conscience – that little voice inside my head say about it? 2. will it impact my relationship with my team and client? 3. Could it hurt anyone? 4. Would it stand in the way for the company to reach its mission? If the answer is yes, then think twice.

These core values are not only our guiding principles, but also describe each of our actions at Billed Right. This is whom we are at the core and why we are unique! What makes us better than our competitors? What tells our team and clients that we care more than anyone else does. Our Core values deliver answers to these questions and will help guide you to be the best team member and service provider.

**Example:** Act with honesty. Accept responsibility for your actions. Do what you say. Treat others with respect. Attack problems, not people. Be righteous. Exhibit truthfulness and trustworthiness. See-through and be clear.

**History:** "Billed Right has been our billing partner for a little more than a year. In that time, they have demonstrated a tenacity for process improvement, and an eagerness to work together to solve problems. We have worked closely with the team in Florida, as well as visited the team in India. In each of these interactions, it is clear that they are genuinely invested in achieving great results for their clients. Our account manager is diligent and organized. She always makes time for our needs and puts in the extra effort. We believe in our partnership with Billed Right and look forward to continuing to work together".  
-Daniel Rosenberg Operations Manager at IPM Medical Group, CA



# INTEGRITY

## Quotes:

“The achievements of an organization are the results of the combined effort of each individual”.

— Vince Lombardi

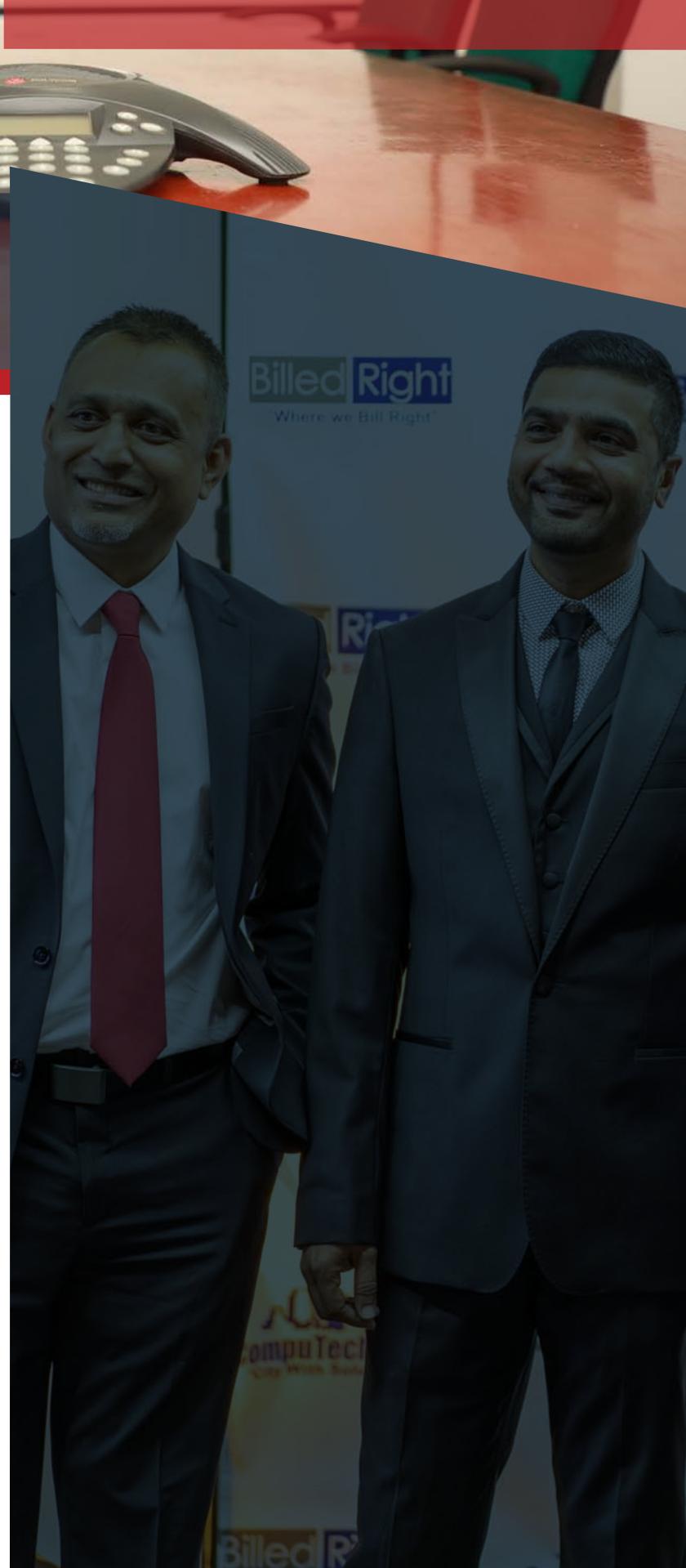
“Trust, honesty, humility, transparency and accountability are the building blocks of a positive reputation. Trust is the foundation of any relationship”. — Mike Paul

“To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity”. — Douglas Adams

“Integrity is doing the right thing, even when no one is watching”. — C.S. Lewis

“The foundation stones for a balanced success are honesty, integrity, faith, and loyalty”. — Zig Ziglar

**Anti-Value:** Incompleteness, distrust.





# DEDICATION



To be dedicated is embodying diligence in everyday work, empowering others and exceeding their expectations. This is more about culture than a simple checklist. It's about how you treat your team members, clients, and vendors. We've all been taught to be honest since we were children – and here at Billed Right, we think there's no reason why that shouldn't carry into our professional lives too. Not only is honesty simply the best policy, it also makes good business sense. When you're honest, your customers will respect you for it – and they'll keep coming back.

**Story:** Honesty is a virtue; it is a projection of your best qualities. It is an individual's honesty that helps him get all the praise and get away from even the extreme situations. One can survive the storm or even succeed with dishonesty but that certainly is short lived. A marathon is always won on the path of honesty. Certainly, that path is not an easy one but undoubtedly leads to the best destination. You can only stand the storm by your truth and honesty. Benjamin Franklin has quoted "Honesty is the best policy." Showcasing this as one of our fundamental principles helps us maintain a strong discipline that can lead to an unsurpassed teamwork in achieving our company mission.

**Analogy:** Steve Wynn, the founder of Wynn Resort & Casino, shared a story of his family's vacation in Paris. They were staying at Four Seasons and had ordered breakfast in bed. His daughter only ate a half of a croissant, leaving the other half for later. Wynn and his family left to explore Paris, and upon returning to the hotel room, the pastry was gone. His daughter was disappointed, assuming the housekeeping had got rid of it.

On the telephone, there was a message from the front desk. They said that housekeeping had removed the half croissant from the room, assuming that upon arrival, they would prefer a fresh pastry. So, the front desk contacted the kitchen to set aside a croissant, and room service was informed that upon request, they would need to deliver the pastry.

The level of teamwork and dedication between different departments in the hotel was simply magical. All participants understood the end result – customer satisfaction. And everyone accepted their role in making the experience fantastic.



# DEDICATION

**Example:** Be dedicated, loyal, faithful, upright, truthful, frank, ethical, morally unbiased, noble, devoted

**History:** "Account Managers are always readily available to help me. I appreciate their efforts daily! Our AM is a true gem and gift to any client account she manages. Her knowledge and suggestions aid me and my clinic in many ways. I was not in my current role before they chose to use Billed Right, however, I do see reports that show substantial increases in Revenue for my company. I appreciate the transparency of reporting, coding, and claims with the team and within the system. I would highly recommend Billed Right to others. In fact, at the most recent Meditab conference, Billed Right's contact information was given freely with praise to several small business owners in need of financial assistance". -Stacy-Practice Administrator at First Choice Urgent Care.

## Quotes:

1. TEAMWORK: the fuel that allows common people attain uncommon results.
2. Coming together is a beginning; keeping together is progress; working together is success.
3. Individual commitment to a group effort - that is what makes a teamwork, a company work, a society work, a civilization work.
4. Work together and lead with passion.
5. Create raving fans by doing more than the expected.

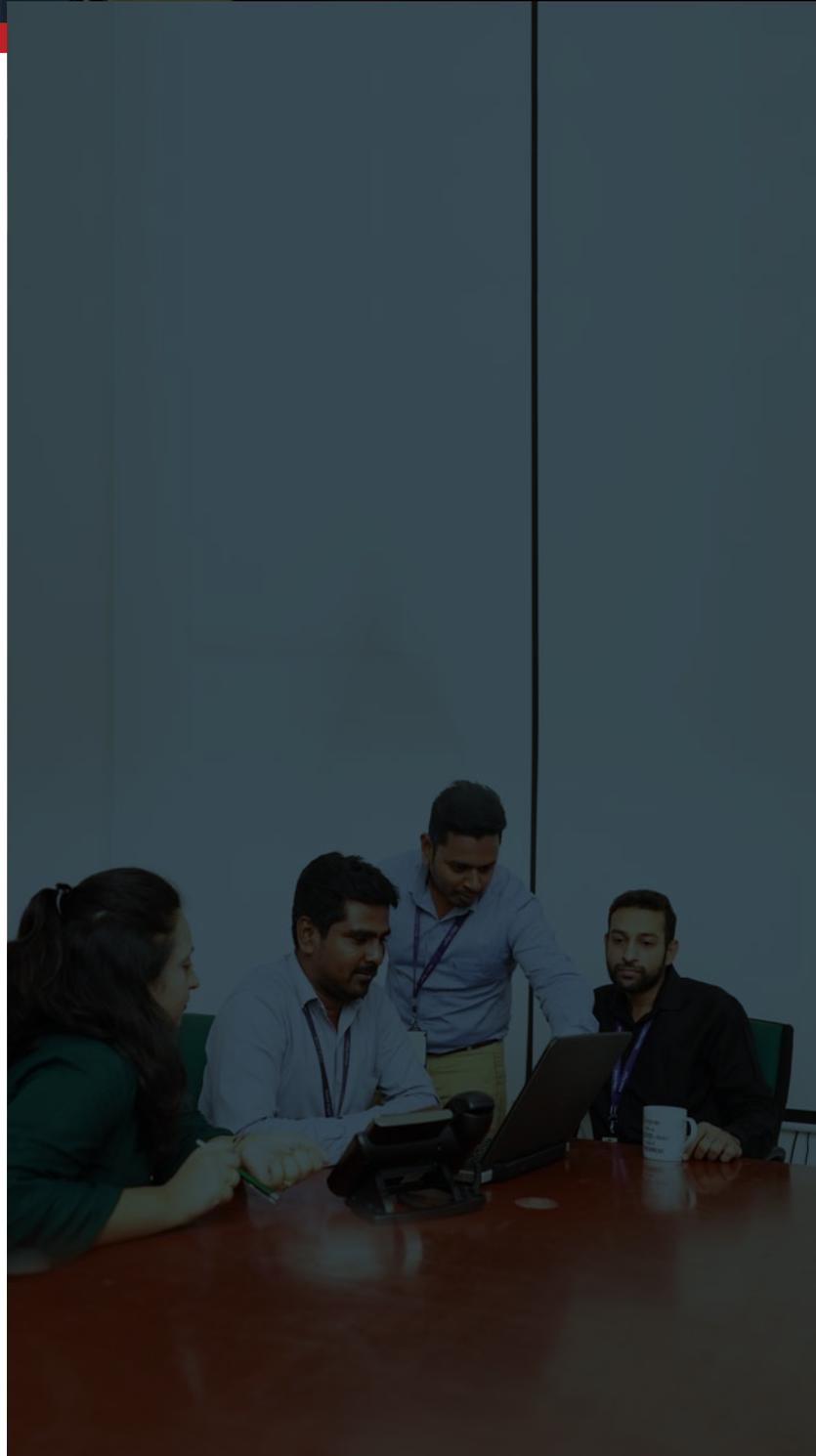
**Anti-Value:** apathy, disloyal, unfaithfulness, falseness, lament, betrayal, dishonesty, insincere, unfair, untrustworthy, unreliable, disorganized, chaos.



# KNOWLEDGE

To empower others through knowledge sharing, stimulating innovation and always being ahead of the knowledge curve. We are all lifelong learners and self-improvers. We must have a constant ambition to improve ourselves both professionally and personally. A thirst to search far and wide for proven methods, processes and tools. We must learn from others and share the knowledge. Sharing your knowledge helps you master your knowledge.

**Story:** With more work to do than ever, we are always looking for practical advice and tools that we can apply during our personal and working life. I attended a round table of business owners in FL. One of the great techniques is that when one business owner brings a question to the group, the other owners are not allowed to give advice specific to the situation, instead its encouraged to share our own working practical knowledge of that situation so others learn from our challenges/mistakes.





# KNOWLEDGE

**Analogy:** We must be ready to help others by teaching and being open to their needs. We work to make sure to share and apply the knowledge and to solve the problem immediately at hand. There is a saying "A Candle loses nothing by lighting another candle". Leaders share and empower those around them and each one of us needs to have a leadership mindset.

**Example:** Helping a co-worker to solve a problem, gaining access to valuable information, embracing a natural tendency to socialize, asking for feedback and questions, unlocking customer/client's insight, Fostering vision in others, Strengthening professional ties.

**History:** One of our clients First Choice Urgent Care- Collierville, TN said, "I have an awesome experience with your pro team members. Your account managers are knowledgeable & always working hard. We have started working with billed right from day one. I would recommend billed right due to a dedicated team of professionals working hard on daily basis & getting me the results wanted".

## Quotes:

1. Learning is not attained by chance; it must be sought for with ardor and diligence.
2. The fact that I can plant a seed and it becomes a flower, share a bit of knowledge and it becomes another's, smile at someone and receive a smile in return, are to me continual exercises.
3. Sharing knowledge is not about giving people something or getting something from them. That is only valid for information sharing. Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action; it is about creating learning processes.
4. The only irreplaceable capital an organization possesses is the knowledge and ability of its people. The productivity of that capital depends on how effectively people share their competence with those who can use it.
5. Knowledge is like money: to be of value it must circulate, and in circulating it can increase in quantity and, hopefully, in value.

**Anti-Value:** Retaining knowledge, not helping others, being selfish, refusing to apply the knowledge.



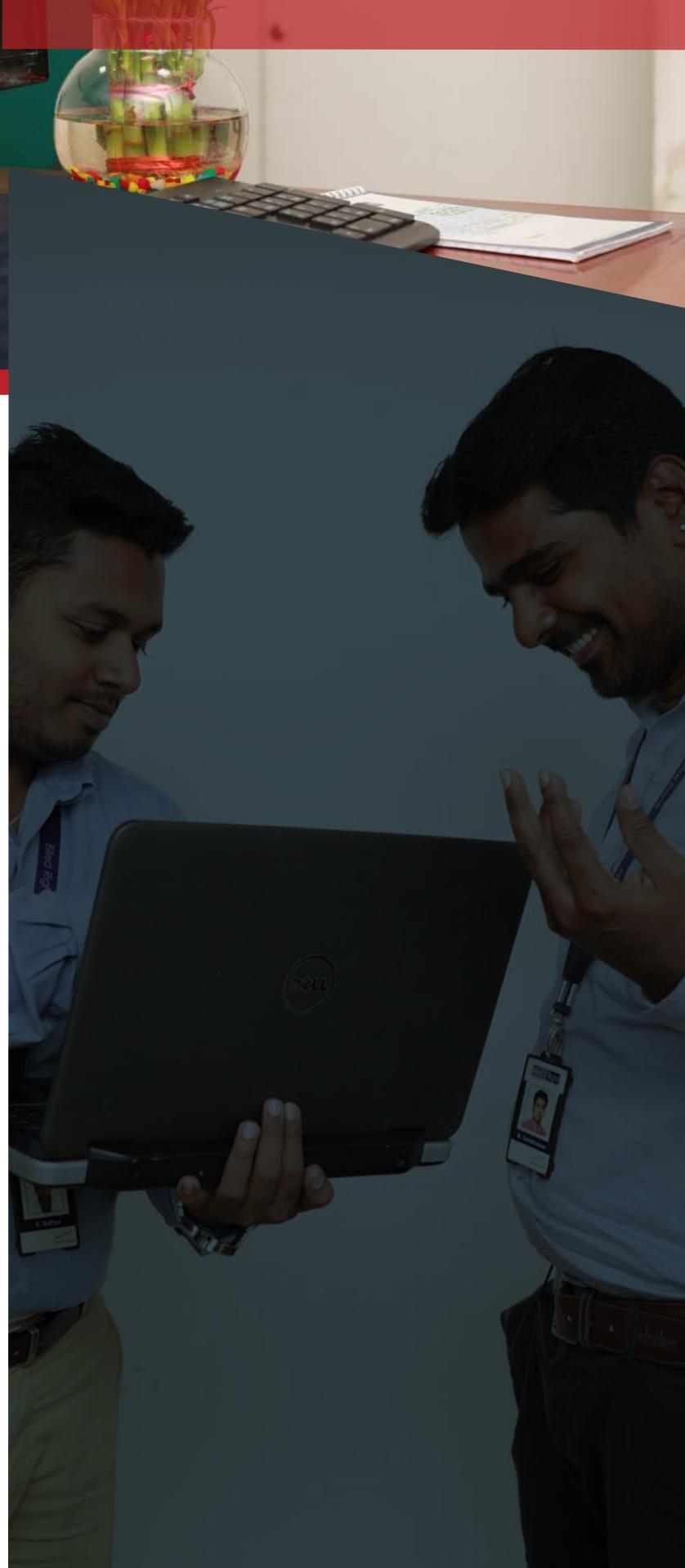
# DELIVERY

We are result-driven, deliver world class service, on time, all the time. The delivery is core to who we are and what we do at Billed Right. We thrive when we can challenge, and we love building systems better than before. To us, problems are opportunities, all issues are solvable, and with the right spark, we can create gold out of thin air.

**Story:** World is all about delivering results. With rapid growing technologies, delivering high results on time has become a basic expectation. Imagine you order a Pizza.

Our expectations will be:

1. Free home delivery
2. Delivery on time
3. Good quality and quantity. Expectations increases and especially during competition. Now let us think about client's expectation. We must know "The What, Who and How of Delivering Results".





## DELIVERY

**Analogy:** I wanted to cite another example here. We all know Amazon. Last winter, a person orders a package who resides in the main square of Leh (a Himalayan town). Commuting via road in winter became difficult due to snowfall. Amazon did offer a doorstep delivery on time using a helicopter.

**Example:** So, for us to deliver results on time and to exceed our client's expectation, we have to start thinking solutions and demonstrate world-class service. To take ownership and follow through with our promises with an end goal in mind. We need to think long-term, completely to solve the issue and passionately seek improvement.

**History:** I would like to share a testimonial from one of our clients South Lake Medical Center-Clermont, Florida. The Office manager / owner said, "Billed Right has exceeded my expectations! They have taken a huge load off my office staff and my office revenue is up since hiring them. Their support staff is always very helpful and fast to respond to my questions. I would highly recommend Billed Right for any medical practice".

**Quotes:** Excellence is the gradual result of always striving to do better, Demonstrate world class service, Take ownership and follow-through, Keep efficient use of time and Keep end goal in mind.

**Anti-Value:** Being unpunctual, procrastination of tasks, late delivery of results, , delivering a short-term result that patches the problem.



# CORE VALUES

## End Note:

I thank you for holding these values near and dear to your heart and helping me instill those values in our company culture and into how we service our clients every day.

One thing you will notice about these words and stories is that they are virtues that we can't be taught in a class or trained on; they are part of what makes up each one of us. It's our core. These are our core values and they will act as our guiding principles to thrive to be our best every day.

Defining these core values is important. We need to build a common language and culture that will provide direction when we are lost and provide light in dark places. We need a guide that can help us determine who to join our organization and who cannot be part of our culture.

I am driven and dedicated to making the upcoming years at Billed Right the best. I hope you will join me for this adventure. It's going to be spectacular!

We can all look back with pride on both the great company we built, and the quality of people that we have had the pleasure of working with; people who helped make every one of us the best we could be.

Thank you for your service to making our company great and allowing me to serve as your CEO.