

## Sample Strategic Objective

We work with patients (who frequently have complex medical cases) to prevent and reverse disease and optimize health using diet, lifestyle change, natural therapies, and Functional Medicine. We also sell supplements to consumers and train other clinicians to practice Functional Medicine.

We leverage technology and documented systems to maintain low overhead and efficient operations. We hire experts in their respective fields who share our company values and who are committed to providing a high level of customer service. We provide a supportive work environment and prioritize work–life balance for ourselves and our employees.

We serve patients who are skeptical of or disenchanted with mainstream medicine, but are also skeptical of “alternative” treatments that lack scientific evidence; who think critically and appreciate thorough analysis and research; who are looking for natural solutions with proven results to their health problems; who are interested in the Paleo diet and lifestyle, organic food, non-toxic products, and natural supplements and herbs; who are interested in Functional Medicine; and who live in the continental United States, are predominantly (but not exclusively) female and in the 25–55 age group, are well educated, and have sufficient income to buy healthy food and services. We serve this market because we are committed to helping people recover their health so they can live their dreams.

We provide new options and directions for patients who traditionally have not been helped or served by the mainstream medical system. Frequently these are patients with health concerns that have eluded proper diagnosis and treatment.

We are known for our in-depth investigation and treatment protocols that provide patients with proven results. We have a unique ability to gather and synthesize complex case history data with comprehensive and cutting-edge laboratory data and communicate that information in simple, practical ways. Patients appreciate our real-world clinical experience and our willingness to adjust our diagnosis and clinical plan when new evidence comes to light. We are committed to having open minds and being willing to question any conclusions and adjust our frame of reference in response to new or changing information. We strive to be knowledgeable and flexible at the same time. We are committed to improving the health of our patients as the primary outcome.

Our staff is conscientious, accountable, responsible, detail oriented, self-directed, and committed to providing a high level of customer service.

Our business makes decisions quickly because our strategic objective is clear, and we have documented systems to enable staff to act independently without micromanagement. Our employees respond as soon as possible (within a maximum of 24 hours, excluding weekends) in a professional and courteous manner. If an issue cannot be resolved by the customer service staff, they will refer it to the operations manager.

We are committed to using the latest software and hardware to remain lean and efficient; to developing clear documentation and operating procedures to guide operations; and to training a “replacement” for every staff member to ensure continuity of service.

The company will not engage in businesses not related to improving people’s health and the practice of Functional Medicine and ancestral nutrition. We are exclusively focused on patient care, laboratory testing, and supplements.