

**E N I A X**

Company Manifesto

# Our Mission

**ENIAX** is the platform through which healthcare providers around the world communicate with their patients.

Today, all communication between healthcare providers and their patients—from requests to confirm appointments to emails about “Heart Month”—**is intrusive and treats patients like prospects.**

At **ENIAX**, we want to foster a culture of communication that treats patients as *people*.

A *positive experience* leads to better health and helps patients achieve better outcomes.

The experience we provide to our clients, their doctors, and their patients *is what defines us* as a company.

Our mission is to *provide* service that fosters *long-term relationships*: service that recognizes clients as individuals with their own *desires and needs, and that never gives up* on them until we deliver a solution.

This **Manifesto** serves as a guide that shapes our company's values and outlines how we should conduct our work.

1. We are  
**extraordinary.**

For us to succeed, our ideas and products must reach a wider audience. This won't happen unless *our work is exceptional.*

The only way to compete is to ask ourselves the same question every day:

” How can we make this *10 times better*? ”

## 2. **Messages** **come first.**

The messages we send are everything.

They are far more important than any product or service.

That is why we focus on *the words and tone we use.*

The most important thing is that every message we send—  
every single one — must be *authentic and personal*.

### 3. **Technology** **comes second.**

We love technology and firmly believe that *advanced* technology is our competitive advantage.

To create more advanced technology, *we listen, understand, and learn every day*—quickly and with enthusiasm.

But until every message we send to patients is perfect, we don't focus on technology—*we focus on the service we're providing.*

**If we have mediocre messages and  
mediocre apps, we'll be out of a job.**

## 4. We show **empathy.**

We write to people, talk to people, and create tools for people.

We communicate clearly and with empathy, and we use *positive language*.

*We don't use slang;* we use language that everyone—young and old alike—can understand.

## 5. We're friendly.

These days, people have learned to ignore messages that sound like marketing.

Our messages should always sound as *if they came from a friend.*

No one likes to be told what to do.

Messages should be friendly and natural, *never intrusive.*

People know how to tell the difference between “robotic” messages and marketing emails.

The best way to personalize our approach *is to be human.*

## 6. We are straightforward.

Human beings need *guidance*.

Let's not forget that we're talking to patients—people who are dealing with health issues and are in a vulnerable situation.

That is why our messages need to be clear and specific.

We need to tell patients exactly *where to go and what to do.*

7. **Trust** is  
everything.

*We must **never** lose the trust of our  
patients or our clients.*

This means highlighting the positives and *not glossing over the negatives.*

We should always offer a solution and, when necessary, apologize.

The greatest value we can offer a customer is to keep them informed at all times, especially if we have bad news or are unable to fulfill a commitment.

8. **Driven by  
customers, not  
reviews.**

We do things *for our customers, not for ourselves.*

Your feedback is important to us, even if it's sometimes hard for us to hear or understand.

We place more trust in proven experience than in our own opinions and convictions. *We value customer feedback* over data.

Customer feedback is the biggest *factor in determining* what we'll build and what *we'll prioritize*.

*Data is essential*, but it only looks to the past. We can't lead based on data alone.

Our *opinions* matter, but we can't make decisions based solely on our beliefs.

1. Customer feedback.
2. Data.
3. Our opinion.

## 9. **Adapt and repeat.**

Our strength lies in our ability to *adapt* and persevere, to be flexible rather than rigid.

Never worry about sticking to plans at the expense of missing out on *opportunities*.

But we never sacrifice what's *important* to deal with what's urgent.

Our focus is on solving the customer's problem.  
The goal isn't just to take down the request; it's to *understand*  
the problem.

People don't want a drill bit; they want a hole in the wall.  
We sell holes, not drill bits.

**10. It's all  
marketing.**

Marketing isn't just our logo, website, or brochure.

Marketing doesn't end with attracting prospects and closing the sale.

Marketing is all about the *patient experience*, the design of our *reports*, the usability of our *product*, and customer *satisfaction*.

Marketing is reflected in the way we *operate* and the products we develop.

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**Everyone at ENIAX is responsible for marketing.**

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**Everything at ENIAX is marketing.**

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