

ENIAX

Manifesto



Eniax is how healthcare providers all over the world communicate with their patients.

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Every kind of communication between healthcare providers and patients, from appointment reminders to preventive campaigns—every one of them—treat patients as leads.

We want to create a culture of communication that treats patients as **people. **Happier** patients convert better.**

Eniax is a reflection of our clients, our team, and everything we create. It's a reflection of the values that make **us who we are.**

This is the guide of what our work on
Eniax should be

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1. Be extraordinary

In order to be successful, our ideas and products need to be disseminated. That won't happen unless our **work is extraordinary.**

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The only way to compete is asking the same question over and over again: How can we do this 10 times better than anything or anyone else?

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2. The **message** comes first

Our message is everything. It's more important than our products or services. That's why we focus on **the words and the tone we are using.**

Message goes first

E N I A X

**What is important is that every message—every single one—
is authentic and personal.**

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3. **Technology** comes second

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

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But, until our messaging is perfect, we **don't think about technology. We don't automate processes. We don't create reports.**

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It's far better to have **fantastic words with mediocre applications than mediocre words with excellent applications.**

If we have mediocre words and
mediocre applications, we will be out
of business.

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4. Communicate **empathy**

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We write to people, talk to people, and make tools for people. We use **positive words to communicate clearly and empathetically.**

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Don't use jargon. If we aren't absolutely sure that every patient, from the youngest to the oldest, will understand the word we are using, don't use it.

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5. Be friendly

Be friendly

E N I A X

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**People today know how to tune out marketing messages.
That's why our messages need to sound like they come from
a friend.**

Be friendly

E N I A X

No one likes to receive orders. Our messages and CTAs have to be friendly—not forced—and **never invasive.**

Be friendly

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E N I A X

The best personalisation is to be **human.**

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6. Be specific

Be specific

E N I A X

We love humans, but humans need instructions.

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That is why our messages needs to be specific. They have to tell patients exactly where they should go and what they need to do.

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7. **Transparency** is everything

Transparency is everything

E N I A X

Our patients or our clients can **never** lose confidence in us.

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That means that while we need to convey positive messages, we have to tell them when there's a **problem. Always offer solutions. Apologise when necessary.**

The greatest value we can generate is to keep our clients informed. Not being ready or not having any information is also useful information to pass on.

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8. **Client-driven** — not opinion-driven

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**We make things for our clients, above everything. Not for us.
Customer feedback is the most important thing, even if it is
hard to receive.**

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

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Customer feedback is the most **influential in terms of what we build, what we **prioritise**, and everything else we do.**

Data is **important, but it's only a rearview mirror. We can't lead on data alone.**

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Our **opinions are interesting, but we can't make decisions based on our beliefs alone.**

Client Feedback > data > our opinion.

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9. Iterate, iterate, iterate

Iterate, iterate, iterate

E N I A X

Our value is to **adapt and iterate. Be flexible, not rigid.**

Iterate, iterate, iterate

E N I A X

We can never miss opportunities by being preoccupied with executing plans.

Iterate, iterate, iterate

E N I A X

We never sacrifice what's **important for what's urgent.**

Iterate, iterate, iterate

E N I A X

Our focus is to solve our clients' problems. The goal is not to merely satisfy requirements – it is to **understand the problem.**

People don't look for a drill—they want a hole in the wall. We sell holes, not drills.

10. **Everything** is marketing

**Marketing is not just our logo, website or a brochure.
Marketing doesn't end with attracting the lead or converting
a lead to a customer.**

Marketing comes down to patient **experience, **report** design, product **usability**, and customer **satisfaction**.**

Todo es marketing

E N I A X

Marketing is the way we **act and the products we develop.**

Todo es marketing

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E N I A X

Everyone at Eniax is responsible for marketing.

Everything at Eniax is marketing

E N I A X

<http://eniacx.care>