



# Fullscript Culture

Your treatment plan for ongoing success.



This guide outlines the Fullscript culture, collective purpose and dedication to change healthcare for the better.

We use it to find alignment in our mission, behaviors, and commitment to our users.



Our culture and success is  
defined by our collective purpose  
of **helping people get better.**

## This need for purpose started before Fullscript began

In 2008, co-founder and CEO Kyle Braatz started the 8,200-kilometre Tribute Tour along with a few friends, tributing everyday Canadians who inspired others with courage in the face of cancer.

The tour ended up **raising over \$150,000** for the Canadian Cancer Society.

Kyle Braatz  
Alex Gray





It's on this tour where it became clear that **purpose is the ultimate catalyst for change, progress, and growth.**





Flash-forward to present day, and Fullscript is applying that same logic to tackle a different challenge:

**To change our healthcare system as we know it.**

Our mission

# Helping people get better

It's not just a mission, it's our purpose and our obsession.

The CDC says chronic health and mental health conditions make up **90% of the US's \$3.8 trillion in annual healthcare costs**. These conditions (and costs) could be reduced with simple lifestyle changes or integrated plans treating the whole patient.

Where did we go wrong? How can we heal our healthcare system?



## Enter integrative medicine

This type of care integrates the best evidence-based practices across medical fields, treating and empowering the whole patient to make health last for generations. Integrative medicine shifts treatment from “prescribe” to “prevent”.

**In short** – Helping people get better means creating a future where integrative medicine is simply “medicine”.



Our vision

**Be the trusted care delivery platform  
that simplifies integrative medicine.**

**Now there's a vision with weight** — a weight we're dedicated  
to carrying for practitioners and patients.

# Simplifying the path to lifelong wellness

Right now, integrative medicine takes time, effort, and money that practitioners simply can't spare. That said, they're starving for something better. They want to create partnerships with their patients. They want a simpler way to deliver integrative plans.

That's where we come in.

It's our duty to show practitioners that our integrative care delivery platform makes **integrative medicine possible and profitable.**

**In short** – Our vision means we're relentlessly committed to being the trusted platform for integrative medicine.

# What's it like being in hyper-growth?

In short, it's an exhilarating ride.

Our culture keeps us together and it's on our team to uphold it.  
Our team makes us great and holds the key to our success.

## Our core values

### Authenticity

Embrace independent thinking **above all else** and be the truest version of yourself.

### Community

Care deeply about each other, leave your ego at home, and **do what's best for our team as a whole**.

### Grit

**Operate like it's day one** every day of the week.

### Ownership

**Take all results to heart**, not just your own.  
Drive results, drive growth.



# Our guiding principles

Our core values in action.



#1

# Be an independent thinker.

**We believe conformity kills creativity** and we don't believe in hierarchy.

If you have new, novel, ambitious, out-of-the box ideas, share them — no matter who it contradicts.

Fullscripters should have the curiosity and courage to go against the grain if it's right for our platform, practitioners, and patients.

We foster first principles thinking, make bold moves and challenge assumptions.

#2

# Put practitioners first. Always.

Fullscript started with a practitioner and it's in hyper growth because of them.

**Every wellness journey is best with their support.**

When solving problems, we start with the practitioner and work backwards. It leads to more value for patients.

We obsess over their needs because our partnership with practitioners is our competitive advantage.

#3

# Put a premium on speed.

We don't wait for 100% certainty to make a decision. We embrace a startup mindset. We inspire each other to act with ambition and an **entrepreneurial spirit**.

When most evidence points at a good decision, we go and get it done and our learning compounds over time.

Failing fast makes us unstoppable and picking each other up helps us grow faster.

We see process as critical to enable speed but process isn't static and we seek to remove friction every chance we get.

#4

# Grow faster than the company.

We're curious and constantly learning, **actively seeking opportunities to be someone better.**

Growth comes in many forms and feedback is something we cherish. We have lofty targets and we're hungry to meet them. We're hungrier to set more.

We give each other direct feedback and take initiative in our own development.

#5

# Outcomes matter.

Inputs mean nothing without outcomes.

**Outcomes mean nothing without impact.**

We differentiate between impact and distraction and speak up when we see the latter.

We set bold targets and prioritize things that yield nonlinear results for our business.

With an inspiring purpose and clear common goals, **we produce impactful outcomes.**



# What we do for our customers – **champion the journey**



## Practitioners

Practitioners focus on crafting treatment plans and fostering their patient relationships.

Fullscript provides tools, education, and adherence strategies.

We gather guidance and insights from our **practitioner collective**



We connect our valued **partners and brands**



## Patients

Patients purchase and adhere to practitioner recommendations and education.

Fullscript provides quality products, timely delivery, competitive prices, and refill reminders.

## Our collective focus

### **Be the recognized leader**

Grow market share – become the platform of choice for practitioners.

### **Champion the journey**

Support practitioner efforts and drive patient behavior change for lifelong wellness.

### **Get sh\*t done**

Focus on making progress, not showing it.  
Take a loss if it means making a big gain.

### **Find your balance**

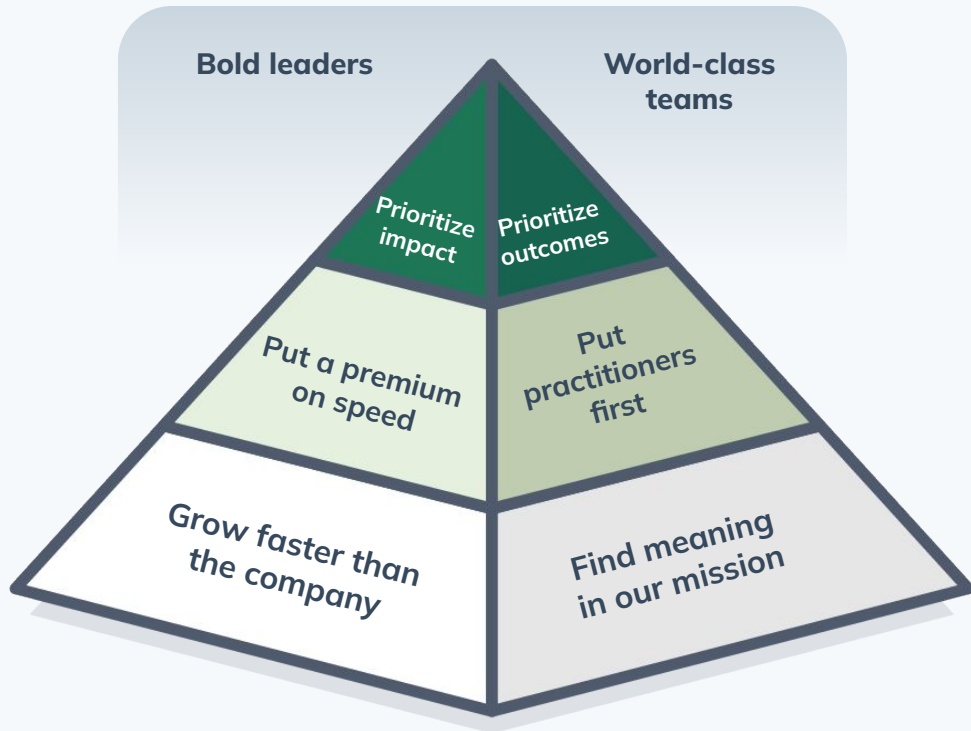
Invest in developing the best version of yourself. Work hard, play often, explore, and grow.



**We help our people get better too**

# Our high-performance philosophy

*What really makes us  
unstoppable is that we pick  
each other back up.  
Strong leadership and  
collaborative teams are the  
way forward.*





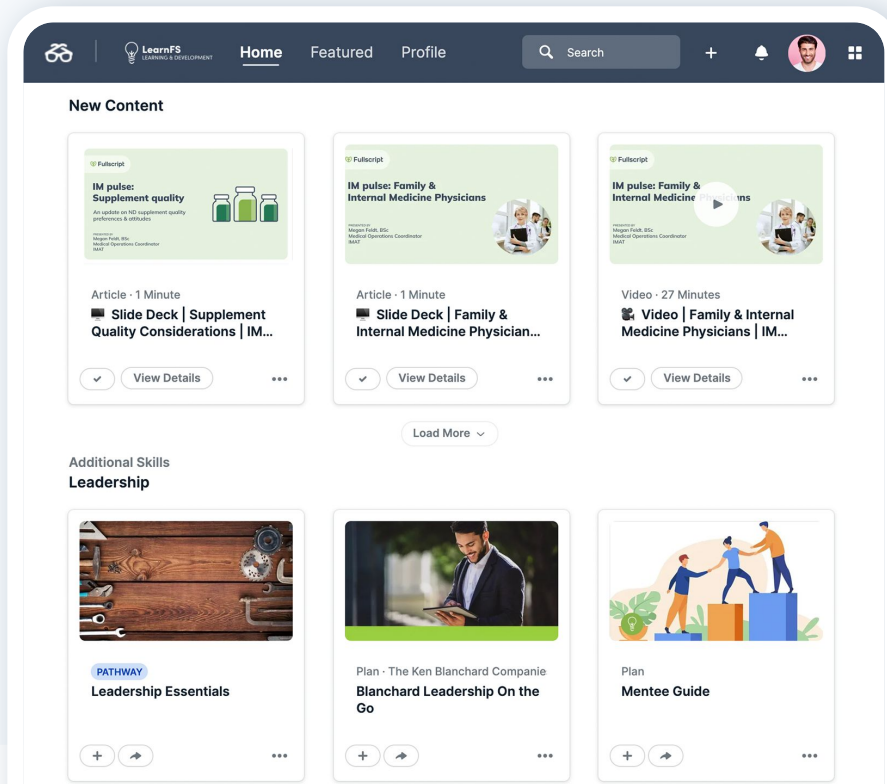
# Fullschool

LEARNING & DEVELOPMENT

## Our learning philosophy:

You're in the driver's seat of your development, learn as much as you can, because you can.

Grow faster than the company by going to Fullschool!





**“Leaderfull was great. It was so insightful learning personal management styles, approaches to help our team and business grow, and honestly, how to be better people. My favorite part was learning from other leaders. Thank you!”**

**Fullscript Leadership Teammate**

(on the Fullscript Flagship leadership development  
6 month program – Leaderfull)

# Work wherever you work well

**We don't define teams by geography.**

We have Hubs across North America.

Our team works at our DCs, in the office, at home, or both.

You can almost always expect someone to be virtual in any given meeting.

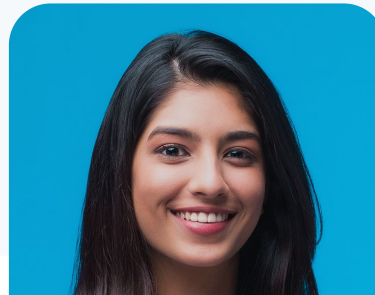
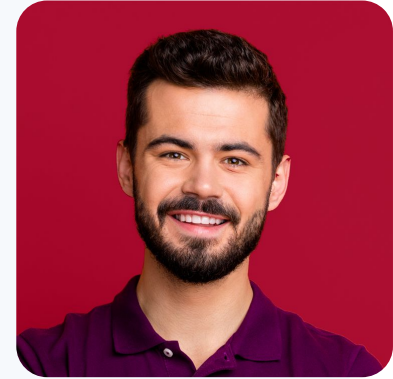




**DIVERSITY  
EQUITY  
INCLUSION &  
BELONGING**  
COUNCIL

## Creating a safe and welcome space for all

- We are driven by purpose and impact.
- We are people who see possibilities over limitations.
- We know diverse teams bring diverse perspectives, it will help us capture new markets and grow our practitioner base.
- We hire people for culture add, not culture fit.
- We try our best to be proactive, not reactive and when we know better we can do better.



# Mentorship



**How has your relationship with your mentor or mentee impacted your growth or career?**

“My mentor has been incredible. Very wise, listens well, and always provides me with such important insight and feedback so I can do a better job.”



**What is the number one thing you have learned from your mentor or mentee?**

“I keep thinking about how she encouraged me to be myself and not to try and fit a "mold" to climb the ladder.”

# We give back

We're on a mission to give medicine's most passionate practitioners the resources they need to provide relevant, sustainable care to those who need it most.



## Schools we are supporting:

- Canadian College of Naturopathic Medicine
- Bastyr University
- National University of Health Sciences
- National University of Natural Medicine
- Southwest College of Naturopathic Medicine



## IMAT student internship:

- The Student Internship program is designed to give naturopathic or chiropractic students the opportunity to collaborate at a prominent integrative health-tech company.



## Projects we are supporting:

- [Integrated Center for Group Medical Visit \(ICGMV\)](#)
- [Borinquen Healthcare Center \(BMC\)](#)
- [Institute of Natural Medicine \(INM\)](#)
- [Integrative Healers Action Network \(IHAN\)](#)
- [Integrative Medicine 4 the Underserved \(IM4US\)](#)
- [American Association of Naturopathic Medicine \(AANP\)](#)



**“I want you all to appreciate the journey we are empowering. Functional and integrative medicine is necessary for getting us out of the broken healthcare of today. Imagine as we continue to arm these practitioners, and welcome new practitioners in, how many patients will benefit from their own health promoting journey.”**

**Dr. Jeffrey Gladd, MD**

Chief Medical Officer



**We're supporting practitioners.**



**We're helping people get better.**



