



www.modeaestheticgrowth.com

Our Vision & Values

Our Vision

To become the **most trusted growth partner for private healthcare providers**, recognised for:

- Elevating **patient experience as the foundation of growth**
- Supporting clinics to operate with **clinical integrity and compliance**
- Delivering **predictable, scalable patient acquisition systems**
- Creating long-term partnerships that **benefit both clinics and their patients**

We envision a healthcare landscape where:

- ✓ Patients feel **heard, safe, and supported**
 - ✓ Clinics grow with **confidence, clarity, and control**
 - ✓ Every enquiry is handled with **care, professionalism, and purpose**
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OUR VALUES – KACI

Kindness - Accountability - Compassion - Integrity

At mode™, our work is guided by four non-negotiable principles:

Kindness

We believe every patient interaction should feel **human, respectful, and reassuring**.

- We treat every enquiry with **care and attention**
- We prioritise **positive, supportive communication**
- We help clinics create experiences that patients **remember for the right reasons**

Kindness is not a “soft skill” — it’s a **growth driver**.



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Accountability

We take ownership of the outcomes we deliver.

- We are **data-driven and results-focused**
- We provide **clear reporting and transparency**
- We align every strategy to **revenue, performance, and ROI**

No guesswork. No vanity metrics. Just **measurable growth**.

Compassion

Behind every enquiry is a **real person with real concerns**.

- We understand the **emotional side of healthcare decisions**
- We help clinics handle enquiries with **empathy and sensitivity**
- We design systems that respect the **patient journey, not just conversion**

Compassion builds **trust — and trust builds lasting businesses**.

Integrity

We operate with honesty, transparency, and clinical responsibility.

- We follow **GDPR, ASA, and healthcare compliance standards**
- We never promote **misleading or unethical marketing**
- We protect both **patient trust and clinic reputation**

Integrity isn't optional — it's **foundational**.

What This Means for Our Clinic Partners

When you work with **møde™**, you're not just getting marketing support.

You're gaining a partner that:

- ✓ Treats your patients like **people, not leads**
 - ✓ Builds systems that are **compliant and sustainable**
 - ✓ Protects your **brand, reputation, and clinical standards**
 - ✓ Focuses on **long-term growth, not short-term wins**
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A Patient-First Approach to Growth

We believe the most successful clinics are built on:

- **Trust before transaction**
- **Care before conversion**
- **Experience before scale**

That's why every system we build — from **ads to enquiry handling** — is designed to:

- Improve patient experience
- Increase conversion ethically
- Strengthen long-term clinic success



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