We, the undersigned, form this compact to set the purpose of our joining and the principles upon which our shared future will be based.

**Our Mission:** “To help people make better health decisions”

We achieve our mission by:
- Informing and amplifying each person’s voice in health decisions.
- Helping people improve the care they provide for themselves and their families.
- Helping people set and reach health behavior goals.
- Advocating for public policy that ensures that health systems support these goals.

We believe:
- Every person should be informed, engaged, and supported to participate in health decisions and to adopt healthy behaviors.
- Health information should be accurate, unbiased, understandable, culturally appropriate, accessible and specific to each person’s needs and circumstances.
- That when a person enters the health care system, his or her informed preferences should be sought and respected in a shared decision making process between patient and clinician.

We believe that when fully informed, people facing health decisions can and should understand:
- What may happen if a treatment or test is not done.
- The range of their options and what is known about the risks and benefits of each.
- Why their participation is important.

We come together for these reasons:
- To develop and deliver unbiased, evidence-based health information and decision support solutions consistent with our mission and beliefs.
- To integrate these solutions into the mainstream of U.S. and international health care.
- To conduct research to learn how to more effectively inform and involve people in health decisions.

**Our Culture:** All we do will be done for the sake of our mission. How we do it will be based on our principles of Respect, Teamwork, and Do the Right Thing. These are the three pillars of our culture.

- **Respect:** We see respect as something to be given—without waiting for proof that it is earned. We treat our employees, suppliers, clients, partners, and those who use our products and services with respect.
- **Teamwork:** Everyone serves the mission. We expect our employees to help other employees to reach their goals and we extend teamwork to our partners.
- **Do the Right Thing:** We ask our employees to take action based on what they think is right. Whether for a supplier, for a client, for a team mate, or for themselves, we believe that giving people the freedom to do what they believe is “the right thing” ultimately results in greater mission success.

These same principles of Respect, Teamwork and Do the Right Thing apply directly to our mission. We help the individual and the clinician to respect each other. We promote teamwork among people, caregivers and health professionals. And, we provide people with the accurate and unbiased information and tools they need to assure that the care they receive is “right” for them given their values and preferences.

**Our Vision and Intention:** Healthwise will be highly trusted as a global provider of health information, decision support tools, behavior change assistance, and personal care planning. Through combined solutions, advocacy, and research, Healthwise will be the leading catalyst for advancing the role of the individual in person-centered care.

- **Our information and tools will become the gold standard for consumer health information:**
  - Based on an unbiased critical appraisal of the most current and useful medical evidence.
  - Created in plain language and informed by prior patients’ experience and wisdom.
  - Created to engage, inform and motivate action.
- **Our delivery technology will be exceptional:**
  - Tailored to each individual’s needs.
  - Delivered anytime and anywhere, regardless of device type.
  - Capable of bringing each person’s voice and preferences into his or her health records.
- **Our reach will be unrivaled:**
  - In helping hundreds of millions of people in ever-increasing numbers to make better health decisions.
  - Increasingly through hospitals, clinical practices, health plans and other trusted sources.
  - Increasingly in international markets both directly and through exceptional partners.
- **Our impact will be strong, meaningful, enduring and well-documented:**
  - People will adopt healthier behaviors, improve their self-care and make health decisions that are more right for them.
  - Our products, solutions and advocacy will encourage a broad culture change to support people’s active participation in their health and health care.
  - Our change management services and proofs of value will achieve mainstream acceptance and use within health systems.
  - Our synthesis and presentation of clinical research and promotion of patient perspectives will challenge conventional medical wisdom as appropriate.

**Our research will be funded, published, and used in the interest of our mission:**
- Research to prove the value of tools and solutions for patient engagement, including our own.
- Research to extend the science of measuring decision quality.
- Research to assess optimal ways to ensure people are informed and involved in their health and health care.

**Our advocacy will help set state, national, and international policies to ensure people are informed and involved in their health care:**
- Policy advocacy to promote patient engagement and shared decision making.
- Technology standards that support prescribing information to people and getting their responses and other data back into the health record.
- Improving the quality of informed consent and the measurement of the quality of health care decisions.
- Aligning incentives to inform and involve people in their health care decisions.

Together, we are stronger and will have greater impact. We put our mission first, always. We are a force for good.

Signed here on this date of ___________________ or thereafter.

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