

# VISION

Grow into an organization that not only performs eye banking but expands into the full spectrum of sight restoration - cornea, retina, cells, research, and transplantation. By providing consistent high-quality service, we will make the greatest impact through excellent care, the safest tissue, a broad range of service offerings, strategic partnerships, products and innovative solutions.

Our “north star” is complete sight restoration, including retina. Our “blue ocean” is to accomplish this by creating uncontested opportunities and services.

# CORE VALUES

## **Uncompromising Integrity**

The foundation of all other values, integrity informs how we make decision, choose partners, hire, and collaborate. If compromised, everything else begins to break down. Integrity is the standard we use in evaluating all actions.

## **Advocate with Empathy**

With integrity as the foundation, we advocate for others with care - including our community, those with visual impairment, and families experiencing loss. We advocate for equal access to eye care and fair representation in clinical trials. One cannot advocate without having integrity to ensure fairness.

## **Serve with Intention**

We serve with purpose, ensuring actions are meaningful, aligned with our mission, and grounded in integrity. Serving others is advocacy in action.

## **Lead with Solutions**

We lead through servant leadership, focusing on implementing solutions, solving problems, adding value to people’s lives, focussing on forward progress by identifying needs and generating ideas, and bring meaningful change. True leadership is serving others.

## **Collaborate Strategically**

We choose the right partners in the right ways to amplify impact and work toward restoring sight. Collaboration with partners is the bridge between leading well and excelling in quality, accelerating our impact.

## **Excel in Quality**

We are committed to consistent excellence – earning trust, sustaining impact, and providing unmatched quality. Excellence is only possible when the previous values are lived out.

## **Innovate with Impact**

With all the above in place, we Innovate to create lasting, measurable change in people’s lives through new ideas and approaches to sight restoration.

# **ORGANIZATIONAL OBJECTIVES (2026)**

### **Increase suitable tissue to meet current and future need.**

- Strengthen work with OPOs -and other strategic partners to recover tissue for us
- Increase Donor Service Center objectives
- Expand ocular referrals from external sources – which also supports the biobank and research
- Increase awareness of the impact of donation for transplant and research

### **Offer all services that main eye bank competitors offer -- with better service and additional capabilities not currently offered**

- Sterile cornea
- Preloaded DSAEK / DMEK
- Antifungal
- UV light to reduce bioburden
- DSAEK, DMEK, ALK, KLAL
- Long-term preservation (corneas and sclera)
- CAIRS
- BrightMEM
- Vital Tears (in designated areas)
- Amniotic membrane
- Advanced laser processing that allows one cornea to help multiple (Bowmans as top layer, glaucoma or CAIRS as mid layer and glaucoma or CAIRS as bottom layer and could also do a DMEK. One cornea could help 10 people.)

## **Be the best stewards of the gift**

- Maximize every donation by recovering as much tissue as possible
- Perform recoveries with excellence to give it the best chance for transplant
- Maintain extremely high standards during recovery, evaluation, donor eligibility, processing, and distribution
- Provide exceptional service to donor families, surgeons, partners and accounts

## **Create the best place to work with extremely high morale**

## **Restore all sight (cornea and retina) while maintaining the values and standards domestically and internationally**

# **GUARDRAILS**

## **Culture**

- Prioritize people over tasks
- Have a mindset of collaboration
- Choose growth and progress
- Timely decision making that is led by mission and organizational needs
- Focus on strategy and solutions rather than issues
- The “how / why” matters more than the “what”
- Value progress and positive momentum over results alone
- Process over outcomes
- Take time to get it right
  - Be patient with others and processes to ensure completeness and quality
- Be curious, not judgemental
- Be responsible for own work
- Serve others
  - Provide mentorship
  - Honest leadership
- Allow appropriate errors – by trying new ways, errors may occur. Still need be regulatorily compliant and not affect safety outcomes
- Dialogue over dictating
- Clarity is kindness
- Radical candor – caring accountability
- Be good stewards of the gift
- Have a mindset of ruling donors in
- Consistent high quality and elite service will be our differentiator

## **Communication**

- Solution-focused
- Transparent

- Accountable
- Consistent
- Respectful & kind
- Teaching / guiding / mentorship
- Timely
- “Yes, and...” rather than dictating
- Be inclusive – include those that might be affected by decisions to gain their insight before decisions are made

## STANDARD BY SERVICE AREA

### ADVOCATE WITH EMPATHY

#### Donor Service Center

##### **Advocate with empathy:**

Put the donor family first - be sympathetic to their loss while offering hope through donation. Try to rule in donors and give them every opportunity to donate, answering questions with compassion and empathy.

##### **Serve with purpose:**

Provide elite customer service to hospital staff, donor families, processors, and anyone involved in the process. Ensure all referrals that initially go to OPO are being screened and passed to the eye bank.

##### **Lead with solutions:**

Solve problems, remove hurdles to donation, and look for improvement in both personal performance and departmental metrics.

##### **Collaborate with strategy:**

Work with referral sources, OPOs, staff in other departments, tissue processors, funeral homes, medical examiners, and others to create the best Donor Service Center in the country. Pursue referral-service opportunities for other OPOs in service area.

##### **Excel with quality:**

Exceed metrics performing duties with utmost quality and excellence on a consistent basis.

**Innovate with impact:**

Identify diseased tissue opportunities, approach families for research along with transplantable tissue when appropriate and utilize technology tools to identify potential donors for specific research projects.

## **Partner Relations**

**Advocate with empathy:**

Enhance relationships with hospital staff, OPOs and partner organizations (hospice, death investigators (JPs, Medical Examiners, coroners), and funeral homes to raise awareness of the importance of donation and post-mortem eye care within service areas.

**Serve with purpose:**

Deliver excellent communication, customer service and education. Investigate complaints promptly with clear corrective actions.

**Lead with solutions:**

Pursue EMR access to improve screening. Position the organization as the preferred eye bank for hospitals. Encourage collaborative solutions for partners outside hospitals to streamline overall processes to increase donation.

**Collaborate with strategy:**

Engage hospital leadership, referring nurses, hospital staff, MEs, funeral homes, and hospices. Strengthen relationships with OPOs, collaborate internally with Recovery and the Donor Service Center to investigate complaints and provide solutions.

**Excel with quality:**

- Provide partner education
- Attend partner functions as needed
- Highlight Donate Life Month and Eye Donation Month
- Provide hospital specific metrics
- Help Donor Eligibility gain EMR access to major hospital systems
- Identify new referral sources

**Innovate with impact:**

Gain additional referral services outside of hospitals.

## **Philanthropy / Family Services**

### **Advocate with empathy:**

Identify community and global needs and honor donor families and financial donors through storytelling and mission impact.

### **Serve with purpose:**

Serve and honor donor families and financial supporters by being excellent stewards of their generous gifts to help restore sight. Be proactive in follow up with financial donors to show stewardship.

### **Lead with solutions:**

Maximize impact from every financial donation or gift and build vision ambassadors through communication and stewardship. Identify and develop consistent givers through regular touch points, gratitude, celebration and networking.

### **Collaborate with strategy:**

Elevate the organization's reputation so the community chooses to partner with and invest in our mission.

### **Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis
- Apply for community grants
- Define and set goals for success for an ambassador / volunteer program
- Produce excellent annual reports
- Establish the Share the Vision and Beyond our Borders fund to support gratis, reduced fee transplants, and international work
- Establish a Research Fund to support research and training initiatives

### **Innovate with impact:**

Identify creative revenue streams to help fund innovation and research.

## **SERVE WITH PURPOSE**

### **Human Resources (including employee engagement)**

**Advocate with empathy:**

Establish and enforce policies and practices that support staff, strengthen culture, and reinforce our values.

**Serve with purpose:**

Provide tools, resources, and training that help staff grow as leaders and stewards of the mission.

**Lead with solutions:**

Promote clarity, accountability, and healthy communication. Provide coaching, structure, and pathways that strengthen leadership capacity.

**Collaborate with strategy:**

Using multiple options, work with internal leaders to support staff needs and plan for future talent requirements, growing emerging and existing leaders. Help guide and work collaborative with department heads to identify key talent and establish succession planning.

**Excel with quality:**

- Establish a well-defined leadership development pathway for existing and emerging leaders that focuses on our unique culture and guardrails and quickly providing clarity, transparency and accountability to those areas or people that are hindering that.
- Create elite on-boarding and training
  - Establish a recruitment program to maintain a constant flow of talent
- Adherence to all HR laws and regulations
- Establish strong and consistent performance plan/evaluation system that promotes consistent feedback and is simple to implement. Works with department heads to lead conversations and provide consistent messaging.
- Establish a consistent performance improvement process that leaders can work through to grow and strength staff.

**Innovate with impact:**

Develop creative solutions for engagement, recognition, retention, and succession planning. Create, implement and reinforce initiatives to contribute to an overall positive and stable culture

**Administration / Facilities****Advocate with empathy:**

Support staff by creating safe, functional, and well-maintained environments, while handling administrative, payroll, and operational needs with accuracy, professionalism, and care.

**Serve with purpose:**

Provide reliable facility and fleet management, payroll processing, benefits administration, and administrative services. Maintain accurate records, support smooth onboarding and offboarding, and ensure staff receive the information and resources they need to do their work well.

**Lead with solutions:**

Identify issues early, respond quickly, and create systems that prevent recurring problems. Maintain high data integrity in the HRIS and streamline administrative workflows to reduce errors and save staff time. Ensure organizational contracts, insurance policies, and vendor agreements are managed proactively and kept up to date.

**Collaborate with strategy:**

Work closely with HR, Accounting, IT, executive leadership, and department leaders to understand operational needs. Coordinate facility repairs, equipment maintenance, payroll changes, benefits updates, contractual obligations, and insurance requirements in ways that support the overall mission and daily operations. Work with benefit providers and internal leaders to support staff needs and plan for future talent requirements.

**Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis
- Respond to facility issues with an action plan in a timely manner
- Maintain clean, functional buildings and fully serviced vehicles
- Submit accurate, timely payroll; resolve any errors in a timely manner
- Anticipate and identify potential issues or items to mitigate
- Process benefits updates and HRIS changes promptly
- Complete timely onboarding/offboarding tasks, including equipment, access, badges, and forms
- Ensure all administrative records, forms, and compliance documents are maintained and easily accessible
- Manage a central contract-tracking system and proactively alert contract owners of renewals and upcoming expirations
- Maintain and update commercial insurance policies, ensuring adequate coverage and timely renewals
- Establish fair pay ranges for all employees to ensure fair and equitable scales.

**Innovate with impact:**

Improve processes for facility requests, contract tracking, administrative workflows, payroll processes, benefits communication, and proactive maintenance. Look for opportunities to simplify routine processes and reduce administrative burden across the organization.

# LEAD WITH SOLUTIONS

## Information Technology

### **Advocate with empathy:**

Support staff by providing reliable, secure, user-friendly technology that makes their work easier, not harder.

### **Serve with purpose:**

Respond promptly to requests, communicate clearly, and work to minimize technology-related disruptions across the organization.

### **Lead with solutions:**

Identify system needs, improvements, and risks proactively. Strengthen cybersecurity practices and increase system reliability.

### **Collaborate with strategy:**

Partner with departments to understand technological requirements and support new initiatives that enable growth and innovation.

### **Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis
- Provide timely responses to support tickets
- Maintain high system uptime
- Ensure accurate onboarding/offboarding of user access
- Support secure data practices and regular system updates

### **Innovate with impact:**

Support the integration of new technologies that enhance accuracy, efficiency, and consistency. Support innovations that advance organizational goals and priorities.

## Accounting

### **Advocate with empathy:**

Provide staff and leadership with clear, timely, and accurate financial information that promotes trust, transparency, and responsible decision-making. Support departments with a service mindset, recognizing that financial clarity helps teams succeed.

**Serve with purpose:**

Support responsible stewardship of all financial resources. Maintain accurate accounting records, support departmental budgeting needs, and uphold strong internal controls that protect the organization to mitigate risk and honor the donor gift.

**Lead with solutions:**

Proactively identify financial risks, opportunities, and trends. Develop tools, dashboards, and forecasts that help leadership make informed decisions. Simplify financial processes so departments can focus on mission-critical work. Work collaboratively with all department heads/staff to ensure compliance with expense policy. Help to identify cost saving solution to reduce expenses.

**Collaborate with strategy:**

Work closely with departments to align budgets, cost centers, and forecasting with organizational priorities. Identify cross-functional financial needs such as payroll integrations, benefit costs, grant reporting, and expense management.

**Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis.
- Close monthly financials accurately and timely
- Provide accurate, timely monthly budget-to-actual reports
- Maintain 100% on-time payments to vendors and partners
- Submit complete, accurate documentation for all audits
- Complete monthly reconciliations and maintain clean documentation
- Support accurate and timely payroll allocations
- Ensure grant and restricted gift accounting is compliant and well-documented
- Maintain accurate financial documentation for compliance (990, state filings, audit prep, etc)
- Ensure Accounts Receivable (AR) is collected in a timely manner with limited delayed payments
  - Establish policies for notification of delinquent accounts. Collaborate with Surgeon Development and Distribution to establish threshold for long ARs and determine best course of action.

**Innovate with impact:**

Automate and integrate financial systems to reduce manual work and improve accuracy and efficiency. Enhance reporting tools, forecasting models, and dashboards to support real-time decision-making and long-term sustainability.

# Marketing and Communications

## **Advocate with empathy:**

Honor donor families and recipients by telling their stories with care and respect. Communicate our mission in ways that build trust, connection and understanding.

## **Serve with purpose:**

Provide clear, consistent communication that supports all service areas. Ensure staff, partners, and community audiences receive timely updates and accessible materials.

## **Lead with solutions:**

Create messaging, materials, and campaigns that support the organizations goals and expand reach. Anticipate communication needs across departments and help teams communicate effectively.

## **Collaborate with strategy:**

Work with internal teams to ensure communication aligns with operations and strategic priorities. Support internal communication to keep staff informed and engaged.

## **Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis
- Maintain brand consistency across all channels
- Produce timely and accurate internal and external communications
- Support departments with needed materials
- Manage social media, website updates, and organizational announcements with accuracy

## **Innovate with impact:**

Use creative storytelling and fresh communication approaches to strengthen engagement and expand our reach domestically and internationally.

# COLLABORATE WITH STRATEGY

## **Distribution**

### **Advocate with empathy:**

Provide the highest-quality tissue timely in a fair and equitable system that honors the gift domestically and globally.

**Serve with purpose:**

Provide elite customer service and logistics support to surgeons and surgical coordinators. Ensure distribution process are fair and equitable. Provide consistent and transparent communication to surgeons and facilities. Maximize the gift by continually looking for placement opportunities for surgical tissue.

**Lead with solutions:**

Exceed expectations through proactive improvements and high, consistent quality service. Look for the best matched opportunities to place tissue. Work collaborative with accounting to ensure appropriate billing and management of accounts receivable.

**Collaborate with strategy:**

Coordinate with Processing and Donor Eligibility to offer tissue timely, ensuring excellent logistics to meet surgeon's needs and exceed expectations. Manage the needs to all surgeons domestically and internationally to ensure surgeries are filled. Manage internal logistics to place tissue based on surgical needs. Strategically partner with eye banks to establish distribution and processing agreements that meet the needs of the organization.

**Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis
- Establish a process to ensure all tissue is placed with local, domestic and international surgeons. Proactively place tissue to meet the current needs of our surgeons and other eye bank's needs.
- Proactively export tissue to ensure that tissue is placed as timely as possible.
- Actively import tissue as needed to fill existing demands.
- Maintain placement stats: Surgeries, cancellations and missed surgeries – both domestic and international to include reduced fee and long term preserved.
- Establish partnerships with shipping organizations to reduce shipping costs.
- Collaborate with SD on reduced fee placements to ensure proper billing and that needs are met.

**Innovate with impact:**

Enhance the surgeon experience with a top tier surgeon and distribution portal to allow us to be the preferred eye bank. Provide exceptional training and onboarding for surgeons and staff to ensure ease of surgery scheduling.

## **Surgeon Development**

**Advocate with empathy:**

Provide excellent communication to surgeons, focusing on exceptional customer service, recipient stories and the donor family's altruistic gift.

**Serve with purpose:**

Deliver elite service to become the preferred eye bank for surgeons.

**Lead with solutions:**

Offer high-quality tissue options, expanded service lines, communication, solutions to issues, and educational support through wet labs. Proactively engage with surgeons to determine patient needs and improvements in processes.

**Collaborate with strategy:**

Work with Marketing and Communications, create elite material for surgeons, surgery schedulers, recipients, conference material, wet lab material to be able to provide ongoing needs for surgeons and eye banks domestically and internationally. Work with vendors and partners to best meet changing needs of surgeons.

**Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis.
- Maintain a level of surgeon visits that is in line with strategic planning.
- Manage current surgeons.
- Actively pursue and onboard new surgeons to our local areas, new domestic surgeons and international surgeons.
- Engage and present all current and new service lines to surgeons. Maintain and present monthly trend stats (revenue and surgeries) to identify areas of growth and opportunity.
- Manage fellow programs and engage them in the organization's mission.
- Coordinate wet labs to highlight services and provide educational needs
- Collaborate with Distribution on reduce fee placements to ensure proper billing and that needs are met.

**Innovate with impact:**

Identify domestic and international ambassadors who advance transplant and research. Work collaboratively with the clinical team to engage surgeons in service line development and training opportunities.

## **Business Development**

**Advocate with empathy:**

Identify partnerships that better serve recipients in need across all sight restoring opportunities domestically and globally.

**Serve with purpose:**

Help solve relevant problems and remove barriers to sight restoration and fulfil our mission. Work collaboratively to help international eye banks grow and succeed.

**Lead with solutions:**

Form partnerships that challenge us to grow and fill service gaps

**Collaborate with strategy:**

Partner with those that make us better and challenge us who share same mission of sight restoration and perform in alignment with our core values.

**Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis
- Form partnerships that help make us elite in solving all preventable blindness, not just cornea on a global scale.
- Strengthen relationships with current partners – Precise Bio, Aurion, etc and build new relationships
- Conduct at least one annual check-in with each partner to confirm that our shared goals and their work continue to align with our mission and values.
- Present opportunities for growth and diversifying revenue that are in line with our core values and mission.
- Perform market analysis to support targeted lines of service and market share

**Innovate with impact:**

Develop creative partnerships that further the mission and support financial sustainability and increase diversification.

## EXCEL WITH QUALITY

### Regulatory Affairs

**Advocate with empathy:**

Create mindset and culture of safety through high quality policies and procedures and audits to be inspection ready.

**Serve with purpose:**

Ensure services remain compliant with current regulations and address any non-conformance promptly, working with teams in a supportive, growth-focussed way rather than with negativity or fear.

**Lead with solutions:**

Be inspection-ready and provide elite experience for inspectors being teachable and humble in improvement.

**Collaborate with strategy:**

Work with regulatory agencies, ensure that we provide the best inspection material to make their job easier. Work with staff to garner ideas and provide them with compliance guardrails.

**Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis
- Determine best EBAA inspection approach
- Provide timely corrective actions for issues
- Launch QMS system, providing training to staff
- Audit labs at least annually
- Conduct mock inspections at least annually
- Perform and maintain all audits for partner organizations. Partner with external partners to provide all necessary information for them to perform audits.
- Ensure all state and international licenses are up to date and renewed and ensure that that all new applications are submitted appropriately.

**Innovate with impact:**

Use QMS and other technologies to strengthen compliance and support a positive, well-organized inspection experience. Encourage a culture where meeting our high standards is expected and where teams are encouraged to exceed them.

## QA/QC/QI

**Advocate with empathy:**

Identify and communicate areas of improvement to staff in a way that is focuses on the solution and is presented in a way that is well received.

**Serve with purpose:**

Serve the team by creatively identifying and communicating areas of improvement across service areas to increase efficiency while remaining compliant, promote a culture that strives for elite rather than settling for “good enough”.

**Lead with solutions:**

Quickly and effectively provide solutions that address issues and provide continuous improvement never settling for that status quo.

**Collaborate with strategy:**

Partner with all departments to build lasting solutions that address concerns and move us to being elite.

**Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis
- Create a system for service areas to share concerns and improvement ideas, including items beyond compliance issues.
- Provide retrospective QA services across service areas to be able to have proactive solutions.
- Utilizing the Quality Management System, review necessary documents, charts and other regulatory documents to ensure strong compliance and document control.
- Complete statistical information (EBAA and organizational) working with Data Analytics and related service areas.

**Innovate with impact:**

Develop solutions that promote effective change management and a culture of excellence.

## **Donor Eligibility Determination**

**Advocate with empathy:**

Safely, accurately, and promptly determine donor eligibility in a way that honors the donor gift, prioritizes recipient safety, and seeks to rule donors in whenever appropriate.

**Serve with purpose:**

Provide excellent communication and customer service with physicians and consultants.

**Lead with solutions:**

Determine donor eligibility in a timely manner that ensures compliance and safety to try to rule donors in.

**Collaborate with strategy:**

Work with the Donor Service Center and Distribution, coordinate clearing eligibility through consulting physicians, medical directors, OPOs, labs, medical examiners and others in a way that provides excellent communication and service.

**Excel with quality:**

- Exceed metrics performing duties with utmost quality and excellence on a consistent basis.
- Communicate improvement opportunities with QA/QC/QI

- Responsible for gaining EMR access in hospitals including managing initial access and agreements, credentials, and maintaining access for the teams.
  - Will need to collaborate with other service areas including Donor Services and Partner Relations.

**Innovate with impact:**

Identify creative ways to gather information and streamline the process.

## **Recovery**

**Advocate with empathy:**

Honor every donor as a gift through careful and dignified recovery.

**Serve with purpose:**

Perform recoveries in a way that leaves the area better than you found it and doesn't burden others involved as well as having the highest standards for safety and outcomes to ensure recipient safety.

**Lead with solutions:**

Provide consistent, high-quality tissue recovery.

**Collaborate with strategy:**

Working with those involved in the donation process and Donor Service Centers, quickly recover tissue providing excellent communication, logistics, follow-up and services to maximize use of the gift.

**Excel with quality:**

Exceed metrics performing duties with utmost quality and excellence on a consistent basis.

**Innovate with impact:**

Seek improvement in resources, media, and techniques to maximize the donation for transplant and research.

## **Processing / Eval / Lab Ops**

**Advocate with empathy:**

Process and evaluate tissue in ways that honor the donor and prioritize patient safety.

**Serve with purpose:**

Ensure that tissue is safe, high-quality, and evaluated in a timely manner.

**Lead with solutions:**

Exceed surgeon expectations through consistent, accurate processing and evaluation services.

**Collaborate with strategy:**

Work with Distribution and Surgeon Development, provide processed tissue that is safe, exceeds expectations and done in a timely manner.

**Excel with quality:**

Exceed metrics performing duties with utmost quality and excellence on a consistent basis.

**Innovate with impact:**

Use advanced techniques to support multi-use tissue.

## INNOVATE WITH IMPACT

### Tissue Library

**Advocate with empathy:**

Honor the gift by maintaining accurate, responsible management of stored tissue and samples, ensuring recovery to maximum usage of the donation.

**Serve with purpose:**

Provide consistent, high-quality tissue for research to researchers, pharmaceutical companies, universities and others in a timely manner.

**Lead with solutions:**

Create new and effective ways to recover, identify, process, store tissue that honors the gift and exceeds the expectations of the end user.

**Collaborate with strategy:**

Work with industry partners, researchers, universities and others to identify, recover, and provide tissue that helps find cures and treatments to blinding eye diseases. Enhance current relationships and identify new potential partnerships.

**Excel with quality:**

Exceed metrics performing duties with utmost quality and excellence on a consistent basis.

**Innovate with impact:**

Utilize latest techniques to partner with global leaders to provide highest quality tissue that leads to discovery of cures and treatments for preventable blindness. Develop new tools and services that bring new resources to researchers and others together for a larger impact.

**Cells/Platforms****Advocate with empathy:**

Enhance the impact of the gift through cell expansion maintaining the highest quality.

**Serve with purpose:**

Provide high quality, well qualified and characterized cells to help researchers, pharmaceutical companies and others to enhance vision treatments.

**Lead with solutions:**

Identify solvable needs to enhance usage of cells and tissue platforms to provide sight for both retinal and corneal blinding conditions.

**Collaborate with strategy:**

Work with external research partners to address needs by offering services and done at a level that is unmatched.

**Excel with quality:**

Exceed metrics performing duties with utmost quality and excellence on a consistent basis.

**Innovate with impact:**

Using cells and platforms, creatively working with partners, and providing consistent high-quality cells and characterization – find better solutions to preventable eye diseases.