



QUALITY POLICY 2017

What do we want to be?

A benchmark company

We want GINEMED, as a brand, to become a benchmark company in the field for patients as well as professionals and related companies.

Patient/customer focused

We want the way we work to help patients/customers achieve what they are looking for, when, how and where they want it.

Meet expectations

We want to ensure that what we offer is truly what we are giving.

Adaptability

We want our system to be flexible so that we can adapt to the circumstances and needs of present and future customers.

How are we going to do it?

Lean Thinking

Simplify our processes and eliminate anything that's unnecessary.

Effectiveness

Ensure that the effort we make has a purpose and a goal.

Involvement and motivation

Guarantee that all personnel involved voluntarily work towards meeting quality objectives.

Innovation and development

Training, research and technology are the tools we use to stay up-to-date in a specialised field.

Communication

Encourage communication in every sense of the word, for everyone and in all directions, both internally and externally, to listen, learn and put into action.

Control

Ensure that our processes are associated with simple and effective indicators that allow for spontaneous motivation to make us stand out.

Pleasant work environment

Create the necessary conditions so that everyone feels comfortable while they are working.