



Our Culture Code

Last updated: 29 January 2022

As individuals and as the Maila Health team, this culture code is a declaration of who we are and who we want to be.

It documents what's behind the interactions within the Maila Health team.

It documents what's behind the interactions between Maila Health and
→ the greater Maila Health community (a.k.a. our customers),
→ our networks, and
→ the environment in which we operate.



Our vision

We envision a world in which universal access to high-quality maternal and newborn health care is accelerated so that everyone gets the care they need and deserve.

Our mission

To achieve that vision, we're on a mission to improve maternal and newborn healthcare experiences and outcomes through meaningful innovation in digital health.



What do we mean by “meaningful innovation?”

We consider meaningful innovation to be innovation that:

- routinely applies the latest scientific and technological innovations to maternal and newborn health;
- puts science, evidence, and patient-centered care at the core;
- is personal and accessible;
- doesn't involve selling customer data to advertisers or big tech; and
- treats our customers as partners in achieving our vision.

**Having “Health” in the name
makes sense, but where did
“Maila” come from?**

As an everyday word in various cultures around the globe, the meanings of "maila" include:

- knowable, observable, or to be recognized;
- to be clear, as of the sea;
- mail;
- level, grade, or class; and
- tennis racket, baseball bat, golf club, or pinball flipper.



let's distill this all into learning, communication,
and fitness-related meanings

Maila is also used as both a forename and a surname. As a forename, European and North/South American cultures use Maila more often for girls, whereas Asian and African cultures use Maila more often for boys.

As a baby name, Maila has multiple meanings, including:

- wished for child,
- strength in battle,
- rebelliousness, and
- hope.

The meaning behind Maila speaks to the **wishes** we have for future generations and the people who care for them:

- wishes for good health
- wishes for positive experiences during pregnancy and postpartum
- wishes for support during pregnancy, the postpartum period, and beyond
- wishes for a high quality of life

Our name speaks to the **strength** of our team members and the Maila Health community:

- strength in character
- strength in parenthood
- strength in the face of adversity
- strength to persevere



during childbirth, while changing a blowout, while fixing a pesky bug in the code, etc.!

Our name speaks to our desire to **rebel** against the status quo when it comes to existing models and quality of maternal and newborn health care.



It won't be "right" until everyone can access timely, high-quality maternal and newborn health care.

Our name speaks to the **hope** we have for a world in which universal access to high-quality maternal and newborn health care is accelerated so that everyone gets the care they need and deserve.

Look familiar? This our vision.



Like the meaning that's behind our name, there's quite a bit of meaning behind why we do what we do.

Our growing team comes from 5 countries (and counting!). We might not have been raised with the same languages, foods, and cultures, but we're aligned in our values.

learning & growth

inclusivity

integrity

curiosity

family

health & wellness

These personal values influence who we are and why we do what we do.

They also form the foundation of our guiding principles at Maila Health.

Our guiding principles



1. We support and empower one another in our journeys.
2. We commit to continuously learn, grow, and innovate.
3. We strive to make a positive and meaningful difference in individuals' lives.
4. We work to make science and high-quality healthcare more accessible.
5. We nurture trust.

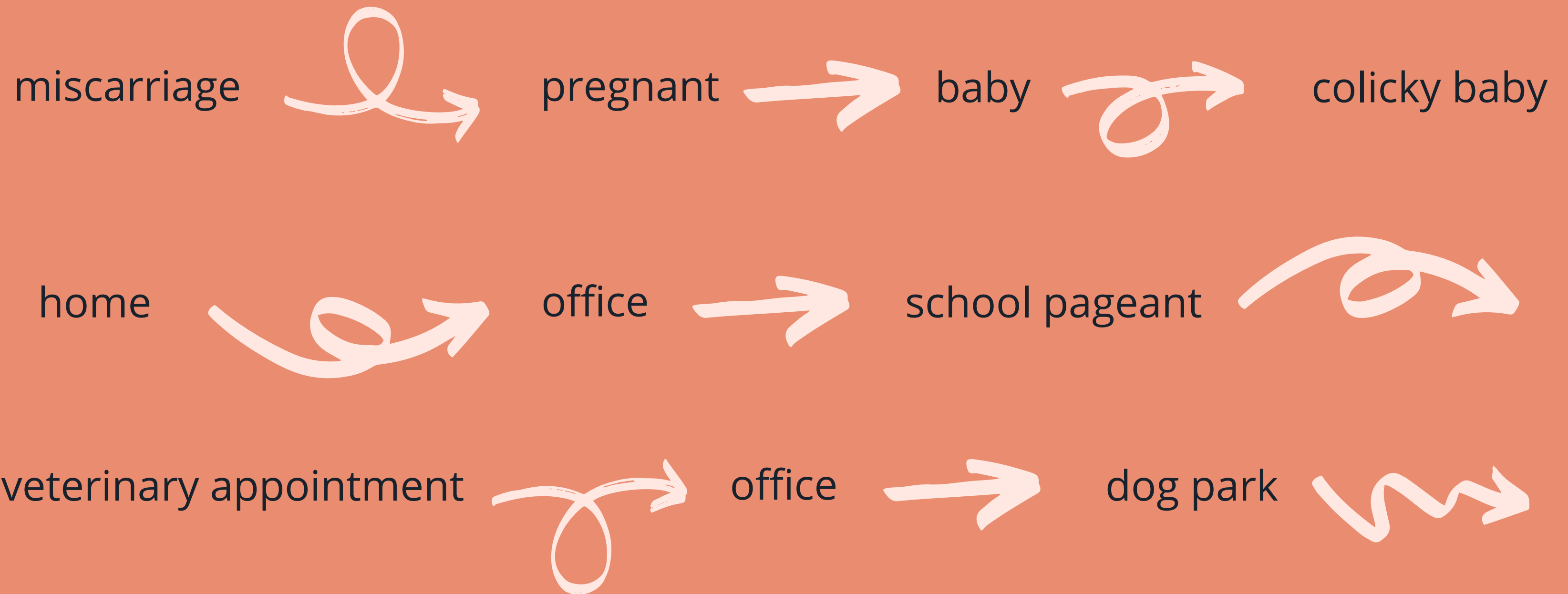


1. We support and empower one another in our journeys.

We enjoy working in a highly productive environment.

But we recognize that life happens, and occasionally our journeys include a bump in the road.

We recognize, appreciate, and respect that everyone's on a different journey.



Whether your journey is growing a child or growing a career at Maila Health, we consider support and empowerment to be a team sport.



2. We commit to continuously learn, grow, and innovate.

Curiosity fuels our need to grow, learn, and innovate.

We nourish this need by proactively seeking out opportunities for personal development and knowledge. We also make space to share the knowledge we've learned with others, whether over a coffee in the office or over the Maila Health platform.

Personal growth and learning can be hard at times, especially when information is new, challenging, and/or unexpected. In these instances, we do our best to approach learning with an open mind and with creativity.

We recognize that learning opportunities happen in many forms, not only from books and teachers.

We also learn from our experiences and the experiences of others, from mistakes and failures, and from our environment.

Learning, growth, and innovation happen in many places, both online and offline.

We make time for these processes offline whether it's at the gym, at happy hour, in nature, or at home with our families.

3. We strive to make a positive and meaningful difference in individuals' lives.

We're a mission-driven organization of helpers who are passionate about social good.

the heart of our mission = a desire to help people



We are committed to creating an environment that fosters compassion, kindness, and understanding.

We also seek to build authentic and honest relationships with one another and with the wider Maila Health community.

We appreciate opportunities to celebrate people and their achievements.

Ran a
marathon!

Welcomed a new
family member!

Graduated!

And while we're on the topic of celebrations, we also celebrate Maila name days. With cake.

10 June (in Estonia)

17 May (in Finland)

“A party without cake is just a meeting.” - Julia Child

4. We work to make science and high-quality healthcare more accessible.

Sometimes, factors like geography, socioeconomic status, age, race/ethnicity, gender, and language restrict people from being able to access high-quality healthcare.

We believe EVERYONE deserves high-quality healthcare, evidence-based health education, and support.

High-quality healthcare includes empowering people to be in control over their reproductive lives and their reproductive decisions.

Sexual and reproductive health and rights are essential to delivering quality healthcare. They are also crucial to achieving gender equality and promoting women's rights.



Quality healthcare
includes contraception
and abortion.

Accessibility guides our choices in the development of the Maila Health platform, whether it be in the design of our apps, the production of our content, the design and location of our office, or our communications with one another.

Accessibility includes providing equal access to resources and opportunities for people who might otherwise be excluded or marginalized (a.k.a. inclusivity).

Our push for inclusivity permeates both the Maila Health platform and the Maila Health team. It's reflected in our choice of images, in the language we use, in the partnerships we pursue, and in the actions we take.



5. We nurture trust.

Part of trust is being reliable in the quality of content we share, reliable in our behaviors, and reliable in our relationships.

It also means being honest. We own up to our mistakes and make sure to use them as learning opportunities.

When you trust someone, they become approachable.

We like approachable people, and we want to be approachable.

Another part of trust is feeling safe and secure.

For the Maila Health community, we prioritize safety and security by:

- respecting community members' freedom to privacy,
- maximizing data security,
- complying with German and EU medical device regulations, and
- regularly assessing and auditing both our products and our processes.

For the Maila Health team, safety and security include:

- fostering a peaceful work environment,
- being mindful of both the location of our offices as well as how the offices are designed,
- investing in mentorship,
- respecting freedom and individuality,
- offering flexibility in our working arrangements, and
- building a financially sustainable company.

So, to recap...

We're a mission-driven organization of motivated helpers who've come from far and wide to help improve maternal and newborn health.



At Maila Health,

Meaningful, **A**uthentic **I**nnovation **L**eads to **A**cceleration
of universal access to high-quality maternal and
newborn health care.

Thank you!

For feedback or to say hi,
write to us at
hello@mailahealth.com

For opportunities to join our
team, click [here](#).

www.mailahealth.com

