Polo GGB assigns a crucial role to the Leadership, both in defining the quality system and in its implementation.

This responsibility necessarily entails for the leadership:

- The definition and support of the corporate Quality Policy
- Involvement and participation in managing the corporate quality system

The commitment of the Management does not end with the decision to implement a quality management system and the allocation of human and economic resources. Instead, it continues with constant support of the corporate mission: ensuring the ability to continuously meet customer expectations, from the agreement phase to the completion of the order and the delivery of results.

Adopting a Quality Policy brings Leadership to carry out a prior assessment and definition of:

- Specific market risk analysis and the evaluation of new opportunities
- A list of services and research lines to be developed to ensure the company's success
- Primary and support processes, resources, and tools that must be managed and monitored to ensure continuous improvement and service quality
- A corporate culture that values the importance and role of all functions in achieving the objectives set for each process
- A corporate culture oriented to respect and the application of no discrimination, equal opportunities, open and neutral dialogue
- A safe and stimulating work environment for all human resources
- Strategies for adaptation, mitigation, and awareness of climate change
- Policies on research integrity, anticorruption and transparency that avoid conflict of interest

Regarding Clinical Risk, the leadership commits to:

- Maintaining high levels of care
- Conducting audits and promoting a culture of evidence-based decision-making
- Implementing risk management and communication practices
- Developing institutional accreditation activities

All these elements, as well as the Quality Policy itself, are subject to periodic reviews to assess their adequacy in relation to data analysis results and the evolving context.

To apply the Quality Policy, the company has adopted an organizational structure aimed at quality management, in order to:

- Control the factors that determine the achievement of the expected quality in services and compliance with legal and customer requirements
- Monitor critical processes for business development and growth, also by involving individual resources

The implementation objectives follow a management approach that begins with a careful planning process, including market analysis, risk analysis (Risk Analysis), technological innovations, customer feedback, and organizational performance data.
The collection of these data is fundamental for planning the processes necessary for the organization to achieve the goals and objectives set by the General Management.
Qualitative and quantitative monitoring tools of the processes are of primary importance, and the Management ensures their constant control.
Both planning and scheduling of activities related to critical processes are verified retrospectively so that the analysis of potential deviations improves the organization's economic and financial competitiveness.

In pursuing the Quality Policy, the Management identifies, during the periodic review, measurable objectives relevant to the various strategic areas of the organization, such as:

- Market competitiveness
- Process efficiency
- Customer satisfaction
- Employee competence and training

The findings from the evaluation of achieved objectives during the review phase are supplemented with feedback provided by customers whenever necessary.
The Quality Manager will be responsible for managing:

- Results of second- and third-party audits

- Complaints
- Direct data collection from customers, considered significant in determining their satisfaction levels

The Management is committed to support improvement projects deemed necessary for adapting the quality system to changing internal and external contexts.

The Quality Policy will be communicated to all directly involved functions through the most appropriate methods and tools.

This philosophy of sharing and collaboration is essential to achieving the set objectives. It forms the foundation of the organization's continuous dynamism, which aims for structural and market growth—a goal that requires aware employees and a solid quality management system.