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the 2014  
**BEST** *Small*  
**FIRMS**  
to work for

- Headquarters: **Philadelphia**
- Billable Consultants: **65**
- Type of Consulting Service: **Multi-Service**
- Client Industries: **Healthcare**
- Employees Say: **"Vynamic was started by consultants from larger firms who were passionate about management consulting and healthcare, but believed there was a better way. Every decision, from which clients we work with to hiring decisions to social decisions, reflect the healthy culture and keep work-life balance in mind. The result is a team of very happy, very smart, very engaged, very fun people who work hard and enjoy the work immensely."**

## Vynamic

If you ask Dan Calista, Founder & CEO of Vynamic, a health-care consultancy based in Philadelphia, what one word best describes the firm and its culture, he says "healthy."



"Healthy in the truly holistic sense of the word," Calista says. "We strive to be the healthiest in how we work with each other, our clients, and community."

That makes complete sense, since the firm focuses exclusively on healthcare and boasts some of the profession's best benchmarks. On this year's survey, the firm ranked among the leaders in all six categories the survey measures—and No. 2 in Work/Life Balance—how's that for healthy?

Additionally, Vynamic is always among the top performers on the Best Small Firms to Work For list, having been ranked in the Top 5 the last four years. "We're powered by a healthy culture," he says. "Values plus our actions create a healthy culture for our people to pursue our greatest potential with clients."

To help pursue that greatest potential with clients, Calista points

to Vynamic's unique and holistic approach to healthcare for a big part of its success. "The healthcare industry is an interwoven ecosystem that is rapidly evolving," he says. "Vynamic is the first management consulting firm to approach the industry in this interwoven way: health plans, life sciences, providers, public health, and the services & technology healthcare companies."

As a result, Calista says Vynamic has the right healthcare expertise at a time it is most needed. "With all the changes in industry and new technologies it is an exciting time to be a management consultant, especially at Vynamic," he says. "We're all Healthcare, all the time. Vynamic has become the largest management consulting firm in Philadelphia focused exclusively on the healthcare

industry. The focus puts 100 percent of our resources on this intricate and complex industry."

Other keys to the firm's success, Calista says is attracting top-notch talent. "The right people are everything," he says. "We have a process to recruit and retain the best talent in the industry."

And Philadelphia is a region bustling with healthcare and provides a place for Vynamic to flourish, he says. Calista launched the business in 2002 after spending five years at a large firm and thought there has to be a better way, he says.

Twelve years later and Calista says his top priority is to continue to make Vynamic a better place to work. "We are very proud to be recognized as a leader in the industry," Calista says. "We grow Vynamic for our people. Recognition for being a Best Small Firm to Work For celebrates that we are on the way to achieving our priorities."

### Were there any specific programs or initiatives that contributed to you being a Best Small Firm to Work For?

Dan Calista, Founder & CEO, says: "One of the strategic priorities this year at Vynamic is "For the Love of the Game." We love management consulting—working with great clients and teammates. As a company, we are creating programs to enjoy our jobs even more. We recently celebrated the "For the Love of the Game" theme by renting Citizens Bank Park, the Philadelphia Phillies baseball stadium for our company meeting and having a series of fun, interactive, and informative activities, including a dugout dance with the Phillies Phanatic."