



# COMPANY PROFILE



*Advancing healthcare through technology!*



## EXECUTIVE SUMMARY

We are a dynamic technology inspired company seeking to participate in Africa's renaissance by fostering the renewal of hope and the promise to improved quality of life to all inhabitants of the mother land - AFRICA.

With the advancements and application of technology in healthcare, we seek to enhance service delivery and further scientific research as well as patient management within the healthcare space in Kenya and the Sub-Saharan continent at large.

Founded in 2019, domiciled in the Republic of Kenya, we serve the domestic market as well as the regional and continental market by our own representation and through a network of country based partners. We have partnered and seek to partner with reputable global companies developing and manufacturing medical devices and solutions.

We aim to supply and support, relevant, practicable, reliable, cost effective and robust products for use in acute care facilities (hospitals), step down (Inc. homecare) facilities, medical diagnostic centers and laboratories as well as research and teaching institutions





### **Our fundamental objectives are:**

- » To bring relevant and innovative products and solutions that enhance diagnosis and patient management through technology driven and IoT enabled medical devices and solutions.
- » To ensure incremental value while impacting positively on the healthcare delivery systems through evidence based activities linked to our products and service offering coupled with industry best practices for improved clinical patient outcomes.



### **We seek to:**

- » Promote universal access to healthcare in Africa, by supplying cost effective and sustainable products and services through our own representation and through other in-country partner companies across Sub Sahara Africa,
- » Facilitate the improvement of diagnosis, management and scientific research on non- communicable diseases (NCDs),
- » Enhance and enable effective patient management through point of care testing and IoT enabled devices,
- » Excel in providing customer centric services by offering tailor made solutions to specific and often unique situations by customer, which when summed up contributes towards the global development of the healthcare landscape across Africa,
- » Align our company and our in-country partner organizations' operations to the same standards as those envisaged by the leading global manufacturers we represent in accordance to international standards (ISO, FDA, CE, IVD directive 98/79/EC, IVD-R etc).



## Our Ethos

We draw our strengths from being an evidence-based organization and have made tremendous strides in our quest to be continent based solution provider and service specialist organization. We have put together an experienced team of individuals who have been and are active in supporting the healthcare delivery spectrum.

We endeavor to consolidate our expertise, the expertise from the respective principal suppliers we have partnered with, combined with the expertise within our customer base to solidly develop, offer, provide and support tailored practical and sustainable solutions, effective to contribute positively towards the set goals for the betterment of the healthcare delivery system moving towards the attainment of universal access to healthcare.





## Our Vision

To emerge as a catalyst in the advancement of healthcare systems in Africa, by providing medical, diagnostic and point of care testing devices linked with IoT enabled solutions, scientific research and medical education tools thereby becoming an effective and efficient continent based solution provider and evidence based service specialist organization.

## Our Mission

- To contribute to the advancement of healthcare systems in Africa by providing innovative, reliable, robust, practical and cost effective healthcare technology solutions.
- To become a preferred partner and be embraced as a benchmark for providing quality products, customer centric solutions, evidence based and value added services proffering incremental value to all stakeholders.



## Our Core Values

The cornerstone guiding our operations and business ethos are our core values, which form the basis of our cooperation with all our partners, clients and principals alike....we **DARE** to succeed!

### **Dependable:**

- To always show up when duty calls.
- To harness our individual and team attributes to deliver exceptional service.
- To commit to doing what we say we'd do, when we say we'd do it.

### **Accountable:**

- To promote and cultivate a culture of ownership for every decision and action we take.
- To promote fairness while fostering balanced and sustainable local economy development.
- To uphold the highest standards to preserve the environment we operate in.

### **Respectable:**

- To respect opinions of everyone we interact with, without prejudice, regardless of any difference of opinion that we may hold.
- To respect and embrace diversity; culture, religion and/or gender of everyone we interact with.
- To be an inclusive team that acknowledges everyone's individuality yet recognizing the strength of the collective.

### **Ethical:**

- To uphold high levels of corporate governance.
- To always be disciplined and candid in our actions.
- To always conduct our business with utmost transparency in ALL our transactions in an honest, trustworthy and respectful manner.



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