



# MANIFESTO

Last Updated / *May 14th, 2018*

# Vision

Noor Medical seeks to improve humanity's access to equitable healthcare.

# Mission

Noor Medical aims to provide the critical sterilization of medical equipment for rural health clinics - with a 2025 goal of positively impacting 20 million lives.

# Challenge

**No one should die because of improperly sterilized medical equipment.**

We believe in the universal right to equitable health care delivered in a sustainable manner. Clinics in remote areas often do not have the necessary access to electricity to sterilize their instruments. Nurses frequently have to travel long distances to sterilize their medical equipment properly in major hospitals with a more stable electricity supply. Sometimes, however, it is still not possible to sterilize the equipment in these hospitals and they have to either use less efficient sterilization methods such as boiling water or to operate without sterilizing the instruments at all. Approximately, 1/5 of patients in the developing world suffer from post-operation infection, due to, among other causes, the use of improperly sterilized equipment.

# Core Values

## **Comprehensive sustainability**

We believe that economic, social and environmental aspects of our business are not separate challenges. We work to integrate these factors, to ensure that we are not only a productive business, but that we are being kind to our planet and to the communities we operate in as well.

## **Systems perspective**

Noor Medical takes a big-picture approach when thinking about how to have the most robust and longest lasting impact. We thus work to support endogenous structures through our local business network and capacity building activities at clinics. We design our autoclaves to be durable, affordable and modular, so that they can be easily repaired and easy to operate by our users.

## **Courage and ambition**

Big problems require bold solutions. Noor Medical seeks to provide equitable healthcare in often difficult operating contexts. We do this because we believe in our vision, and believe that together we can help make it a reality.

# Guiding Principles

## **Togetherness**

Going it alone is not an option. That is why we strive to work alongside strategic healthcare partners in our operating regions to leverage their local knowledge and capacity. With our local partners and relationships on the ground, we become a much stronger force for change.

## **One part of the healthcare challenge**

We are one part of a diverse collection of individuals, teams and organisations working tirelessly toward a more equitable and just global healthcare system. Noor Medical is not the answer to the myriad problems affecting underserved healthcare systems - but we are part of a growing alliance for positive and profitable change.

## **Diversity**

A diverse team is more apt to learn, adapt and build more enduring relationships with critical stakeholders in our operating regions. We believe that building a truly global team will help us as we develop our enterprise.

## **Learn and adapt**

Learning is critical to our development and adaptation in the face of challenge. We learn from both failure and success, and see curiosity as a fundamental tool along our journey of discovery.