**Values**

1. **Affordable, High-Quality Care**  
   We ensure that healthcare is both affordable and of the highest quality, accessible to everyone, regardless of their background or financial situation.
2. **Prevention First**  
   We prioritize prevention by educating individuals and communities about healthy habits and risk factors, empowering them to make informed choices.
3. **Proven, Effective Treatment**  
   We provide evidence-based care to prevent, diagnose, and treat hypertension and diabetes effectively, using the latest research and proven methods.
4. **Honesty and Transparency**  
   We believe in being open and honest in all our interactions, ensuring that patients understand their health, treatment options, and progress every step of the way.
5. **Community-Centered Approach**  
   We work closely with local communities, listening to their needs and providing culturally relevant, accessible health solutions.
6. **Personalized Care**  
   We recognize that every individual is unique. We offer tailored care to meet the specific needs of each person, helping them manage their health on their terms.
7. **Long-Term Impact Through Collaboration**  
   We believe in creating lasting change through partnerships with governments, healthcare systems, and local organizations, working together for the sustained well-being of our communities.