

Our Vision, Mission, Ethics and Sustainable Impact Principles

Our Vision

A world where everyone has access to the quality healthcare needed to live fulfilling lives.

Our Mission

We work to strengthen primary healthcare globally with a focus on quality, resilience and equity. We do this by partnering with others to co-create, learn, innovate, catalyse change and advocate.

Our Ethics

We believe that healthcare is a human right. We pursue ways of working that uphold ethical approaches that safeguard and promote:

- **Legitimacy** – by ensuring multiplicity (of voices and capacities) in our work, partnering around shared vision and working with humility and authenticity
- **Integrity** – by embedding truth and transparency in our purpose and methods
- **Freedoms** – by strengthening healthcare in a manner that is fully respectful of all forms of diversity and individual rights
- **Equity** - by combining inclusivity with fairness whilst combating discrimination

Our Sustainable Impact Principles

PCI is driven by our focus on creating sustainable impact on improved health and well-being for individuals, communities, and societies.

- **A pragmatic, evidence-based health systems approach:** using population health principles to influence integrated, compassionate, people-centred care within a healthcare ecosystem of providers, institutions and communities
- **Relevance:** Diverse primary care practitioner-led project teams bringing lived experience on the frontline of the healthcare system to bear on entrenched challenges
- **Curiosity:** A creative co-learning mind-set with a focus on continuous improvement and shared learner journeys
- **Innovation:** an agile, creative and solution-focused approach to international cooperation and exchange through bold partnerships and programmes
- **Community:** a commitment to the health and well-being of our teams
- **Commitment to planetary health:** understanding the inter-connected needs of people and planet; reducing ecological harm; supporting mitigation and adaptation strategies for climate-resilient healthcare