

**Akiba
ya Roho**

Akiba ya Roho

Driving healthcare inclusion across Kenya

July 2017

Welcome!

Good morning,

On behalf of Boehringer Ingelheim, Ashoka, Access Afya, and PharmAccess Foundation, I would like to thank you all for joining us today to learn more about a new innovative mHealth program that aims at revolutionizing how healthcare is being delivered in Kenya.

Joining me today will be my colleagues Margaret Kiplagat, Chief of Staff at Access Afya, as well as Millicent Olulo, Country Director from PharmAccess Foundation who will highlight their points of views and overall understanding around the launch of Akiba ya Roho, and the added value this new program brings to the healthcare conversation in Kenya.

Boehringer Ingelheim in brief



Boehringer Ingelheim Center

Our headquarter
in Ingelheim

- Family-owned global corporation
- Founded 1885 in Ingelheim, Germany
- Focus on Human pharmaceuticals, Animal health and biopharmaceutical contract manufacturing
- Around 45,700 employees worldwide
- Four R&D sites worldwide
- R&D expenditure of EUR 3.1 billion
- 17 production facilities (human pharmaceuticals) in 11 countries
- Net sales of around EUR 15.9 billion
- 143 affiliated companies worldwide
- Investment in tangible assets: EUR 645 million

Status: 31.12.2016

Making more health – Social Entrepreneurship



**Making
more
health**

‘Making More Health’ (MMH) is a longterm and global initiative of Boehringer Ingelheim in collaboration with Ashoka and social entrepreneurs

Aim of the initiative: Social Responsibility by supporting social entrepreneurs (MMH fellows) and integrating innovative social entrepreneurial thinking in day-to-day business. Generate sustainability through Shared Value approach

Making More Health figures:

To date, more than 80 social entrepreneurs (MMH fellows) from the health sector are actively supported with know-how and engagement to facilitate innovative business models — in over 30 countries

Pilot projects in India and Kenya: Collaboration with social entrepreneurs and NGOs to jointly set up an ‘ecosystem’ of healthcare solutions

Disruptive Leadership Programme for Boehringer Ingelheim employees in close partnership with MMH fellows and NGOs

MMH youth and student programs have taken place in various countries to promote Changemaker ideas and social entrepreneurial startup ideas

The Collaboration- Driving healthcare awareness & affordability

- ❑ Critical illness and complications from NCDs are associated with higher costs. Boehringer Ingelheim has partnered with Access Afya, PharmAccess and Ashoka, to launch together a new initiative to improve healthcare outcomes in Kenya and save on the overall cost of care and medicines and encourage savings.
- ❑ The objective of partnership with Access Afya, a chain of low cost, data driven micro- clinics which offers outpatient services for low income communities in Kenya. The program aims to screen 10,000 patients via its network of micro-clinics.
- ❑ Partnering with PharmAccess, will help people across low income communities take control of their health and allow individuals to save and spend funds for medical services through a mobile health wallet.
- ❑ The overall aim of this partnership is to engage with those needing medical guidance and assistance and to address the range of healthcare challenges faced in Kenya that include general lack of awareness around diseases such as diabetes and hypertension.

Driving innovation through mHealth – Akiba ya Roho

- ❑ Akiba ya Roho is a program which targets low income communities to help drive and raise awareness around the prevalence of NCDs, while also offering screening and management of NCDs
- ❑ Akiba ya Roho employs a solution that allows individuals to save and spend funds on medical services through a mobile health wallet. The wallet runs on a technical platform brought by the partners behind M-TIBA. The money saved in the wallet will be used at Access Afya's clinics for consultations and diagnosis.
- ❑ Once enrolled into the program, the public can use the wallet to save on their overall cost of care and medicines by using the vouchers given to them as part of their incentivization to adhere to treatment.
- ❑ Our ultimate aim is to encourage patients to participate in the program, and become incentivized for adherence to treatment recommendations and follow-up visits. The program aims to improve the publics' overall health and ensure that they can receive affordable healthcare in Kenya.

Screening for non-communicable diseases



- ❑ Akiba ya Roho is an outreach, screening, management and micro-savings program aimed to drive awareness, understanding and management of non-communicable diseases (NCDs).
- ❑ The launch initiative includes patient screening for diabetes and hypertension in low income communities.
- ❑ Patients will be screened for diabetes and hypertension, free of charge, in mobile clinics and through the Access Afya network.



Healthcare access in Kenya

Access has always been an ongoing issue, coupled with the affordability of care.

A majority of Kenyans are excluded from mainstream health insurance schemes.

In particular, the government is looking to leverage Kenya's relatively high mobile phone penetration – 89.2% ([Oxford Business Group](#))

Akiba ya Roho empowers patients to take care of their own healthcare and roll over their savings from month to month.

Program rollout and imperatives

- ❑ **Awareness** – Akiba Ya Roho is targeting informal settlements to raise awareness around NCDs in Nairobi – specifically diabetes and hypertension
- ❑ **Accessibility** – Access Afya's clinics are located across informal settlements and mobile/pop-up clinics can easily, using the right care team communicate with patients depending on their need
- ❑ **Affordability** – Clinics are affordable and Patients are incentivized to save for care
- ❑ **Adherence** – Adherence is incentivized through healthcare voucher

Boehringer Ingelheim's role

- ❑ ***Incentivizing the program for patients:*** Boehringer Ingelheim will sponsor healthcare financing products through vouchers.
- ❑ Boehringer Ingelheim will fund vouchers that cover 100% of the cost of the initial screening as well as incentives that go towards reducing the cost of the next clinic visit. In addition, for every follow up visit, we will further incentivize the next visit up to 40% of the cost of a visit at Access Afya.
- ❑ We are proud to be associated with the launch of Akiba ya Roho – it is part of Boehringer Ingelheim's "**Making More Health**" initiative, a global initiative in collaboration with Ashoka which aims at co-creating sustainable businesses that offer comprehensive and holistic, systems-changing solutions to challenging health problems across low income populations.
- ❑ Aiming to improve healthcare for people worldwide Making More Health pursues a multitude of approaches to finding solutions and tailoring these solutions to specific projects.



Thank You