

**Making  
more  
health**

## Portrait

### **HEALTHY ENTREPRENEURS, The Netherlands** Increasing access to essential supplies to through locally based micro-businesses

supervised by fellow Joost van Engen



#### **THE PROBLEM**

Crucial medicines don't always reach the people in need of them most. They can be inhibited by ineffective and in some cases corrupt national health systems. For example, in many developing countries across Africa, distribution of medical supplies and affordable health products is often too slow and unaffordable by the people living in poverty.

#### **THE STRATEGY**

Through his organization, Healthy Entrepreneurs, Joost has invented a new supply chain by connecting locally-run and centrally coordinated purchasing structures. These structures sell the highest quality generic medications via independently operated warehouses. He has paired this with reliable distribution through local, sustainable micro-health businesses.

#### **THE IMPACT**

At the end of 2015, Health Entrepreneurs was working with 928 micro-entrepreneurs, each of them reaching 500 direct customers who on average have a household of 5-6 persons, resulting in a reach of roughly, 3000 people per entrepreneurs. This amounts to reaching around 2.8 million people in 5 countries since the first entrepreneurs started in August 2012.

#### **SUSTAINABILITY**

Healthy Entrepreneurs is using a franchise model, creating jobs for local entrepreneurs that earn on average \$48USD per month through their sales. This for example is twice the model income in households in the central African region. A portion of revenue goes back to Healthy Entrepreneurs headquarters to cover global operating costs.