



*A quality healthcare social enterprise
serving Kenyan slums*

www.accessafya.com
info@accessafya.com

 AccessAfya

 AccessAfya

 AccessAfya

 AccessAfya

Access Afya

Who We Are

Access Afya runs a chain of micro-clinics in Nairobi's slums.

Our vision is a networked system of community based healthcare that provides consistent, quality services and medication to low-income Kenyans and beyond. We currently run two clinics and a primary care program in two schools, reaching thousands of Nairobi's slum dwellers.

At Access Afya, we believe the future of health is decentralized care in convenient community locations. Our model addresses problems earlier, teaches prevention, and meets patients where they already are. As a Nairobi-based private sector social enterprise, we can learn quickly and adapt our model to our clients preferences.



The Problem in Our Market

Around 60% of urban Kenyans live in slums. Here, healthcare options are inconvenient, unreliable, with appealing options as unaffordable. Residents in the slums choose between crowded, under-resourced facilities and informal chemists, who sell pills but not healthcare. The drugs that residents purchase from these unregulated, under-qualified chemists often are counterfeit or expired.

Therefore, residents living within the Nairobi slums self-medicate or go without treatment. Their health behavior is emergency treatment, rather than preventive care. This increases the disease burden and cost for the patient and the community. Furthermore, the slum environment is overcrowded, with poor sanitation and an often unclean water supply that leads to a prevalence of illness related to contaminated water and unsanitary living conditions.



Our Solution

Community Primary Care

In response to this, Access Afya developed a micro-clinic concept, which integrated quality clinical care into our target market's daily routine. Clinics are run out of small, efficient spaces that are located directly in the informal settlements, next to vegetable stands or chapati sellers. The clinics are fully equipped to deal with a wide range of health needs from responding to coughs to managing hypertension, offer lab services, and include a health and hygiene shop supplied offering medication and cosmetic products supplied through a trusted drug supply.

In contrast to many global health programs operating in the silos of HIV/AIDS, family planning, or others, Access Afya offers a one-stop shop for basic health. We are a safe, accessible first entry point into the healthcare system, which is crucial for identifying and treating illness and diseases initially, rather than leaving them untreated to become chronic conditions that are more expensive and can even be fatal. We refer more complex cases to hospitals and specialists when needed.

Getting into the community is essential in adapting a retail health model to this market. Our outreach programs promote non-facility based care and client relationships through Healthy Schools Program, Healthy Sundays, and community clean ups.

The vision is a fully sustainable care model for field offering and primary care clinics. An important component of this is streamlining field and facility care programs using consistent brand and operational standards. These programs are increasingly linked by rotating workers, and a technology system connecting people and information across sites.



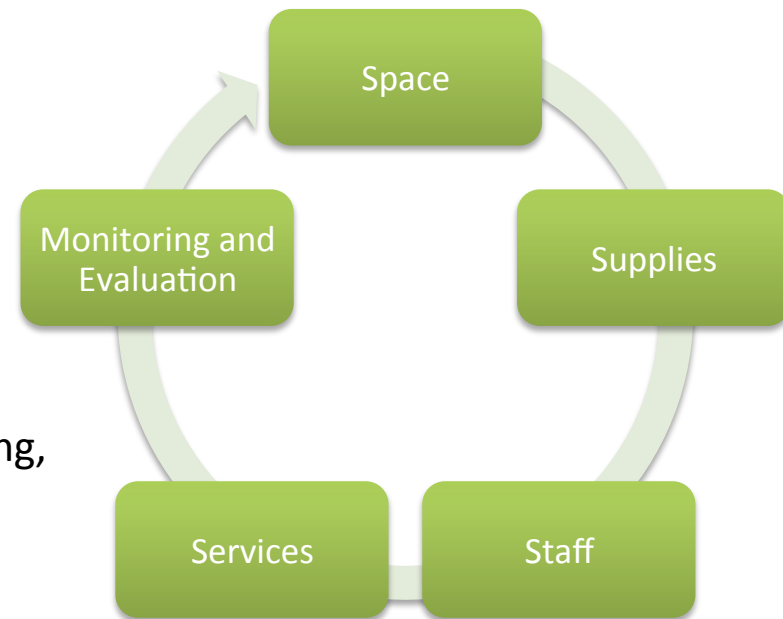
Our Model

Delivering Care

Our model delivers care. We build, stock, staff, and run primary care centers, which involves redesigning the full value-chain of healthcare delivery to emphasize quality and predictability. We use human centered design, training, clinical protocols, operational processes, technology systems, and rigorous monitoring and patient care methods to ensure that our clients have a consistent, quality service at any of our sites. We hire Kenyan clinical officers, pharmacists, and community health workers to work in the clinics. Community health workers are hired from the areas we work within to help us develop, market, and run programs.

Healthy Schools Program

Our Healthy Schools Program grew out of our desire to reach a larger range of patients and bring healthcare directly to the community. The Healthy Schools Program model delivers nutrition, primary care, and sanitation to schools through a clinical officer, program coordinator and manager who ensure the delivery of supplies and services in the schools including deworming, hand washing, and health education. Staff also regularly monitor and evaluate the interventions, school attendance, and exam results.





We transform an average plot in the slums into a clinic.



One Stop Shop for Health and Hygiene



Growth Strategy

Access Afya is innovating new products and services, and expanding the number of people that use our low-cost healthcare products and services. We aim to reach over 15,000 new people next year.

In 2015, we will create subscription services around chronic health needs such as hypertension. We will also develop and pilot a membership card, where we encourage families to become clinic members, creating an ongoing relationship with Access Afya. This would be the first product of its type trialed in such a low-income market, and we have designed it using hundreds of community surveys and focus groups.

We plan to continue to expand our footprint to reach more people through new clinics. Our goal is to open two new clinics in the second half of 2015. These will continue to target the slums of Nairobi, Kenya. We will also take our Healthy Schools product to new schools, signing on hundreds of new children for school-based primary healthcare.



Metrics & Learning

We are monitoring both quantitative metrics for traction and sustainability, while also incorporating feedback loops for learning and improvement.

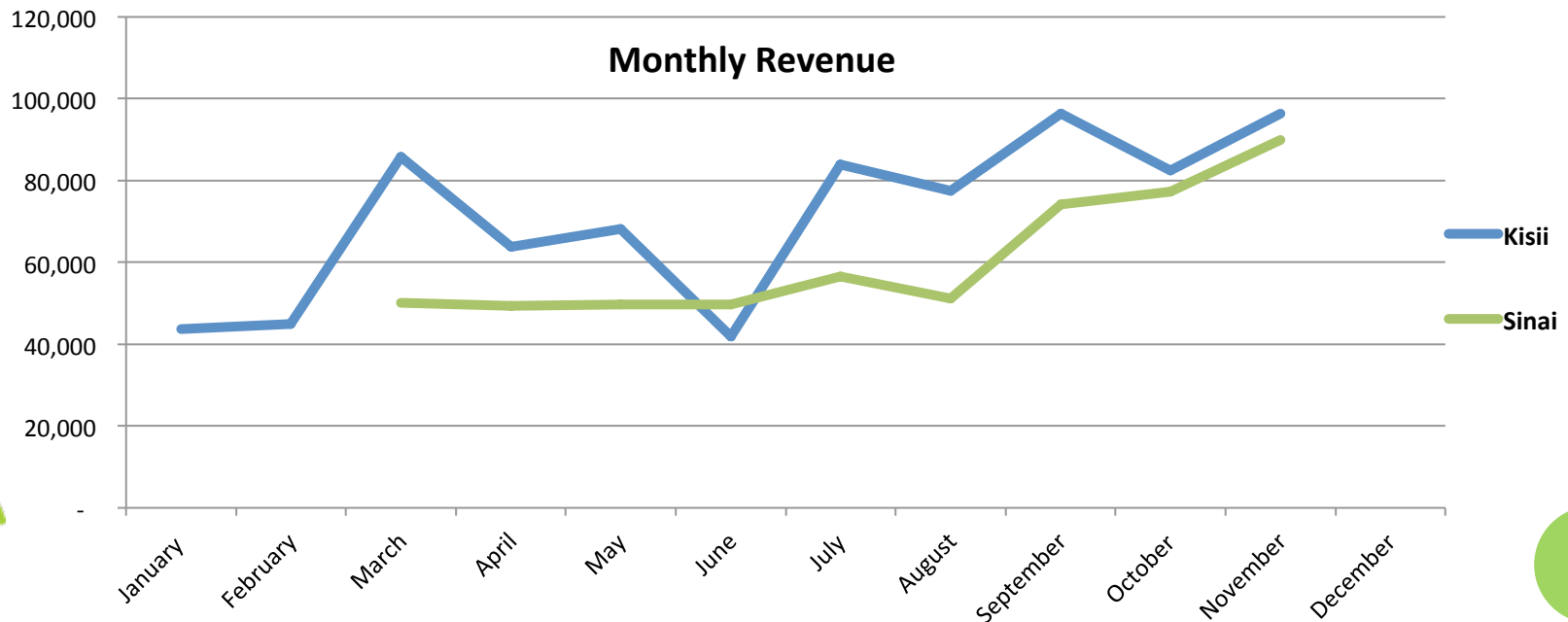
Quantitative indicators

- Patients per day
- Unique patient count
- Weekly revenue
- % self sufficiency
- Average customer care score

Qualitative indicators

- Focus group feedback
- Brand Ambassador feedback
- Outreach events and new partnerships

The quantitative indicators including the revenue graph below are improving this year, but only through the feedback and engagement work we are doing with our patients, which come up in our qualitative indicators. For example, we learned about an HR concern in June not just because our numbers dropped, but because our patients talked to us about their concerns.



Social Impact

We want to improve health outcomes through changing behaviors. The way to do this is to make health care increasingly an easily accessible and desired product.

We have seen a willingness to pay for care in a new market.

- Over 3,500 unique customers paying for healthcare in Kenya slums.
- Over \$17,000 in revenue from transactions averaging \$1.46 in size.

We have seen a behavior change surrounding health.

- Patients better understand when and how to take pills
- Patients come for regular blood pressure checks to manage their health

Our patients value our services and tell their family and friends. Some feedback from customers:

- *“We haven’t seen anything like it. They bring everything, even injections.” – Florence Nelinda*
- *“Each time my son gets sick, the meds from Access Afya are working so fast. But with the hospitals, I used to go back again and again.” – Shenaz*
- *“At Access Afya you are given a consultation first. Others don’t consult or even talk to you, they just give you drugs.” – Christine Mbithe*

We have seen an impact from the Healthy Schools Program.

- At one of our pilot schools, school attendance has increased from 69% to 93% in three months.
- Students are teaching their parents how to wash their hands and requesting soap for the home.
- Teachers have seen a decrease in skin rashes and an increase in energy and attentiveness in class.
- School enrollment has increased because parents have shared the program’s success with neighbors and friends; parents want their children to attend a ‘Healthy School.’



Our Team



Melissa Menke, CEO & Founder

- Background in economic development and finance
- Leads strategy, finance, development, and fundraising



Andy McBride, COO

- Background in consulting and leadership development
- Graduate of Amani Institute with an advanced degree in social innovation management



Maggie Kiplagat, Human Resources

- Experience healthcare professional with 8 years experience in the U.S. healthcare system
- Recently returned to Kenya and leads talent



Vincent Mutigu, Clinical Director

- Started as Access Afya's first clinical officer
- Now oversees quality systems and government partnerships

Access Afya also relies on 12 Kenyan clinical and community health team members to deliver care, engage our target market, and work with the leadership team to shape the direction of the company.



Melissa Menke

Founder and Director

melissa@accessafya.com

Skype: melissa.menke

Phone: +254 (0)708 849 041



www.accessafya.com

info@accessafya.com



AccessAfya



AccessAfya



AccessAfya



AccessAfya