

GlobalHealth Lab  
**class 10 Expansion,  
growth, unmet  
needs**

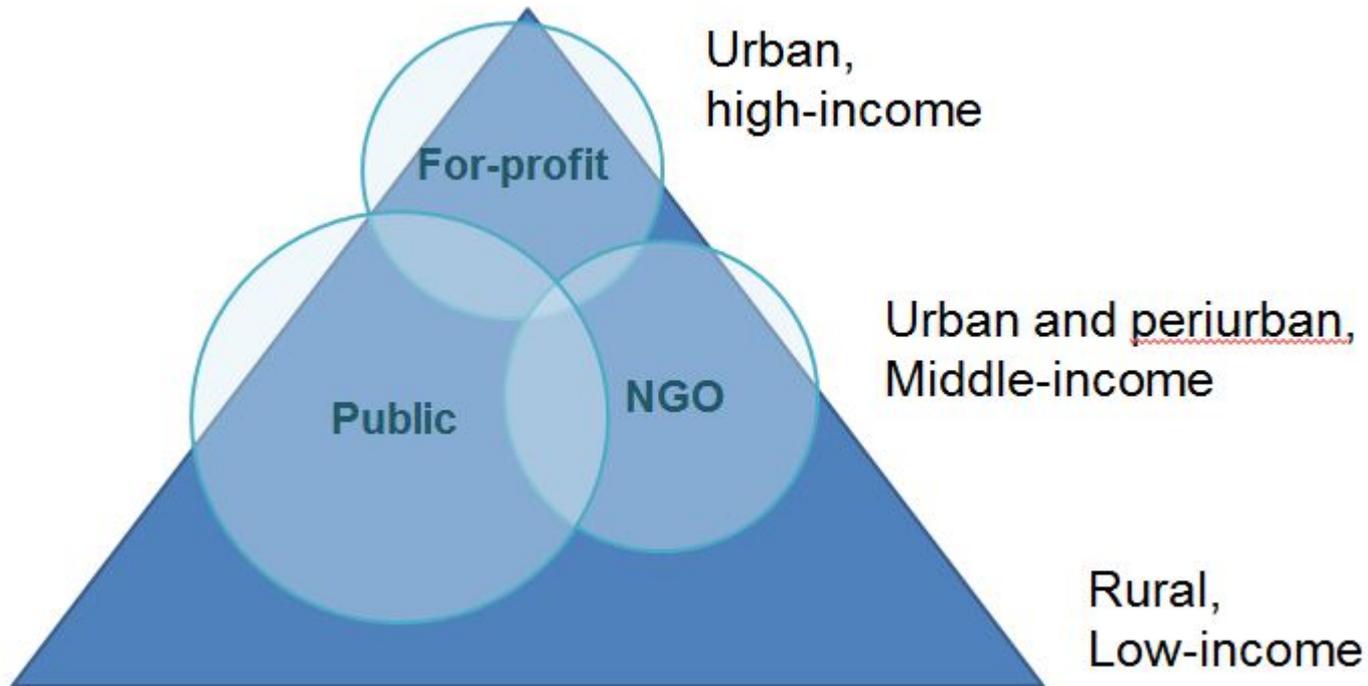
Spring 2013

Anjali Sastry  
and colleagues

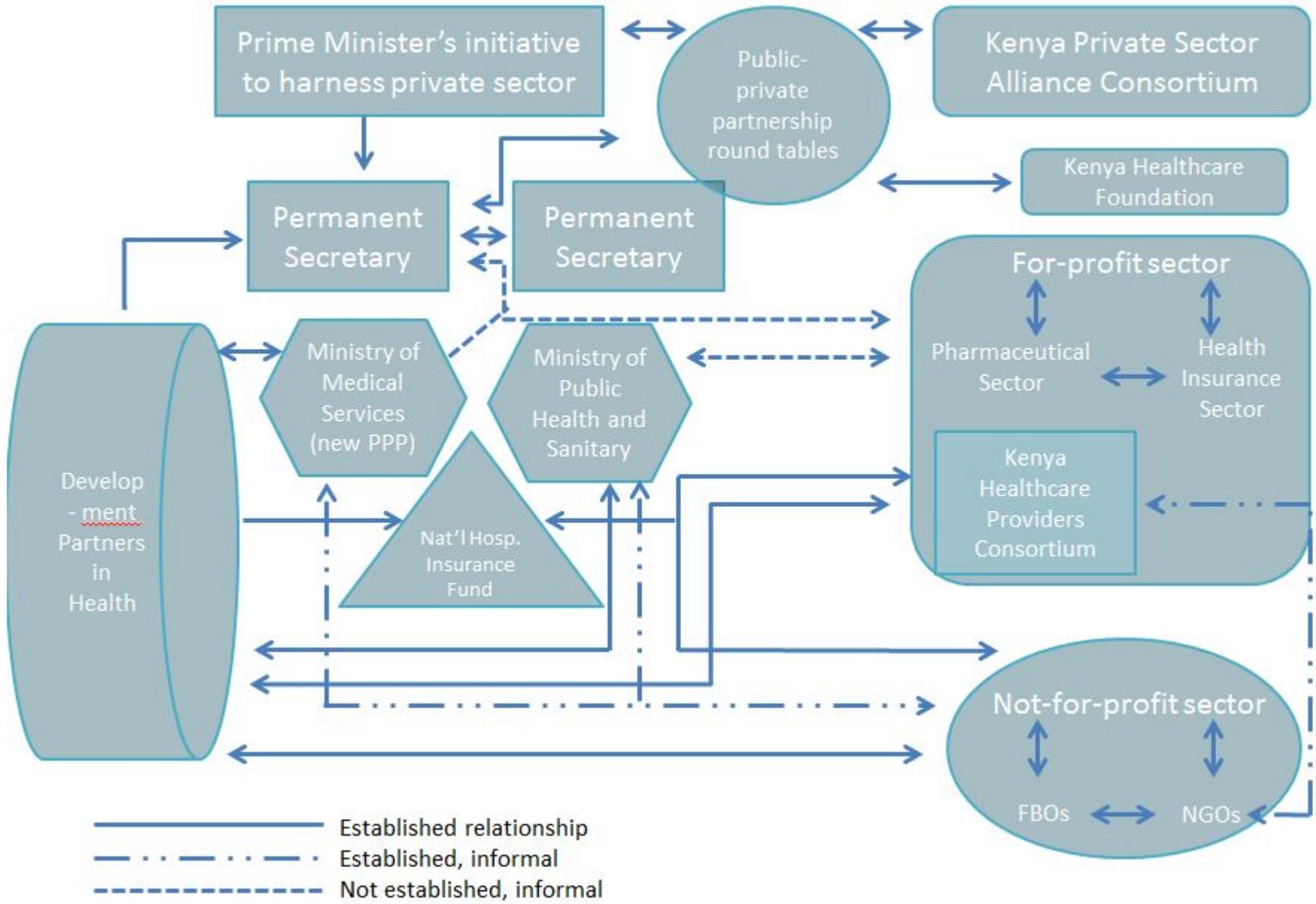
# Plan for today

- Case analysis
  - What should ELI do now: What are the options?
  - How to assess?
  - Link to your project
- 10 minutes for key logistics
- Take a break for personal professional reflection and planning
  - Paper survey: turn in a copy
  - Class discussion on linkage to on-site plans
- Coming up
  - Thanks for the WedUps! Keep going.
  - Thursday readings postponed to H2 (updated readings list to come)
  - GREAT class guests: Bill Rodriguez, Kirk Friedrich

# Kenya's current healthcare system



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# Under-5 mortality: Estimated trend & MDG goal for Kenya, 1980-2004

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7ci bhfm: UVM\YYh&\$\$\*. 'YbntU""&\$\$\*"

# Key references

- Kruk , Margaret E., Emily Goldmann and Sandro Galea. “Borrowing And Selling To Pay For Health Care In Low- And Middle-Income Countries” *Health Affairs*, 28, no. 4 (2009): 1056-1066 [required reading for this class]
- THE WORLD BANK Private Health Sector Assessment in Kenya WP193, 2010
- Wamai, RG. (2009). “The health system in Kenya: Analysis of the situation and enduring challenges.” *JMAJ*. 52(2): 136.
- Kareru, PG, Kenji, GM, Gachanja, AN, Et al. (2007). “Traditional medicines among the Embu and Mbeere peoples of Kenya.” *Afr. J. Trad. CAM*. 4(1): 7
- “Annual Health Sector Statistics Report.” (2008). Division of Health Management Information Systems. *Ministry of Public Health and Sanitation*. Nairobi:

# *Empowering Lives International-Kenya*

## Options to examine for financial sustainability

- See the list from the [case](#)

**The team also considered, but rejected:**

- Micro-insurance
- Partnering with private clinics to share costs



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# *Empowering Lives International-Kenya*

## The team's approach to analysis

For each option, consider:

- Impact
  - The size of the impact.
  - Short-term or a longer-term fix?
  - How sure are we?
- Feasibility
  - Can this be implemented?
  - What would it take (time/resources)?
  - Barriers to implementation.
- Community Acceptance
  - Will people use it?
- Tarus
  - Feedback from Tarus and the team



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# *Empowering Lives International-Kenya*

## Methods

### **Data:**

- observations in the clinic
- interviews with
  - clinic staff
  - Wide cross-section of the community.
  - Dentists, optometrists, personnel in other local clinics

**Data collection focus:** understanding willingness to pay, market penetration and cost structure

### **Other tools and approaches for the study:**

- Capacity Utilization studies
- Activity Based Costing
- brainstorming process
- interview design, taking into account multiple formats

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# *Empowering Lives International-Kenya*

## MIT Team recommendations

- Start new services (dental and optical)
- Charge market prices for these services to subsidize basic care
- Market, by creating a well-known brand in the community.



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## *Empowering Lives International-Kenya*

# How to address potential tensions between mission and sustainability?

“The approach we started with was to include the board and the clinic staff in creating a brand strategy for the clinic. Their involvement helped in creating a single message that they all supported, and service (and pricing) levels they all agreed upon. The second part of the strategy was supported by branding efforts that helped the community realize the quality service they are receiving for the price they pay.”

--MIT student team member

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# 10 minutes for key logistics

- Materials package tomorrow: 1 per team
- Check ins
  - By tomorrow—AL survey;
  - Within 24 hours of arrival—email Alison;
  - Day 3—email mentor update (can serve as WedUp)
- What will you bring along?
- Blog plan: 5-7 posts spread across time, must start now

# Your personal professional development

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15.S07 GlobalHealth Lab  
Spring 2013

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