PS Kenya Strategic Plan 2021 – 2023



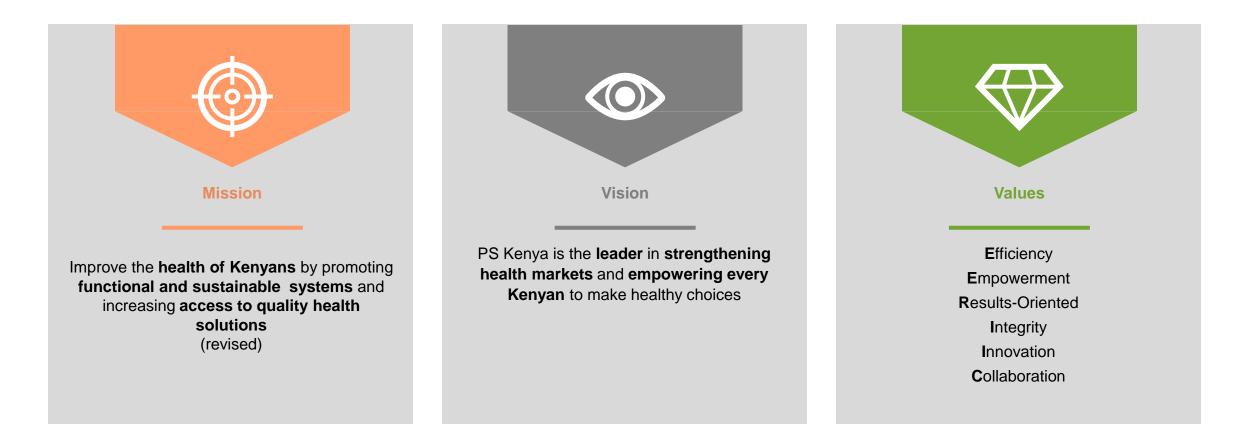
Sustainable impact through partnership, leadership, and innovation

Healthy lives. Measurable results.

PS Kenya's strategic challenge

"How do we leverage our strengths and adapt our institutional capabilities to grow our impact and work toward sustainability in a market that is becoming increasingly hostile to the status quo?"

Mission, Vision and Values





Strategic priorities & Cross-cutting priorities

PS Kenya will increase impact by working through others, sitting at the table, and offering innovative sustainable solutions

SP1 :Work with and through others to improve Sara's access to quality and affordable	and leading solutions to facilitate the GOK's successful UHC	SP3 : Develop and deliver to market scalable & sustainable solutions that will improve the
healthcare	transformation	delivery of healthcare to Sara in the long term

CP 1: Improve organizational efficiency to deliver results and solutions cost-effectively **CP2:** Digital and innovative solutions that will disrupt the healthcare ecosystem and facilitate UHC



Shifting PS Kenya upstream by working through others will enhance PS Kenya's brand, build capacity and increase impact

Value proposition

End consumer (Sara): To Sara and the health ecosystem around her, PS Kenya will add significant value by providing technical leadership to enhance access to healthcare products, services, and communications, in line with government priorities. **Payer (donors)**: To donors wanting to maximize health impact to Sara at scale, while minimizing risk and oversight headaches, PS Kenya can be the local, endto-end solution that drives long term effectiveness. **Partners (sub-awardees):** To smaller, local NGOs/CBOs, PS Kenya can help connect them to resources, funding, and best practices to further their impact

Improve access Leverage technical leadership to build a network of partners to collectively enhance access to quality primary health services to Sara



Change behavior Promote healthy behavior and increase the overall demand for health services and products by Sara Objectives



Expand reach & influence

Expand PS Kenya reach in counties and effectively position it to take advantage of the shifting health landscape



Build internal oversight capacity

Strengthen internal capacity for managing subscontractors to effectively de risk partmer investments



Build external grassroots capacity

Increase capacity of smaller NGOs, CBOs aligned to PS Kenya's goals



PS Kenya will leverage its current leadership position to advocate for key decisions & solutions for UHC & MOH priorities



Value proposition

GOK: To facilitate the GOK's goal of UHC and other MOH priorities, PS Kenya can become the indispensable and go-to local partner in the essential integration of the private sector, in quality assurance, in digital enhancements, and beyond.

Private sector: To smaller private sector health facilities throughout the country, PS Kenya can be the intermediary who opens doors for integration into UHC, while also alleviating key technical blockages to quality and profitable service delivery



PS Kenya will take an entrepreneurial approach to its existing services as well as to new services



Value proposition

PS Kenya will leverage its brand, partnerships, and experience delivering health programs in the market both to develop existing business opportunities as well as to develop others that will disrupt the market through its competitive local pricing





PS Kenya will continue to pursue efficiencies across the organization and maximize revenue



Value proposition

PS Kenya will build on previous experience optimizing key organizational processes to keep cost structure low while increasing grant revenue and maximize surplus that can be redirected as investments in other key areas



PS Kenya will continue to pilot new and innovative solutions and approaches to meet market needs



Value proposition

PS Kenya will leverage its existing network and expertise successfully launching new products into the market (e.g. self-care) to pilot and scale new innovative product and service offerings that will disrupt the market



