



PS Kenya 2022

CORPORATE PROFILE





Overview

Population Services Kenya (PS Kenya)

is the leading social and behavior change, social marketing, and franchising organization in Kenya. PS Kenya has over 30 years of experience of measurably improving the health of Kenyans by supporting the Ministry of Health (MoH) to address public health priorities in HIV & TB, Malaria, Reproductive Health, Maternal Health, Child Health, Water, Hygiene and Sanitation, Nutrition, and Non-Communicable Diseases. Our approach harnesses the vitality of the private sector to improve health outcomes for “Sara”-our archetype that focuses our interventions. PS Kenya is a member of the PSI Network.



ABOUT SARA

About Sara

PS Kenya uses three distinct approaches to serve Sara, the hero of our story;

- 1 A health systems facilitator to promote systemic changes.
- 2 Acting as a health-systems actor with direct implementation.
- 3 Collaborating with and through others to improve access to high-quality products and services.

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How We Work



Vision

PS Kenya is the leader in strengthening health markets and empowering every Kenyan to make healthy choices

01



Mission

Improve the health of Kenyans by promoting functional and sustainable systems and increasing access to quality health solutions (revised)

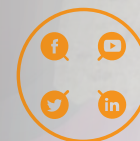
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Values

- Efficiency
- Empowerment
- Results Oriented
- Integrity
- Innovation
- Collaboration

03



Social Marketing

We develop and market quality and affordable health products and services to reduce barriers to access and leverage the private sector distribution chain to reach those in need.



Social and behavioral change

PS Kenya uses an evidence-based Social Behavior Change (SBC) approach that allows for a deeper understanding of the underlying issues preventing a target group from adopting healthy behaviors



Service Delivery

PS Kenya works with the private and public facilities to strengthen quality of care through capacity building of health care workers to deliver reliable and high-quality services PS Kenya also continues to strengthen the Tunza Social franchise that was established in 2008.



Health Systems strengthening

PS Kenya collaborates with the Ministry of Health and other stakeholders to strengthen the health system through supporting development and review of policy and guidelines, annual work planning for National & County Governments, accreditation of private providers, capacity building of health workers & forecasting, quantification, and distribution of health commodities.

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Ps Kenya's Unique Positioning

- We understand private sector channels where more than 50% of Kenyans access health products and services.
- We understand the target audience (Sara) and apply rigor to get relevant insights that inform effective behaviour change interventions
- We draw on strong relationships and partnerships with a wide range of market actions including governments, manufacturers/ distributors, health providers and CBOs.
- We are always ready to enter uncharted waters and disrupt the norm where necessary.
- We have a national footprint working in all Counties in Kenya.
- We focus on measurable results, exercising discipline around evidence.
- We are always ready to enter uncharted waters and disrupt the norm where necessary – e.g. condom communication in Kenya

Our Partners

PS Kenya works closely with private sector stakeholders including 23 commercial distributors, 700+ wholesalers, and over 66,000 kiosks, pharmacies, bars and lodges.

We support a social franchise network of over 400 Tunza clinics in the Tunza franchise, dozens of community-based organizations through our recently formed, Grassroot Network Organisation, and partner with hundreds of institutions, and suppliers to complement the efforts of the Government in improving health systems in Kenya."



The Tunza Health Network

The Tunza Network currently has over 400 clinics in 47 Counties in Kenya. A team of clinical, demand creation and business staff supports the network at the field level. Clinical and business staff offer clinical training & continuous support supervision. Demand creation staff work with community mobilizers to create demand for services. The Tunza franchise offers a wide range of services including Reproductive Health, Malaria, Fever Management, Hypertension, HIV Care and treatment.

Tunza Background

- Started with Family Planning as the flagship service with a focus on increasing access to LARCs
- Fractional model of social franchising.
- Franchisor and franchisee enter into contractual agreements to deliver a specified package of services under a common brand.
- The brand promise is friendly, quick, affordable and quality services offered by qualified health providers
- Maintaining quality is the priority.

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Tunza Network Footprint and Services

Delivery Channels

- Tunza clinics.
- Outreaches.

Clinical services currently supported

- Family planning.
- IMCI-Pneumonia, Diarrhea and Malaria management.
- HIV management
- Safe Motherhood.
- Cervical Cancer Screening and Treatment (Cryotherapy).

Health Financing

As part of efforts towards achieving universal health coverage, PS Kenya is partnering with Kenya's national social insurance NHIF to increase enrolment of the informal sector into national scheme by promoting NHIF's SupaCover. We are also facilitating empanelment of small facilities like Tunza into (NHIF). Close to 50% of Tunza facilities are empaneled into (NHIF).

Our Programs

Reproductive Health

Addressing Reproductive Health needs of women to reduce maternal mortality.

The interventions in this program include:

- Social Marketing of Femiplan pills and injectables through the private sector distribution system SBCC on use of contraceptive targeting youth and married couples.
- Increased access to long term methods of family planning through the franchise.
- Cervical cancer screening & treatment.
- Safe motherhood.

Tuberculosis

In collaboration with National Tuberculosis Program and several County governments, PS Kenya is supporting TB response activities to contribute in the reduction of the burden in Kenya. The implementation is being done through various response strategies which include;


Public Private Mix (PPM) initiative by enhancing the contribution of private health providers in TB case finding and service provision using innovative approaches. This involves use of innovative ways to engagement of various private health providers through the initiative PS Kenya has worked with over 600 private health providers which includes; pharmacies, private hospitals, private medical clinics, radiology service providers, institution clinics, mission dispensaries, nursing homes and laboratories with focus to increasing TB case finding through improved access to TB diagnostic services.

Optimizing quality of care with focus on Drug resistant TB (DR-TB) patients by addressing barriers to treatment adherence through; provision of tailor-made support based on barrier analysis findings, provision of individualized treatment plan addressing barriers and creation of patient support systems targeting adequate clinical services, social life, and income generation.

HIV Prevention And Treatment

Working to create a generation free of HIV in Kenya For over 20 years, PS Kenya's HIV department has been at the forefront of the fight against HIV. Using an evidence-based approach and working with stakeholders, we work to increase access to affordable, sustainable and high-quality HIV services in the private sector. Our work is centered on the following areas:



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- HIV care and treatment, including the elimination of mother-to-child transmission.
 - Kenya's viral load scale-up project.
 - Oral pre-exposure prophylaxis uptake in key populations.
 - Social Behavioural Change campaigns on HIV self-testing, HIV testing services, Test and Start, condom use and voluntary medical male circumcision.

Malaria Interventions

- Net distribution through various models.
 - Routine Distribution
 - Mass Distribution
 - Continuous Community based distribution- pilot
 - Social marketing
- Malaria diagnosis – growing RDTs use in the private sector.
- Supporting behavior change strategies and interventions to increase net use.

Global Fund Malaria

- Malaria interventions
- Community Case Management of Malaria in Busia County
 - Testing and treatment of uncomplicated malaria by trained CHVs
- School Health in Coastal Region
- Link Facility Support Supervision
- Data Quality Audits



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CORPORATE PROFILE

PS Kenya is a leading provider of health and nutrition services in Kenya. We are committed to addressing the health and nutrition needs of the Kenyan population, particularly in the rural and underserved areas. Our approach is based on the 'Soko' and 'Anchovy' models, which are designed to be sustainable and scalable. PS Kenya is a

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