

# Private Health Business: Entrepreneur's Experience



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**PRIVATE HEALTH SECTOR E-CONFERENCE**

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# Introducing First Fruits Clinic



# Background



- Clinic located in Lusaka, capital city of Zambia
- Established in July 2008 as the only clinic in the area
- Client profile
  - Handles about 40 patients per day
  - High income 20%, middle income 50% and low income 30%
  - Adults 40%, children 60%
  - Female 55%, male 45%
- Currently employs 11 permanent and 8 part-time staff
- Services offered: maternal & child health, family planning, general out-patient care, dispensary, physiotherapy and mini-lab

# Vision for Establishing the Clinic



- Worked as Nurse/Midwife for 16 years in public sector
- Experience in Suburb clinics introduced me to the community
- My vision was driven by fact that nearest clinic was 5 km away
- Passion grew after seeing the gaps in public clinics—knew I could do better!
- Vision was to offer services to vulnerable groups

# My Pathway as an Entrepreneur



- Released my home for clinic location
- Used savings (\$42,000) to procure medical equipment and start operations
- The vision was made real after attending financial management training by the USAID-funded Banking on Health project
- Knowledge and skills acquired from the training accelerated the process
- Discovered that I can actually run a health business!



# Benefits from the Training

The three -day training on financial management assisted me in starting my business.

## **It left me with a few important lessons:**

- business must be separated from personal finances
- every business requires a business plan
- financial management is important to measure the financial health of my business

## **It also gave me specific skills:**

- how to set up health business goals
- how to measure profitability
- how to write an action plan and keep medical records
- how to prepare and interpret financial statements



# Ongoing Support Services from SHOPS



- After the training, SHOPS consultants made follow up visits to my clinic
- I have been encouraged and motivated to go ahead
- My records have been reviewed and I have been advised on financial planning
- I have also been assisted in determining how to re-invest my profits into the business
- Recently I was counselled on how to manage a business loan
- I have been made to feel a part of SHOPS

# Financing Aspects



- The SHOPS training linked me to financial institutions
- Firstly, from the presentation given by the bank during the training
- However, due to collateral complications I was initially unable to get a business loan
- Managed to secure personal financing from bank as an alternative
- Currently in the process of obtaining a business loan of K500 million (\$105,000)



# Growing My Health Practice



- I have invested K500 million to date (just over \$100,000)
- My savings and earned capital were used to acquire equipment and meet operational needs
- I took out a personal loan of K80m (\$17,000) to build a laboratory and physiotherapy wing
- This has resulted in increased clientele and need for more services to be offered!



# Future Plans



➤ **Within 5 years, I plan to:**

- Build additional wards and an operational theatre
- Procure an ambulance to facilitate referrals and admissions
- Acquire modern equipment (ultra sound and x-ray) to meet the growing demands for treatment
- Recruit specialised clinical staff to offer additional skills and retain staff through motivational training
- Develop partnerships with private and public providers

➤ **In 10 years I will grow my facility from a mini to a full hospital**

# Message to Other Health Providers



- Business is not easy, dedication is necessary
- Challenges are real, face them to overcome them
- Never give up if the going becomes rough
- Remain focused in business, do not bring personal or family issues in
- As an owner of the business, get yourself involved so you know the realities
- Prepare yourself adequately before you venture into business

# Thank you very much!

