



HANSHEP Health Enterprise Fund Marketing Boot Camp

Video Transcript

Cal Bruns, Matchboxology: What's made this training very special is that there's seven very different organizations, at different stages of development, different levels of sophistication. From a hospital to a very small startup clinic, to a women's sanitary pad organization in rural Kenya. The people came together and they have all participated in some fairly robust business processes equally. It's been fantastic. They've been creative, they've been engaged, and they've been a lot of fun to be with.

Vincent Mutugi, Access Afya: This training has made me step into the customer, or the consumer or the patient side. And actually I felt or I had that experience of what they feel when they're on the other side of our institution. So, it's mind-boggling I've had to think like a patient, which I think gave me so much insight into what maybe I need to—we need to plan in terms of marketing.

Catherine Onyango, ZanaAfrica Group: I've been able to understand my role much better, I've been able to think widely. I have a challenge now to focus more on what the client needs much more than what the organization needs in pushing the product out.

Franciscah Nzanga, MicroEnsure: Because each of these individual organizations have their own element—something unique about them. So being able to partner together and find out different ways in which we can work together would be something really nice.

Joseph Otieno, Jacaranda Health: This is some kind of a rigorous exercise. I usually get bored very fast, but this one was different. I was on my toes all the time.