

Improving Access to Private Health Care in Kenya

The private health sector is increasingly viewed as critical to meeting the growing demand for financing and delivery of health care services, including HIV, in Kenya. Over half of all health facilities in Kenya are private, and 37 percent of all health spending occurs in private facilities (2009/2010 Kenya National Health Accounts). The private health market has dramatically grown over the last two decades and is an important source for care across various segments of the population. For example:

- 47 percent of poor Kenyans use a private facility when a child is sick
- 1/3 of couples obtain their family planning methods from the private commercial sector
- 10 percent of health care spending goes to NGOs or faith-based facilities for family planning
- 1/4 of people living with HIV and AIDS access treatment from the commercial private sector



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SHOPS Project Goal in Kenya

The SHOPS project in Kenya focuses on two key elements to improve access to quality health services and products through the private health sector: (1) increasing health care coverage by scaling-up private health insurance; and (2) increasing availability and improving sustainability of private health care products and services. Through these efforts, SHOPS aims to bring sustained improvements to the health and well-being of all Kenyans.

Activities in Kenya

Creating affordable health financing options

SHOPS is designing and promoting health insurance products that are accessible to and affordable for marginalized groups, such as women, people living with HIV and AIDS, and the lower income population. Key activities include:

1. Providing technical assistance to Cooperative Insurance Company Ltd. to develop sales and marketing strategies for their micro-health insurance product, Afya Bora.
2. Conducting sales training for Equity Bank's network of agents on health insurance distribution.

Private Health Sector in Kenya

- **50%** of health facilities in Kenya are private
- **28%** of HIV expenditures come from a private source, 68% of which is spent out of pocket
- **37%** of HIV expenditures at health facilities are spent in the private sector
- **20%** of Kenyans have health insurance
- **25%** of additional Kenyans can afford some form of a prepaid scheme

3. For the first time, partnering with private providers and insurers to pilot capitation schemes and an electronic insurance claims system to reduce administrative costs.
4. Launching a health information campaign to increase awareness and improve knowledge and perception of health insurance.

These efforts will help marginalized groups access essential health services including HIV care and treatment through the private sector, while also improving the insurance products' viability in the private market.

Costing of health services in the private sector

SHOPS is collaborating with the German Society for International Cooperation and the University of Nairobi to cost outpatient and inpatient services, including HIV, in the public and private sectors. This effort is the first time the private health sector has been costed on a national scale. SHOPS also assessed the quality of health services among private providers. This information can help accurately price products and services, define service packages, and serve as benchmarks for facilities across facility types and levels.

Business skills for private medical practitioners

SHOPS provides business management training to underserved, small-scale owners and managers of private health facilities. Through a series of 22 modules covering management, operations, marketing, quality, and finance,

providers will be able to strengthen their operational efficiency to improve their growth and sustainability.

Expanding diarrhea treatment

SHOPS supports the national scale-up of zinc and oral rehydration salts distribution for diarrhea treatment among children under five. The project supported the development of point-of-sale materials for private providers, and works with national pharmaceutical distribution networks to ensure that the treatment packs reach private outlets.

Ensuring private sector inclusion in the policy process

As a member of the Universal Health Coverage (UHC) Technical Working Group, SHOPS assessed the ability of the Kenyan health sector to inform the Ministry of Health's roadmap for UHC. In addition, SHOPS established and supports Public-Private Partnerships-Health Kenya, a consortium of for-profit, faith-based/nonprofit, and public institutions to engage in public-private dialogue and policy development.

Supporting innovative health care enterprises

Through collaboration with USAID and the U.K. Department for International Development, SHOPS is managing the HANSHEP Health Enterprise Fund, which awards grants and technical assistance to health enterprises in Kenya and other sub-Saharan African countries. These grants could help improve health outcomes through increased access to health products and services.

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For more information about the SHOPS project, visit: www.shopsproject.org



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