



# QHKA

Quality Healthcare Kenyan Awards



**NEWSLETTER**  
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### From The Director's Desk

It is with great pleasure that we share with you this first edition of the Quality Healthcare Kenyan Awards (QHKA) Newsletter.

2019 has been a great year for us here at QHKA as we saw a successful inaugural award event on July 3, 2019. What an experience it was for us and we look forward to stepping things up for 2020. Our sincere appreciation to all our 2019 partners, and we look forward to your continued support to make QHKA a force to reckon with in recognising and promoting quality health services in Kenya. We received over 800 nomination entries across the 13 categories and over 14,000 votes for the three people's choice categories. QHKA aims at recognising and lauding organisations and individuals for their outstanding contributions to the Kenyan health sector and will act as an impetus towards improving the standards of health service delivery. We set out on this journey to change the narrative and showcase impact of high quality contributions on the Kenyan health sector for scalability

and sustainability, which is a first step in the right direction towards improving the standards of health service delivery.

A brainchild of Zawadi Brand Solutions Limited (ZBS Ltd) in partnership with Amref Health Africa and the Ministry of Health, the initiative takes a health systems strengthening approach to improve standards of health service delivery among health professionals by recognising outstanding performance, sharing of best practices, fostering innovation and the use of information technology. The initiative also unites the public and private sectors towards a common goal of quality patient centred care and creates a platform for collaboration.

In this edition, we will showcase the work of the 2019 winners as we acknowledge their efforts towards improving the quality of health services.

Happy Reading!

Grace Ndegwa  
Quality Healthcare Kenyan Awards

### 2019 Award Winners

1. Award of Excellence in Improving Access to Primary Care Services – **PS Kenya, Tunza Social Franchise**
2. Award of Excellence in Advancing Maternal and Child Health – **Jacaranda Health**
3. Health Facility Innovation Project of the Year - **Miritini CDF Health Centre**
4. Student Innovation Project of the Year - **Juma Theophilus**
5. Lifetime Achievement Award - **Prof Khama Rogo**
6. Use of Information Technology to Improve Patient Care - **Advanced IT Solutions, Damu-Sasa**
7. Award of Media Excellence in Promoting Health and Well-Being - **PS Kenya, Trust Condoms**
8. Best Use of Social Media in Healthcare – **PS Kenya, Kukachora**
9. Health Leadership Award - **Dr Kevin W Rombosia**
10. County with the Best Managed Healthcare - **Makueni County**

### People's Choice Category

11. Public Hospital of Choice - **Makueni County Referral Hospital**
12. Private Hospital of Choice - **M.P Shah Hospital**
13. Faith Based/Mission Hospital of Choice - **Tenwek Mission Hospital**

in Partnership with



MINISTRY OF HEALTH



## WINNER FEATURES

## IMPROVING ACCESS TO PRIMARY HEALTH CARE (PHC) SERVICES

**Tunza Social Franchise**

The 2030 Sustainable Development Goals present an ambitious agenda for building a better world. Health and well-being are specifically addressed through SDG 3, which calls for efforts to ensure healthy lives and promote well-being for all at all ages. Ensuring access to Primary Health Care (PHC) is fundamental to the achievement of SDG 3.

Population Services Kenya (PS) Kenya through donor funds uses a 'fractional' model of social franchising by entering into contractual agreements with health providers to deliver a specified package of PHC services in accordance with franchise standards under a common brand, Tunza. This is a cost-effective approach of increasing availability of quality Primary Health Care through improving existing health facilities as opposed to building and setting up new facilities.

**Strategies**

The Tunza franchise employs an integrated service provision approach to offer holistic PHC services. The program supports Private Sector facilities in the following health areas: Family Planning, Cervical Cancer Screening and Preventative Treatment through Cryotherapy (CCS and PT), HIV Testing and Counselling (HTC), HIV Care and Treatment, Integrated Management of Childhood Illnesses (IMCI), Voluntary Male Medical Circumcision (VMMC), Safe



Motherhood (ANC, PNC and Deliveries), elimination of mother-to-child transmission of HIV (eMTCT), Tuberculosis, Hypertension and Diabetes Management.

The project uses social behaviour change communication to address barriers related to access of Primary Health Care services through both Interpersonal communication (IPC) and mass media. IPC strategies are aimed at reaching target audiences with messages through household visits, one on one engagement and small group discussions. Mass and print media through Radio and TV and Promotional materials create general awareness of PHC services, debunking myths and misconceptions for Franchise services such as Family Planning.

Health care financing through NHIF: to ensure equitable access to PHC services, PS Kenya supports Private sector facilities to get NHIF accreditation through sensitisation on accreditation requirements, NHIF assessments and follow up of

facility Gazettement. Through community engagements, Community Health Volunteers (CHVs) are also used to register clients into the NHIF.

Public Private Partnerships for sustainability: PS Kenya works closely with County and Sub County Health Management teams to do Joint supportive supervision and ensure linkage to MoH supplies. PS Kenya also links the facilities to its social marketed other commercial commodity supplies for contraceptives and other supplies.

The Tunza franchise has overly contributed to increasing access to primary health care services within private sector, achieving over 1,142,533 averted DALYs (Disability adjusted life years) and 2,068,418 CYPs (Couple years of Protection).



### ADVANCING MATERNAL AND CHILD HEALTH

#### Jacaranda Health

A recently released Confidential Enquiry into Maternal Deaths indicated that the majority of 485 audited maternal deaths in Kenya could have been prevented through improved care. The three leading causes of direct maternal deaths could have been prevented with better care. There is a critical need to go beyond one-time, didactic training to empower midwives with a tailored, context-specific mode of training and mentorship to achieve safer, respectful maternity care.

Jacaranda Health is transforming maternal health care in Kenya with high-quality, low-cost, and respectful maternity services. The institution designs better systems for delivering care, tests them at their centre of excellence, and spreads these innovations at scale across the public health system where 80% of women deliver with Improvements driven by the innovative solution.

This is supported by a low-cost skill building approach that uses a cadre of skilled mentors to provide on-site skills and capacity building in general

and emergency obstetric care. They have created a program that facilitates experienced nurses to coach and mentor public nurses, improving skills and sustaining gains.

#### Strategies

Build strong relationships with counties through MOUs and joint work plans so that counties are true partners in this process.

Deploy a robust curriculum consisting of; skills and drills (simulation training with real-life scenarios), short continuing medical education lectures, including a focus on respectful maternity care and quality improvement methods to address larger challenges faced by facilities (e.g. ambulance running out of fuel) Rigorous monitoring that involves collecting data using simple mobile apps, which feed into real-time dashboards for routine monitoring. Mentor teams are also engaged using WhatsApp to communicate issues and provide feedback.

Engaging government staff as champions, including recruiting in-facility mentors to lead activities on site.

### 3. HEALTH FACILITY INNOVATION PROJECT OF THE YEAR

#### Miritini CDF Health Centre

Miritini CDF Health centre is a level three facility located in Jomvu Sub-County, Mombasa County. It has an average catchment population of about 32,000 pregnant women with a capacity of 1,267 (3.84%) supported by 15 health workers and eight casual health workers. The facility set out to increase skilled deliveries through proper follow up pregnant women and creating community awareness through dialogues. \*All the pregnant women within and outside the catchment area having proper follow up at ANC/in the community and being referred early in case of any danger sign(s).

#### Strategies

All the pregnant mothers attached to community health volunteers (CHVs) from the area. All Traditional Birth Attendants (TBAs) encouraged to accompany mothers in labour to the facility. TBAs referring a higher number of mothers are awarded, while all mothers who deliver at the facility are given incentives. The facility also hosts Community dialogues and health talks, as well as one-on-one meetings with staff on attitude change. As a result, there has been an increase in the number of women delivering at the health facility.



**STUDENT INNOVATION PROJECT OF THE YEAR AWARD**

**Juma Theophilus**

Running a project on strengthening primary healthcare and response to tropical disease epidemics through an epidemiology-informed resource allocation model, the project sought out to make dispensaries and community health units in Baringo, Kajiado and Migori Counties fully operational and providing quality healthcare services in a period of three years.

**Strategies**

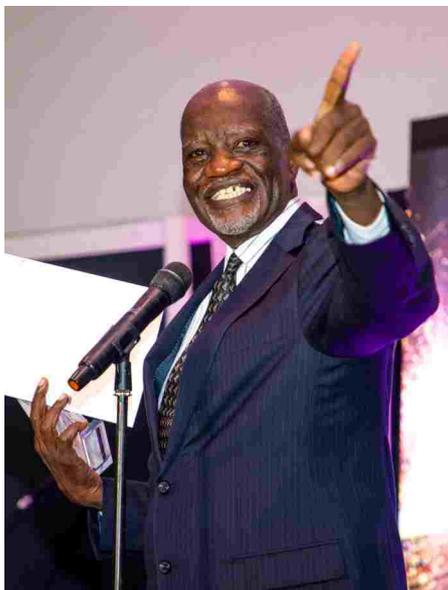
This intervention made use of the unique the RICO EIRA model that offers an integrated, needs-based, community oriented, epidemiology-informed health care approach through public partnerships for the public (PPP) in the most remote areas in Kenya with a history of epidemics. This approach has offered one of RICO's primary stations, conflict-prone Tiaty Constituency, Baringo County, a data-driven opportunity to revamp Rotu Community Health Unit, which



had been closed for more than half a year, and now serves about 32,000 people. Through the data collected, an evaluation of impact through comparison was done followed by providing better epidemiology intelligence to the approach and a call to action of global health actors in the diffusion and scaling of impact.

Data has been collected from 7 counties so far including Nairobi, Nyeri, Murang'a, Kiambu,

Baringo, Kajiado and Migori Counties. More epidemiological data will be collected from Tana River and Marsabit counties in 2019. Currently, RICO is making operational a Health Centre with PCEA Ng'ondu that has been closed for the past 7 years in an area with no health facility within a radius of 10 – 15 kilometres. The facility has enough land to expand into its second phase and into a level 3 hospital.



**LIFETIME ACHIEVEMENT AWARD**

**Prof. Khama Rogo**

Trained as an obstetrician-gynaecologist, Prof. Khama Rogo earned his PhD and Fellowship in Gynaecologic Oncology from Sweden, qualifying as only the second-ever Gynaecologist in East Africa. He is a Fellow of the European School of Oncology.

After a successful career in academic medicine in three continents, he embarked on a career in international health

where he has been an articulate advocate for reproductive health and rights for over two decades.

He has been a strong and forthright voice in all matters of quality health care and human reproduction for over three decades. This can be seen through his previous work as a past President of the Kenya Medical Association (4 years), President of Kenya Cancer Society (8 years), and Chairman of Kenya's National Council for Population and Development.

## Quality Healthcare Kenyan Awards

He also led the Kenya Obstetrical and Gynaecological Society for many years and played a leading role in allowing Kenyan nurses to provide long term contraception as well as the introduction of mini-laparotomy for tubal ligation.

He was the founder of the Centre for the Study of Adolescence in Nairobi, the Nairobi Oncology Centre, the first specialist cancer care and advisory clinic in East Africa, and is the founder of Kisumu Health and Education Trust (KMET), which focuses on adolescent reproductive health. He is the co-founder of two innovative hospital programs in Kenya: Sagam Community Hospital in rural Siaya and the Nairobi Women's Hospital.

Prof. Rogo has previously served on the Advisory Board of The David and Lucille Packard

Foundation (Palo Alto, USA), and the Board of Directors of PATH (Seattle, USA), each for the maximum 9 years. He was also on the Boards of Intra-Health (North Carolina, USA) and the Centre for African Family Studies (CAFS). He also served his full term on the board of Regional Prevention of Maternal Mortality Network and was a founding member of WHO's Gender Advisory Group, serving the maximum six years. He was also a member of the Regional Task Force for Reproductive Health (WHO, UNFPA, UNICEF and WB) and the NEPAD Health Committee.

Prof. Rogo joined the World Bank Group as a Senior Global Advisor for Population and Reproductive Health and has been part of every major global maternal and child health initiative over the last 20

years. He currently serves as the Lead Health Sector Specialist and Head of the Health in Africa Initiative - a private sector in health focused program of the World Bank Group.

He is well published, with over one hundred and fifty peer-reviewed papers, chapters and books. He has also presented papers and given speeches in over 200 global conferences and convocations (including TED-talks).

Prof. Rogo is a recipient of multiple awards and honours in the region and abroad, continues to pursue academia through numerous adjunct professorial appointments, lectures, supervision of post-graduate students and external examination in universities in Africa, Europe and North America.

## USE OF INFORMATION TECHNOLOGY TO IMPROVE PATIENT CARE



### Damu-Sasa

Damu-Sasa is an innovative end-to-end blood services information management technology that supports all aspects of blood services management, including: donor recruitment and recall; unit and product tracking;

Haemovigilance training and reporting; blood inventory Management, including pre-expiry and cold-chain warnings and ecosystem scans for blood availability and sharing. Damu-Sasa arose from the Presidential Digital Talent Programme (PDTP), run by

the ICT Authority (ICTA), under the Ministry of ICT, which has also since recommended Damu-Sasa for use in the blood services ecosystem.

### Strategies

Damu-Sasa was installed at the KNH Blood Transfusion Unit (BTU) alongside six other high volume transfusing clinical areas in the hospital. Relevant personnel at KNH were then taken through training to use the system. The main objective was to create efficiency through digitisation of blood services related processes at the hospital.

Using the Damu-Sasa solution, donor registration and donations, requisitioning, inventory management, donation appeals and haemovigilance reporting at KNH has been digitised.

A steering committee (SC) comprising members from stakeholder departments such as nursing was appointed to supervise the nine-month pilot project. A brief survey of the existing blood services scenario was also conducted before the project was commissioned in May, 2017. Continuous assessment and improvement of the Damu-Sasa's offering is ongoing, in partnership with the KNH hospital transfusion committee. As a result, donor recruitment has grown by about 47% where over 13,000 blood donors have been registered with various donor relationship management mechanisms (e.g. appreciation for their donations) implemented. As a result, there has been a 33% boost in donor recalls, leading to improved blood availability scenarios. Clinical areas have been able to increase their general patient discharge rate by 38% in part due to improved blood availability. Digitisation has aided in the prevention of hundreds of blood units from potential cold chain violation and dozens of blood units from expiry. Reporting is now instant due to real-time monitoring, opposed to month-long waiting.



**PROMOTING HEALTH AND WELL BEING**

**Trust Condoms**

The past three years have been revolutionary for PS Kenya's flagship brand – Trust condoms, with the launch of a fresh brand campaign in 2015 dubbed Kuwa True (Be True to Yourself) and a build off of the same campaign in 2018 dubbed Form Ni Gani.

**Strategies**

To engage Johnny (the target audience) and his girl-friend Gina, an integrated communication strategy was developed and executed. This strategy involved the execution of both above and below the line activities to reach the target audiences defined below. Brands are increasingly under pressure to align with the communication demands of the key target audience. For Trust Condoms, in all its operational facets, innovation was essential. It was therefore imperative for Trust to be the trendsetter and engage Johnny (and Gina) on platforms that were relevant to their touch points and differentiated from the usual traditional media channels. Trust Condoms launched its media strategy based on a connected

system audit that looks at marrying the channels, connection, consistency and content of media to come up with an effective media strategy. This involved using TV, radio, you-tube and social media to effectively reach audiences.

The selection of the media channels to be used was heavily tied to not only industry consumption data (KARF, Geopoll and Reel forge) where selection of station was tied to high reach and affinity, but an in depth understanding of target audiences. Beyond radio and TV advertisements PS Kenya innovatively developed variant you tube films that resonated with the target audience daily lives. As a result, there has been increased use of condoms among the target age group over the years further highlighting the impact of these campaigns to behaviour change. Furthermore, according to KASF 2018, there has been a reduction in HIV infections by 44% between 2014 and 2017.



### BEST USE OF SOCIAL MEDIA IN HEALTH CARE

#### Kukachora

PS Kenya runs the “Kitu ni Kukachora” (Make a Plan) platform targeted at positively influencing the behaviour of adolescents and young people. The platform is anchored on the premise that young people biggest desire is to achieve success. Kitu Ni Kukachora therefore seeks to empower young people to make responsible sexual and reproductive health choices in their pursuit of success.

In 2019, Population Services Kenya under Kitu ni Kukachora platform partnered with Kenya National Drama Festivals under the theme “Responsible sexual and reproductive health decisions as an enabler for young peoples' success” The subject message was packaged through Plays, Choral verses, Solo verses and Narratives. This theme was open for competition in Secondary schools, Teachers' Training Colleges and Technical Training Institutions. During these competitions, PS Kenya, through the various social media platforms,



sought to reach the youth on matters pertaining to their sexuality, sexual and reproductive health as well as demystify contraception amongst young people. Facebook, Twitter and Instagram were the social media platforms used.

#### Strategies

The three leading social media platforms, Facebook, Instagram and Twitter were used. The campaign had several social media posts aimed at raising awareness on sexual and reproductive health. These social media posts were complimented by

images and videos which were carrying sexual and reproductive health information. The social media campaign was supported by on ground activities with below the line participants generating content and posting it on the Kitu Ni Kukachora social media pages.

Through this approach there was an estimated social media reach of 1,187, 424 in a span of 1 week with the campaign hash tag, #KukachoraDramaFest, emerging a top trend for 2 consecutive days.

### HEALTHCARE LEADERSHIP AWARD



#### Dr Kevin W Rombosia

Dr Rombosia is a Medical

Superintendent in Kisumu County. He is dedicated to improving the

quality of public health care services in low resourced settings as is in Kisumu County. Having completed his undergraduate studies in Moi University in 2012, he proceeded for his internship and later medical officer duties at Jaramogi Odinga Oginga Teaching and Referral Hospital. In 2015, he was posted as a medical superintendent at Kombewa County Hospital; a level four public health facility in Seme Sub County. The facility serves as the main public hospital in Kisumu West and also pivots as the hub for the HIV care, treatment and prevention centre in the region.

In 2018, he led the facility to clinching the AMREF/KQMH quality healthcare services award for the entire Kisumu County. This award assesses health facilities' performance on the KQMH maturity index that details various key indicators for dimensions of quality health services. Dr. Rombosia is currently specialising in geospatial epidemiology and leads Lumumba County Hospital; a busy level four facility serving an urban population in Kisumu County. He also sits in the County Referral Strategy Committee and the County Emergency Preparedness Committee.

Through innovation, team work and charisma, Dr. Rombosia led a hitherto "sleepy" level four public hospital; Kombewa County Hospital that serves a catchment population of 22,000 clients to becoming the best hospital in Kisumu County in provision of quality health services. This was assessed by Amref Health Africa using the KQMH maturity index. He is currently employing the same method at Lumumba County hospital that serves a population of 44,000. This facility has been upgraded under the French government funded Kisumu Urban Project to provide the previously unavailable maternity, inpatient paediatric, new born unit, inpatient medical, expanded laboratory, surgical and theatre services.

Through his innovation approaches, Kombewa Hospital has become the hub in the provision of HIV care, treatment and prevention services in Kisumu West; utilising a "hub and spoke model". Through this, 23 other health facilities anchors onto Kombewa County Hospital for training of health workers,

processing of PCR/viral load samples and availing of health commodities.

Kisumu County is one of the few counties in Kenya that utilises geographic information systems for informed decision making. Having trained in Jomo Kenyatta University and Makerere/Harvard University for this, Dr. Rombosia leads the team that utilises GIS for health data analytics in Kisumu County.

One critical output for this was the resultant shift in strategies used to track clients testing HIV positive in Kisumu West but are not linked to care. The GIS approach has been critical for Kisumu County as it pilots the roll out of Universal Health Coverage. GIS has been used to correlate the conduct of skilled deliveries and the distances of the health facilities to the nearest major roads as a measure of the accessibility index.

QHKA PARTNERS





**COUNTY WITH THE BEST MANAGED HEALTH CARE**



**Makueni County**

Makueni County rolled out Universal Health Care for its residents in October 2016. The programme was allocated Kshs 200,406,000 in FY 2016/17. This was informed by the facility improvement fund (FIF) collections in 2013/14 (89M), 2014/15(101M) and 2015/16 (115M).

UHC also presents an opportunity to improve the performance of the health system and service delivery outputs. UHC requires resilient and responsive health systems to provide comprehensive primary health-care services, with extensive geographical coverage, including in remote and rural areas, and an adequate number and equitable distribution of skilful and committed health workforce.

Mechanisms to pool risks among the population on the basis of equity and solidarity can bring sustainable resources for strengthening health systems with the view to ensure universal access to essential health services and proven life-saving interventions.

The county is allocating at least 30% of its budget to support health services in the county that include the 200 bed capacity Makueni County Mother and Child Hospital, upgrading of Makueni County Referral Hospital, recruitment of new health care workers making a total of 1,505, in house development of staff capacity by training specialised health care workers, upgrading of satellite facilities, rehabilitation and making operational 51 stalled dispensaries, setting up of a county Oxygen plant and uninterrupted supply of quality drugs and non-pharmaceuticals through partnering with KEMSA and MEDS. To enhance the quality of health services, the County is implementing quality improvement initiatives where 40 managers have been trained and all rural health facilities are involved in quality improvement using Kaizen.

## QHKA ENDORSERS



Kenya Pharmaceutical Association  
Nairobi Branch

## PEOPLE'S CHOICE CATEGORIES

### PUBLIC HOSPITAL OF CHOICE - MAKUENI COUNTY REFERRAL HOSPITAL

Makueni County Referral Hospital is driven by the vision of an efficient and high quality health care system that is accessible, equitable and affordable for all Kenyans.

The facility offers a range of services that include internal medicine, paediatrics, new born unit, general and ENT Surgery and reproductive health, general outpatient services, accident and emergency, MCH clinic, comprehensive care clinic, orthopaedic/trauma clinic; eight specialist outpatient clinics, Diagnostic Radiology, Clinical Laboratory Services, Pharmacy services in the Main pharmacy, CCC and Mother and child pharmacy, Nutrition and dietetic Unit, ambulance services, among others.

The hospital is an accredited internship training centre for medical officers, pharmacists and clinical officer interns as well as serving as a training centre for

Kenya Medical Training College. Since devolution the hospital has seen a steady rise in the services offered which include specialised services like the ICU, Renal services, also ENT Surgeries, Dermatology, renal and diabetic specialist clinics and gender based violence recovery services.

The new 200 bed Mother and Child Hospital commissioned in December 2018 has improved service delivery in reproductive and new-born services. This has seen deliveries in the hospital rise from 150 – 160 deliveries a month to more than 300 deliveries per month.

Makueni County Referral Hospital is also one of the Hospitals currently implementing the Makueni Care Health Programme in which the Makueni residents access health care at a fee of Ksh.500 every year. With the implementation of this programme in October, 2017 the hospital has seen a rise in daily workload from appropriately 600 clients a day to approximately 1,000 – 1,200 clients daily.



**PRIVATE HOSPITAL OF CHOICE - M P SHAH HOSPITAL**



M.P. Shah Hospital was founded in the 1930s by prominent philanthropists as a response to alleviate human suffering amongst communities. The vision and passion of the founding members has developed, expanded and

matured to a multi-specialty facility providing services in: Casualty and Emergency, Lab services, Radiology and Imaging, Critical unit, Theatre, Renal, Cardiology, Ambulance Services, ENT and Dental, antenatal, physiotherapy,

cancer treatment, diabetes care, children's hospital and maternity services. The facility is driven by the vision of being a one stop health provider in East and Central Africa with a mission of committing to provide quality healthcare at affordable rates with unparalleled passion and excellence, guided and inspired by the core values of respect, teamwork, trust, competence and compassion.

The MP Shah Hospital has been recognised as a national referral facility with ISO 9001:2015 quality management certification and is also affiliated to the College of Surgeons of East Central and Southern Africa), an independent body that fosters postgraduate education in surgery and provides surgical training.

**MISSION HOSPITAL OF CHOICE - TENWEK MISSION HOSPITAL**

Established in 1937, Tenwek Hospital is the Medical Ministry of the Africa Gospel Church in collaboration with the World Gospel Mission. Over 80 years later, what started out as a small community clinic has grown to become a Level 6(B) Teaching and Referral Hospital serving patients from Kenya and beyond.

The facility offers a wide range of medical services including general outpatient services, accident and emergency services, inpatient medical services, diagnostic services, minor and major surgeries, maternity services, MCH care and, eye and dental services. In 2018, the total outpatient visits stood at 197,467 and 16,845 inpatient visits. The hospital conducted a total of 5,336

major surgeries and 287 minor surgeries. Within the year, the dental unit served 6,736 patients while the eye unit served 20,378 patients and conducted a total of 2,444 surgeries.

Additionally, Tenwek Hospital is a teaching and training centre that through the Tenwek Hospital College of Health Sciences, offers Diploma training in Nursing and Clinical Medicine while the School of Chaplaincy offers Higher Diploma training in Chaplaincy Studies. The hospital

also runs Family Medicine training in collaboration with Kabarak University.

To improve the quality of care and in pursuit of adding to existing knowledge, the institution has invested heavily in research especially in the fields of HIV/AIDS, oesophageal Cancer and in other general areas within the health sector with a focus on four key strategic initiatives: affordability, accessibility, appropriateness and sustainability.





# QHKA

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An initiative of



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