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# HANSHEP Health Enterprise Fund: Promoting Pro-Poor Health Innovations

Private health providers play a critical role in meeting the health needs of sub-Saharan Africa, including the continent’s poor. Some market-driven enterprises are using technology and innovative strategies to provide affordable health services and products in a sustainable fashion. However, pro-poor commercial approaches to quality health care can be challenging to bring to scale, and early-stage enterprises often do not qualify for loans or private equity financing.

The HANSHEP Health Enterprise Fund provides grants, technical assistance, and facilitates connections with investors, creating a base for entrepreneurs to scale their businesses and reach more people with affordable health services and products.

### Supporting Health Care Innovators

SHOPS designed the challenge fund to address financing gaps and spur innovative solutions to sub-Saharan Africa’s health priorities, such as high rates of maternal and child mortality, unmet need for modern family planning methods, and lack of access to HIV testing and care. Through a competitive process, the Health Enterprise Fund identifies and supports innovative, early-stage private enterprises that increase access to high quality health services and products for low-income populations. Grants are coupled with technical assistance, providing awardees with expert guidance and training to refine their business models.

An important objective of the Health Enterprise Fund is to increase grantee readiness for future funding by investors. By engaging potential investors from the start and building awardee capacity, the fund sparks new relationships and works to fill the pool of investable health companies. Knowledge sharing is a key component of the fund, which stimulates collaboration and learning among enterprises, investors, and the broader global health community.

The Health Enterprise Fund currently provides grants to 16 organizations in Ethiopia, Kenya, and Nigeria. During the first year, grantees provided over 23,000 priority health services, introduced 12 new goods and services targeting the poor, and two of them secured private capital investments in their companies.



Access Afya

A woman visits an Access Afya clinic in Kenya.

## Customized Technical Assistance

After identifying the common need for refined marketing strategies among the Health Enterprise Fund grantees, SHOPS set up a marketing “boot camp.” Through a series of interactive exercises, the grantees learned a human-centered design approach to marketing, which stressed the importance of understanding customers’ desires, rather than simply their health needs. The insights and ideas that came out of these exercises formed the basis of tailored marketing plans for each grantee.



## Awardees in Ethiopia, Kenya, and Nigeria

**Access Afya** brings affordable outpatient services to Kenya's slum residents through a chain of mini-clinics.

**Afri-Can Trust** manufactures low-cost, reusable sanitary pads to promote reproductive health and reduce school absenteeism among low-income girls in Kenya.

**Afya Research Africa** is creating a network of kiosks across Kenya that maintain low prices for essential health services through complementary revenue streams.

**Deji Clinic** is building a network of clinics in Nigeria that aims to expand access to essential health services for low-income populations through community-based health insurance.

**Echelon** manufactures neonatal bag valve masks in Ethiopia to expand access to life-saving technology for infants.

**GE Ethiopia** is testing a package of newborn health technologies designed for low-resource facilities.

**Hecahn Health Services Ltd.** is extending its school-based primary health care program to low-income students in Nigeria.

**Innopia Electromechanical Solutions** is designing mobile clinic vehicles with solar power to extend health services to remote villages in Ethiopia.

**Jacaranda Health** is integrating low-cost emergency obstetric care services into its maternity offerings to expand access to high quality care, reduce cost, and increase access to emergency care in Kenya.

**Kadisco General Hospital** is building capacity for telepathology services to improve accuracy and speed of critical diagnoses in Ethiopia.

**Medical Biotech Laboratories** is developing a mobile medical waste management service to provide safe disposal of hazardous clinical waste in Ethiopia.

**MicroEnsure** and **Penda Health** are developing financing models to provide health care to patients with variable cash flows in Kenya.

**Ruaraka Uhai Neema Hospital** is creating a referral network of maternity clinics in a Kenyan informal settlement to increase access to complex maternal and child health care for the poor.

**Tebita Ambulance and Pre-Hospital Emergency Services** is expanding the first private ambulance fleet in Ethiopia.

**Telemed Medical Services** is creating a phone-based medical consultation and tracking system to strengthen care for HIV and TB patients in Ethiopia.

**ZanaAfrica Group** is developing and testing inserts that seek to change health behaviors of women and girls that buy their sanitary pads in Kenya.

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For more information about the SHOPS project, visit: [www.shopsproject.org](http://www.shopsproject.org)



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