



Health Sector Workshops Summary

At the 2011 8th Biennial U.S. – Africa Business Summit, health industry leaders, policymakers, subject matter experts, financing professionals and others gathered together to explore opportunities for the private sector to do business in health in Africa. Despite continued gaps and challenges in Africa's health infrastructure, financing and human resources for health, panelists emphasized the very real market potential for a range of solution providers across the healthcare industry in Africa, particularly those willing to explore innovative business models and harness new, but locally appropriate, technology solutions.

Two of the workshops highlighted the potential for technology firms, both for **health informatics companies** as well as **medical device manufacturers**. For private providers, equipment producers or facilities owners, the ability to secure financing is essential, yet concerns about the level of risk, deal size and return on investment on the part of financing institutions pose continued challenges, a topic addressed in the Summit's workshop on **health financing**.

A major theme throughout the sessions was the recent rise in demand for healthcare services across various market segments in Africa and the even greater demand the continent's increasing **non-communicable disease prevalence** is bound to create. Expert panelists addressed this emerging public health issue, which was recently recognized

on a global scale at the United Nations; its implications for Africa; and how the healthcare industry can work with partners on a robust, multi-sectoral response.

Dialogue amongst the panelists focused on the role of mutually beneficial strategic partnerships to ensure project success and the need to expand Africa's health workforce at various skill levels, while providing appropriate incentives to ensure worker retention. All the panel discussions emphasized that technology alone does not provide impact and generate opportunity, but rather the overall solution and structure of business models do. Financing institutions are more likely to support models that have demonstrated small, incremental success over several years than new, far-reaching programs.

Our expert panelists across the various workshops agreed that there exists a wealth of opportunity for the private health sector in Africa, and there are many actors currently testing how such opportunities can move from early-stage programs to commercially viable, market-driven business initiatives. A long-term vision is necessary to realize this growth potential, as is continued dialogue with policymakers.



Health Sector Workshops At-a-Glance

Workshop 1 | “eHealth: Connecting Policy, Information and People”

Sponsored by Danya International and RTI

In “eHealth: Connecting Policy, Information and People,” moderated by Assistant Secretary of Commerce Suresh Kumar, panelists underscored the strategic partnerships and long-term vision necessary for creating effective electronic health information systems that support national and regional decision-makers. Expert speakers placed emphasis on the need to evolve beyond “front-end,” small-scale pilot programs that collect healthcare data toward a larger, systemic, integrated health informatics network that can be meaningfully utilized by governments. As a result, a more robust market for private companies providing health information solutions will emerge.

Sponsor Welcome

Jeff Hoffman, CEO, Danya International

Moderator

Suresh Kumar, Assistant Secretary for Trade Promotion and Director General of the U.S. & Foreign Commercial Service, U.S. Department of Commerce International Trade Administration

Speakers

Etienne Dreyer, Chief Commercial Officer, MediKredit Integrated Healthcare Solutions

Jody Ranck, Principal Investigator, Public Health Institute

Arleen Seed, Senior Information Officer, Information Systems Group, World Bank



Health Sector Workshops At-a-Glance

Workshop 2 | “Enhancing Healthcare Operations: Innovations for the Last Mile”

Sponsored by Advanced African Solutions

In “Enhancing Healthcare Operations: Innovations for the Last Mile,” GE healthymagination’s Janeen Uzzell both moderated and participated in a discussion on medical technology innovations for enhancing and expanding healthcare services in rural settings. The panelists began the conversation by offering illustrative numbers that captured the unmet healthcare needs of rural Africa. Med-1 Partners’ Chris Helm, the session’s sponsor, emphasized the potential of mobile facilities in extending healthcare services to underserved areas that lack permanent healthcare infrastructure. Dr. Jeffrey Blander discussed the work of the Bienmoyo Foundation in working with local partners, such as private provider associations, to ensure that medical innovations are utilized through commercially viable, sustainable and locally appropriate business models. Panelists emphasized that devices and technologies cannot be used in a vacuum: local training, local demand and strategic partnerships that ensure the appropriate utilization of products, such as GE’s V-Scan portable ultrasound, are of utmost importance to project success.

Moderator

Janeen Uzzell, Director, Global Programs,
GE healthymagination

Speakers

Dr. Jeffrey Blander, President, Bienmoyo
Foundation and Research Fellow, Harvard
Medical School

Chris Helm, Executive Vice President of
International Business, MED-1 Partners



Health Sector Workshops At-a-Glance

Workshop 3 | “Non-communicable Disease in Africa: Business’s Response to a Growing Epidemic”

Sponsored by Development Finance International, Inc.

During “Non-communicable Disease (NCD) in Africa: Business’s Response to a Growing Epidemic,” the only health workshop dedicated to a specific public health need, Dr. Jeffrey Sturchio, former CCA Board Chair and Senior Partner at Rabin Martin, facilitated a discussion on next steps for the global health community resulting from the recent United Nations High-Level Meeting (HLM) on NCDs held in New York in September. The panelists, representing civil society, health policy leadership and private industry, addressed the question of “now what?” with regards to how the various recommendations of the HLM can be rolled out in Africa. Of particular emphasis was integrating chronic disease prevention and care interventions into existing global health programs, and how the technologies and capital of the healthcare industry can be best utilized to support this effort. Recognizing that quality treatment for chronic disease is often costly even in developed-country settings, and that certain diseases demand a high level of medical specialization that is rare in Africa, the panelists affirmed that new training programs, behavior change communication, insurance and risk pooling, and the prioritization of chronic diseases by policymakers are needed to mount a robust response.

Sponsor Welcome

Diane Willkens,
President & CEO,
Development Finance
International, Inc.

Moderator

Dr. Jeffrey Sturchio,
Senior Partner, Rabin
Martin

Speakers

Hama Boureima-
Sambo, Manager for
Noncommunicable
Diseases, the World
Health Organization-
AFRO Region

Haskell Ward, Global
Health Strategic
Advisory Committee,
the American Cancer
Society

Trevor Gunn, Senior
Director, International
Relations, Medtronic



Health Sector Workshops At-a-Glance

Workshop 4 | “Financing Mechanisms for Expanding Healthcare Services”

In “Financing Mechanisms for Expanding Healthcare Services,” moderated by Results for Development Managing Director Mary Makinen, panelists representing a variety of perspectives on health financing discussed the challenges and current projects to expand lending, equity and other forms of capital to the private healthcare sector operating in Africa. Panelists addressed a range of financing needs, including those of medical technology and equipment exporters looking to expand sales to private providers looking to offer specialized services to patients. The International Finance Corporation and consulting firm Banyan Global emphasized some concerns of international and local investors and banks about the healthcare sector, such as uncertain rates of return, the relatively small size of health sector deals, and others. The panelists concluded the session by noting existing success stories for how financing institutions have been able to help hospital owners, healthcare providers and other health sector entrepreneurs obtain capital and expand their services.

Moderator

Marty Makinen, Managing Director, Results for Development

Speakers

Rick Angiuoni, Director, Africa, Global Business Development Division, Export Import Bank of the United States

Ioan Cleaton-Jones, Senior Health Care Industry Specialist, the International Finance Corporation

Meaghan Smith, President & CEO, Banyan Global

Adeyemi Johnson, Director of Cardiology, Reddington Hospital and Medical Director, First Cardiology Consultants

