
Making a difference through health

How PwC is helping to change lives

Impact case studies



Introduction

Making a difference through health

PwC's purpose is to "build trust in society and solve important problems." Our Partners and staff demonstrate a commitment to this purpose every day in the work we do with our Health Services clients. We do so because of a deep and passionate recognition of the importance of health to society – because health matters.

In a world facing massive health challenges and an industry undergoing profound disruption, we are active participants in helping businesses, governments and individuals through the transition to a new health economy. In doing so we strive to:

- support the improvement of health and well-being around the world;
- build trust in the health system;
- solve complex health problems so that better and more sustainable health systems emerge; and
- have a positive impact on society.

This collection of case studies is an example of just a few engagements that show our strong desire to make a difference.

It is a privilege to work with clients from across the health spectrum – from providers to payers, medical device companies, governments and NGOs, and healthcare new entrants drawn from a wide spectrum of other industries – to help solve their most challenging issues and to allow them to take advantage of the opportunities opening up. It is also heartening to know that we are having a positive impact and making a difference to the lives of people around the world.



Patrick Figgis

PwC Global Leader, Health Services

Helping the Government in Kenya transform reproductive health for poor mothers in rural areas

“The OBA Voucher programme has helped the economically disadvantaged members of the community access previously unreachable quality services in Kenya.”

Stephen Kaboro,
Head of Project Management Unit
at the Ministry of Health

Background

Situated on the Eastern coast of Africa, Kenya is known as the “cradle of humanity”.¹⁰ Addressing challenges of poverty, inequality and low investment are a major goal for the country to achieve rapid, sustained growth rates that will transform the lives of its 45 million citizens.¹¹ As a developing economy, the health system is under-financed; total health spending stands at about US\$6.2 per capita, far short of the World Health Organisation’s (WHO) recommended level of US\$34 per capita, and access to health and medical care is unequally distributed across the country.¹²

The issue

Almost 8,000 women die during pregnancy and childbirth in Kenya each year.¹³ Another 160,000 are either injured or disabled because they are unable to access quality healthcare.

Access to reproductive healthcare for women in rural areas is a significant challenge, and solving it is a high priority for the Kenyan government. In 2006, the Kenyan authorities introduced the Output Based Approach (OBA) to distribute vouchers for reproductive health services to poor mothers. Each voucher entitles the mother to obtain pre-natal surveys, medical support and delivery and post-natal treatment from a health service provider of her choice.

What did PwC do?

The Kenyan government engaged PwC Kenya to be the Voucher Management Agency for this breakthrough scheme. In this role, the PwC Kenya team is responsible for contracting Voucher Service Providers (VSPs) from the public, private and NGO sectors.

As well as designing the vouchers, PwC Kenya in 2015 has been developing and implementing a voucher marketing and distribution strategy, with much of this activity handled face to face with pregnant women in the five counties where the programme is implemented.

This involves providing information on the availability of services, and screening potential beneficiaries to confirm their eligibility. PwC also receives and processes claims submitted by the providers, reimburses for the services, contributes to quality monitoring, and provides critical data on services uptake.

¹⁰ <http://www.brandkenya.go.ke/history-of-kenya/120-the-cradle-of-mankind>

¹¹ Worldbank Kenya overview 1 Oct 2015 – <http://www.worldbank.org/en/country/kenya/overview>

¹² <http://www.allianzworldwidecare.com/healthcare-in-kenya>

¹³ UNFPA. <http://kenya.unfpa.org/news/accelerating-attainment-mdg-5-kenya-focus-15-counties-highest-burden-maternal-deaths>

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What impact did we make?

There are many social factors that prevent women from seeking prenatal or obstetric care, but the economic cost of care is widely believed to be one of several key barriers.¹⁴ And the success of the scheme to date bears this out, with a pronounced influx of women seeking medical help through the OBA.

Since the scheme's introduction, over 500,000 needy women have delivered safely through the voucher scheme. And with the fund reimbursing facilities, providers are at last able to buy additional medical equipment and drugs, as well as hire more staff. It's a powerful illustration of the way in which competition between providers can result in friendlier treatment of patients and improved service.

Stephen Kaboro, Head of Project Management Unit at the Ministry of Health: "The OBA Voucher programme has helped the economically disadvantaged members of the community access previously unreachable quality services in Kenya. One major policy impact of the programme is the influence it had during the design of the now very popular 'Presidential Free Maternity Services' programme. The use of PwC as Voucher Management Agency has shown how a Government can harness the efficiencies of the private sector to deliver powerful services to the community."



PwC project staff providing information on availability of services to women during an awareness creation session.



¹⁴ 'Barriers to Formal Emergency Obstetric Care Services' Utilization', Journal of Urban Health: Bulletin of the New York Academy of Medicine, Vol. 88, Suppl. 2, (2010)

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