



**PHILIPS**

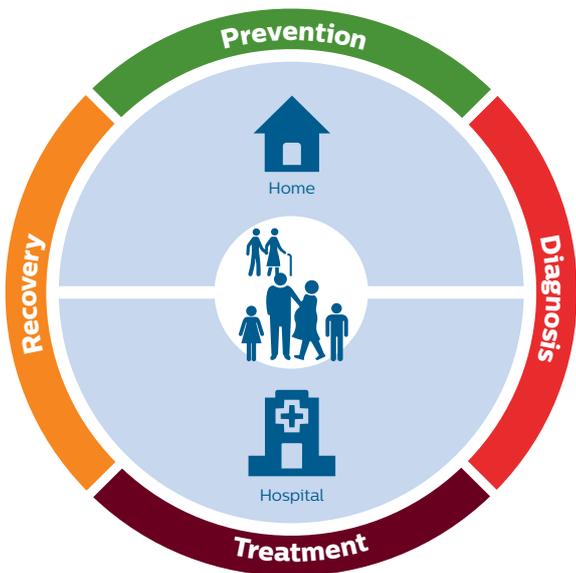
Healthcare Africa

# The Philips Community Life Center

A community-driven and integrated approach  
to strengthening primary healthcare

# Better access to healthcare for all in Africa

Philips is committed to supporting the transformation of healthcare in Africa. Our experience in many countries has taught us that local ownership and responsibility are key prerequisites for enduring success. Thus, our commitment goes far beyond short-term commercial interests. Through projects in several countries, we have shown our willingness to invest in long-term results, to take and share risk, and to learn quickly in order to develop the best and most cost-effective solutions. We seek to collaborate with the right stakeholders, to make quality healthcare available and affordable to people across the entire socio-economic spectrum and care continuum.



**Figure 1**  
**The healthcare continuum.**

For an effective and comprehensive approach to healthcare, it is essential to understand and address stakeholder needs and issues across the healthcare continuum. The healthcare continuum describes all the health states of a person (from preventive healthy living to diagnosis, treatment and recovery) in the relevant contexts.

*“Access to healthcare is a key driver of sustainable socioeconomic development. In the last decade, there has been a rise in economic prosperity in many countries in Africa. Despite tremendous progress, there is still a substantial unfulfilled need for effective healthcare that is affordable, equitable and efficiently managed. Philips is deeply committed to supporting the required transformation of healthcare, and to collaborating with complementing partners.”*

**Frans van Houten,**  
**CEO Philips**

*“Many African governments have embraced the United Nations Sustainable Development Goals. These contain specific aims to significantly reduce maternal mortality and end preventable deaths of newborns and children under five by 2030. Quality of life in Africa is also still hampered by infectious diseases that are still rampant, while at the same time there is a gradual rise in the burden due to non-communicable and lifestyle diseases such as diabetes, hypertension, cancer in the same populations.*

*This is reinforcing the need to address this double disease burden effectively at the primary healthcare level. Improving the focus at the community and the primary healthcare levels will also help address overall health and well-being and potentially improve peoples’ lives by moving from a cure-centered health system to a preventative community health system.*

*The scale and complexity of these challenges are difficult for any stakeholder to solve alone. By joining forces, we can combine our know-how and expertise in the fields of healthcare, technology, information systems and business processes with your insight and knowledge of local needs and priorities.”*

**JJ van Dongen,**  
**CEO Philips Africa.**

“A primary health care approach is the **most efficient and cost-effective** way to organize a health system.”

*Dr Margaret Chan, Director-General at the WHO*

Source: The Primary Care Innovators Handbook, Center for Health Market Innovations, Results for Development Institute, 2015



**Philips Community Life Centers:  
Strengthening the healthcare delivery system**

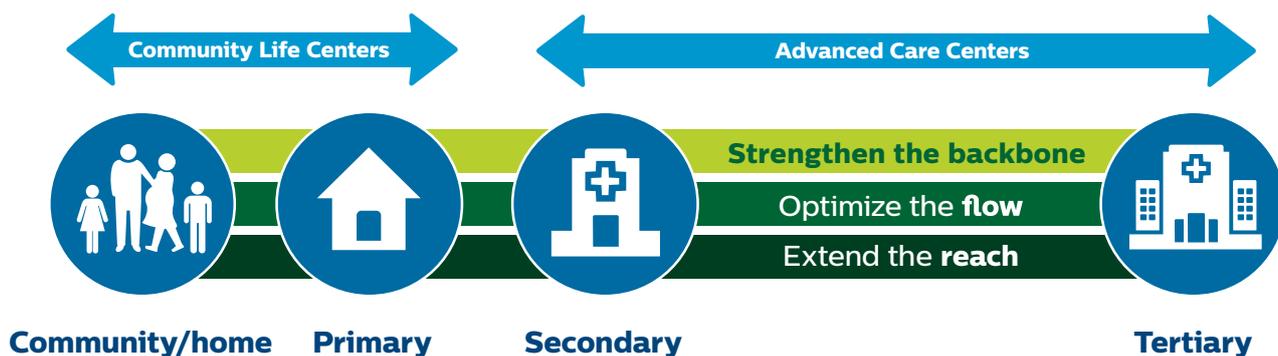
The Philips CLC aims to provide a sustainable improvement in health and wellbeing for entire communities throughout their lives.

We take a community driven approach, which means that we start by listening to the needs and requirements of the local community. It is important that they are involved in all stages of care.

Philips CLC is a holistic approach to strengthening primary and community health care which addresses

elements such as improved service delivery, a healthy & safe environment, improved data management, robust infrastructure, accessible and user-friendly technology, capability-development, improving public-awareness, through community engagement, and good referral and support systems at secondary and tertiary levels of care.

In practical terms, we want to make sure that for each level of care (communities, primary health facilities, district hospitals) the Facility Health Worker (FHW) & Community Health Worker (CHW) can do a triage, can make a diagnosis, and can treat or stabilize the patient for transportation.



Introducing the Community Life Center

# What is the Philips CLC approach?

The Philips CLC offers a community driven holistic approach to improving primary and community care.

Our aim is to collaborate to improve community and primary health across Africa, by extending new or existing health facilities into social and economic community hubs, using exciting innovative and sustainable programs, technologies and services.



# Examples of the Philips Community Life center approach

## 1. Healthy & Safe environment

For the community surrounding the CLC but also the clients and the patients visiting the health center and the staff working in the health center and the community.

## 2. Connecting community and primary healthcare with other levels

We believe that strengthening community and primary care is a crucial step in improving the entire health system.

## 3. High quality of care

With equipment and training, we aim to improve the standards of care givers beyond baseline levels of competency.

## 4. Operational sustainability

Continuous monitoring & support, including maintenance and continuous training, is needed to ensure facility readiness and responsiveness.

## 5. Financial sustainability

We aim to design CLCs within the financial realities of their health systems. We aim to find solutions that work towards goals of financial sustainability, such as through identifying new sources of funds and enabling social and micro economic activity to offset costs of care.

## 6. Developing an ecosystem of collaborations

Our approach is based on co-creation/co-ownership/co-management. We want to work with and activate locally relevant support to help strengthen capacity.



### The Philips Community Life Center (Primary Healthcare Center)

Catchment area approx. 25-30k people. A holistic approach to improving primary and community health. Aimed at providing infrastructure, power and medical equipment along with services, capacity strengthening and community outreach.



### A Mini CLC (Health Post)

Catchment area approx..6-10k people



### The Philips CLC outreach kit

The Philips CLC outreach kit is part of an overall solution package which includes not just the physical product solutions and backpack kit but a number of services and training.

Key to linking training, maintenance, battery power and referral is the Philips Community Life Center approach. This aims to strengthen primary and community health by providing a package of solutions including infrastructure, power, medical equipment, services, community outreach and monitoring/referral.

# The Philips Community Life Center

## Helping provide a safe and healthy environment

Security is enhanced by the installation of 1000m<sup>2</sup> of LED area lighting. This creates a secure area for the evenings for the community. A survey on behalf of Philips recently reported that 72% of respondents felt more secure in the evenings due to LED solar. (ETC SESA project October 2015)

### Solar power unit

Provides off-grid first line power, backed up by a generator.

### LED area lighting

Improved safety for the community. Philips provides up to 1,000 m<sup>2</sup> high quality outdoor lighting. Indoor lighting is also provided. This enables community activities eg sporting or social, cultural events in the evenings along with micro economic activity.

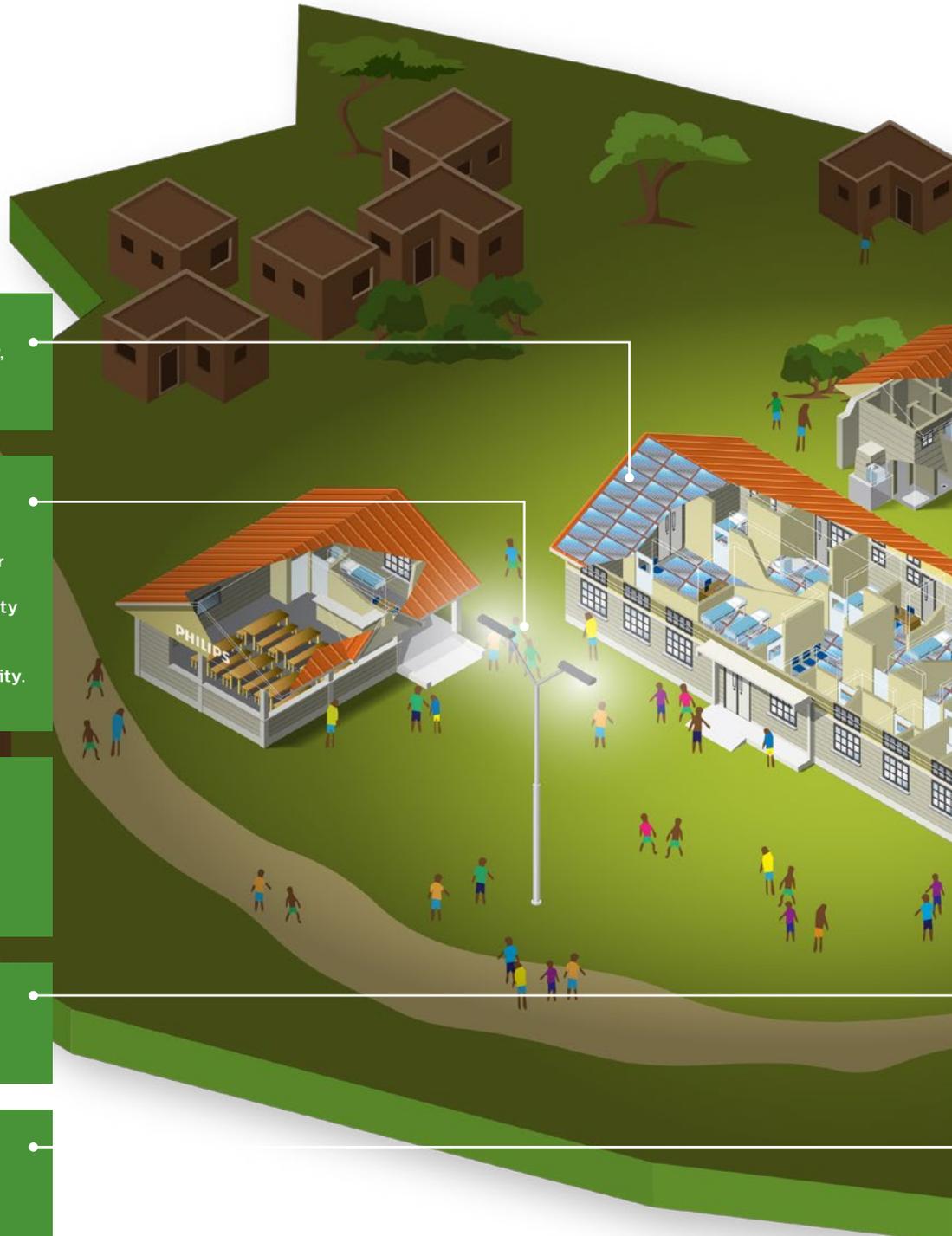
### Refurbishment of existing buildings or new buildings and furniture.

(In case no existing suitable structure is available).

### Provision of water storage container

### Waste Management

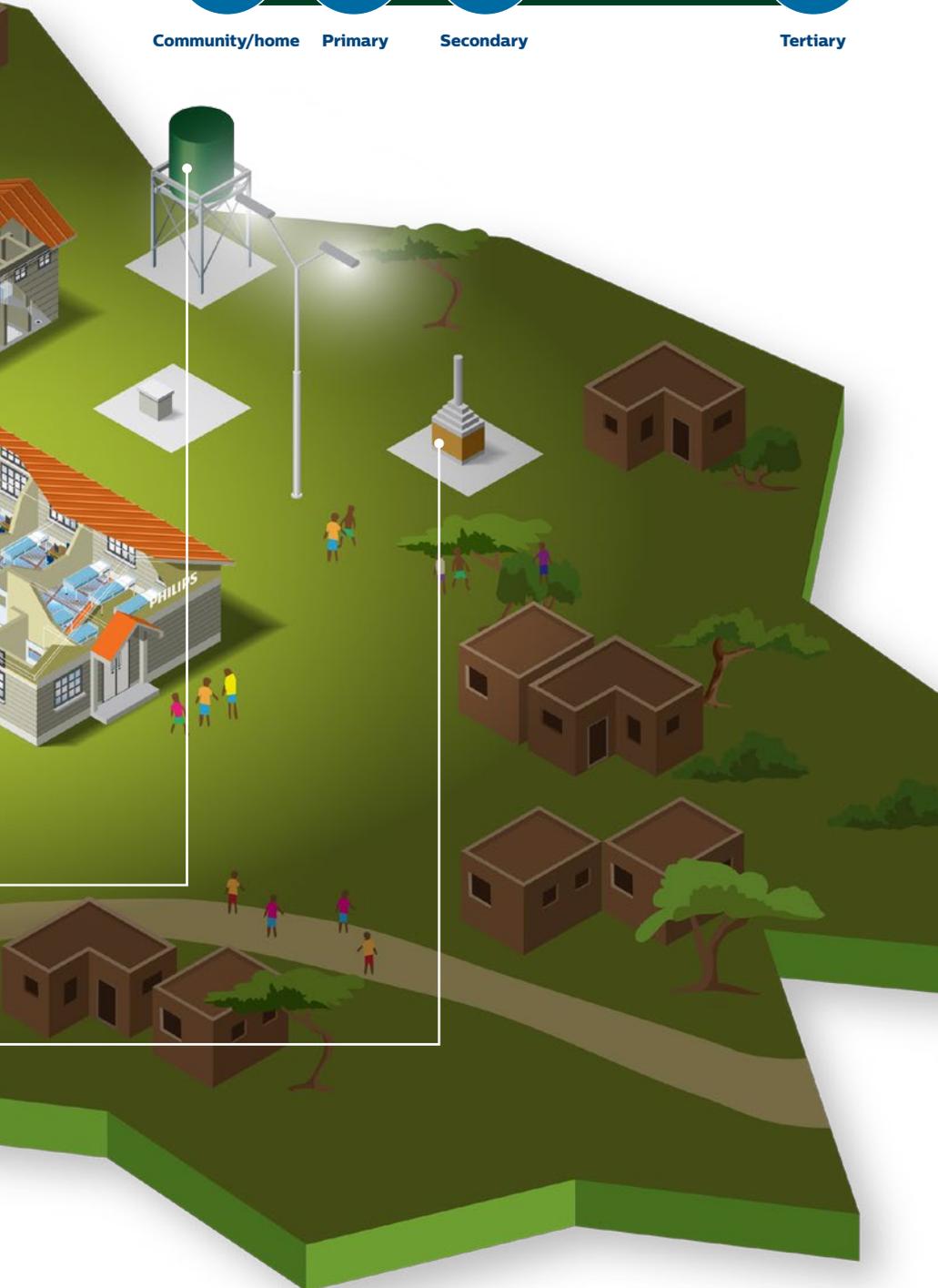
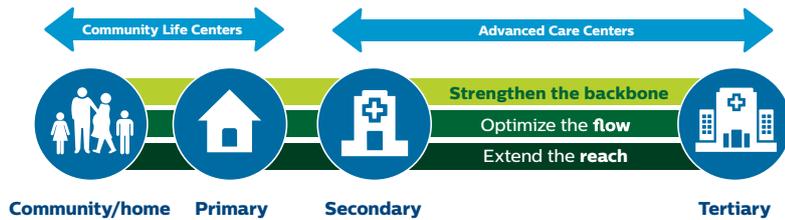
Including infrastructure, incinerators, waste bins, training and maintenance. (We are not responsible for Management of waste or operational support).



# The Philips Community Life Center

## Connecting community and primary care with other levels of care

Connecting the CLC and community health worker activities with the rest of the healthcare network is a vital part of our approach. Our philosophy is that strengthening community and primary care is a crucial step in improving secondary and tertiary care.



### Community outreach program

Empower & support community health workers and midwives in their outreach and educational activities in the community (prevention, diagnosis and referral). See Philips community outreach kit.

### Clinical consulting

Work flow and client flow improvement.

### Connectivity within the health system

Timely referral of complications to higher levels of care and effective two way communication of data within the health system.

### Transportation

Physical connection to health system.

### Monitoring, evaluation & Capacity strengthening

For long term sustainability, Philips offers a range of training connected to management, technical and maintenance support.

## Outreach kit is integral part of Philips CLC approach



The Philips CLC outreach kit is part of an overall solution package which includes not just the physical product solutions and backpack kit but a number of services and training. Key to linking training, maintenance, battery power and referral is the Philips Community Life Center approach. This aims to strengthen primary and community health by providing a package of solutions including infrastructure, power, medical equipment, services, community outreach and monitoring/referral.

The Community Life Center (CLC) would be the owner of the outreach kits and would be the hub for training, maintenance, storage and security, recharging of equipment and referral and connectivity with the main health care infrastructure



## Introducing the Community Life Providing a

A key aim is to improve the standards of care givers beyond baseline levels of competency

Philips is looking to work with existing, locally relevant organizations to help strengthen capacity. This includes filling in knowledge gaps and providing support for community health workers and midwives.

The Philips CLC approach can offer a wide range of clinical and medical device trainings to help improve standards. In addition advanced and locally relevant medical devices are able to provide higher levels of care than previous. This medical equipment is either battery operated or can run of the solar power unit. Combined with service offerings for maintenance and repair this combination should help ensure an improvement in standards and also the readiness and responsiveness of the facility which is so often lacking.



# high quality of care



## Examples of locally relevant Philips medical devices to empower health workers in community care setting

### **The ChARM**

(Children's Automated Respiration Monitor)

The Philips ChARM assists healthcare professionals in assessing an accurate respiratory rate (RR) in Children under the age of 5 years.

### **Wind-up Fetal Doppler**

Weighing under 600 grams the Philips Wind-up Fetal Doppler measures fetal heart rates and is fully portable and simple to operate. It will operate without the need of mains supply or batteries, being charged, when required, by a wind up mechanism built into the unit.



# The Philips Community Life Center

## Sustainability

Sustainability is crucial factor in our CLC program and this includes two key elements;

- 1 Operational sustainability
- 2 Enabling social and economic activities which can potentially provide local revenue streams.



### Operational sustainability

Philips offers a number of maintenance and service packages to support the ongoing activities. Continuous capacity strengthening is a key factor to ensure operational sustainability. Staff may receive a certification once passed for a course. We offer a range of training methods; Face to face training, e-learning and a train the trainer program.

### Financial sustainability

We aspire to ensure CLCs are designed and developed within the financial realities of health systems. We use measures of affordability, system fit and equity to define sustainability. Within the CLC concept it is envisaged that we actively engage communities and stakeholders in the process of developing mechanisms and measures to help realize this goal.

The CLC approach seeks to identify and develop alternative sources of funds (revenues) to help offset the costs of establishing and running a CLC facility in the longer-term. A number of approaches can be used here, including identifying new, alternative and innovative fund sources. The CLC approach can also work to better understand possible efficiencies and cost recovery in primary care settings. Lastly, co-creating social & economic activity alongside or within CLCs has the aim to off-set costs to the patient and the facility over time.

### Enabling social and micro economic activity

A CLC creates a safe and attractive environment for the local community and can be an enabler for social & economic activities. For example, we have found that outdoor lighting attracts the local community after dark to part take in such activities as sports, studying and micro economic activity.

Surplus power in our CLC solutions may enable local communities, cooperatives and entrepreneurs to set up small businesses/services and create revenue streams.



### Enabling small business creation

*"I started selling porridge outside the dispensary in 2014 to generate income for myself and my grandchildren. After Philips came, I saw many people come to the facility and this increased the number of people who bought porridge from me. Before, I would only sell half of my 20 litre jerry can of porridge but now I sell the full 20 Litre jerry can before 2 pm!"*

**Entrepreneur near the CLC in Kiambu, Kenya**

# Developing an ecosystem of collaborations

Philips is seeking commonly agreed and co-created shared value.

## Engaging with locally relevant partners

Our approach is to collaborate with governments and local partners to help strengthen their healthcare systems. We are also looking to work with other recognized and reputable organizations that share our mission to improve the quality, capacity and accessibility of healthcare across Africa.

We aim to provide an attractive proposition for potential collaborators providing complementary services (clinical, financial, infrastructure and other). Our approach and emphasis is on co-creation/ co-ownership/ co-management.

On some projects, Philips in Africa works closely with a number of UN organizations and NGO's. As an example of this, Philips and one of the leading African healthcare organizations, Amref Health Africa, have entered into a shared-value strategic partnership model designed to bring about a structural improvement in healthcare infrastructure and healthcare provision on the African continent.

## Examples of Philips partnership projects in Africa

### 1 KENYA

In collaboration with the Kiambu County Government, Philips launched Africa's first Community Life Center (CLC) aimed at strengthening primary healthcare and enabling community health development in Githurai-Lang'ata, Kenya. Together with the Community Health Strategy Unit of Kiambu County, Philips trained over 50 Community Health Volunteers (CHWs) to extend the primary care services of the CLC into the community.

### 2 KENYA

Philips Africa has established an Innovation Hub in Nairobi, which will be the center for developing innovations 'in Africa-for Africa', covering healthcare, lighting and healthy living.

### 3 NAMIBIA

The World Health Organization (WHO) selected Philips out of four companies as the provider of equipment, services and training and education to the "Program for Accelerating the Reduction of Maternal & Child Mortality (PARMaCM) in Namibia, which was founded by Ms. Pohamba, the first lady of Namibia. The program is a collaboration between the Ministry of Health and Social Services (implementing partner), the WHO (technical support management), and the European Union (funding). This involved sixty primary healthcare facilities and six district hospitals.

### 4 SOUTH AFRICA

Philips and the University of Johannesburg (UJ) have set up a high-tech Medical Simulation laboratory to support clinical education training, and an ambulance program.

### 5 SOUTH AFRICA

Philips established a public-private partnership with the University of Stellenbosch to co-develop emergency maternal care solutions for the Tygerberg Tertiary Care public hospital in Cape Town.

### 6 KENYA

Philips, Mandera County Government and UNFPA have designed a Community Life Center for Dandu which is planned to be inaugurated late 2016; the objective is to demonstrate that maternal and new-born health can be improved through innovation, even in the most difficult conditions.

## Our way of working starts with an assessment

We always begin with a thorough assessment to identify priorities. This leads to clear recommendations in a detailed site report and risk assessment for the development and implementation of the most appropriate solutions for each care context.

The assessment not only addresses healthcare training and technology requirements, but also the needs of stakeholders such as community representatives, health policy officials and financial administrators. This approach is important to ensure buy-in, trust and engagement of all key stakeholders.

Following the assessment, we can implement the program in collaboration with other organizations, followed by continuous monitoring & support to ensure long term impact.



## Why Philips?

With a legacy of over 100 years Philips is one of the worlds most trusted brands for innovation and quality. We do not only pursue profit but strive for thought leadership and making a meaningful difference.

Philips has a proven track record and expertise in building long term public-private partnerships to transform healthcare systems. Our modular and flexible portfolio of highly relevant products and services covers the entire health continuum supporting and enabling:

- Awareness and prevention, encouraging healthier living in communities.
- Early referral through basic diagnosis at home, and faster diagnostics in healthcare centers. Continuous training, coaching and development of staff and other care stakeholders.
- Well equipped healthcare centers with cost effective treatment and efficient patient work flows.
- Monitoring that minimizes recovery periods in care facilities by allowing supervised and safe recovery at home.
- Optimal infrastructure upgrades and operational support.
- Building of local capacity and sound business models that result in resilient health systems.



## Contact us

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