



Express Communications Ltd

KENYA HEALTHCARE MEDIA NETWORK

Kenya Healthcare Media Network is the most comprehensive and revolutionary platform which has been created to serve the interest of all stakeholders, big and small, in the Healthcare sector in the country.

The network is the brainchild of Express Communications Ltd (ECL), the leading alternative media platform in Kenya.

Now with the NEW NORMAL brought by the Covid-19 pandemic, necessary adjustment has been made to this Network to serve our customers better and give them more value for their money.

1. www.healthcareinkenya.com

The future of business will now be done through Digital platforms.

This website is the only comprehensive Healthcare sector platform which is being enhanced by other social media platforms – facebook, twitter, instagram – to make it the first choice in the marketing of Healthcare businesses and services in Kenya and beyond.



Now we have introduced Quarterly Featured Digital Supplements, a powerful concept for promoting and marketing Healthcare businesses.

2. Kenya Medical Directory

This is the longest-running publication in the Healthcare sector in Kenya, which provides comprehensive basic sector information and contacts of all stakeholders for business networking.

Now going to 27th Edition, it still remains the first media platform of choice for many sector players wishing to promote and market their businesses and services in the country.

It is recognized by all key players in the sector-Ministry of Health, Council of Governors, KenyaPrivate Sector Alliance and Kenya Healthcare Federation.



3. Focus Medical Review



F@CUS
QUARTERLY HEALTHCARE JOURNAL

This is a new quarterly **Healthcare Journal** which will regularly capture important sector news for the benefit of all stakeholders. The Journal will keep Healthcare stakeholders regularly informed of new trends in the sector including topical issues, policy changes and regulations, new ventures, new appointments, among others. It will also be the main medium promoting the objectives of the Annual Kenya Healthcare Convention outlined below.

4. Kenya Healthcare Convention

The key objective of the Convention is to bring all Healthcare stakeholders together to **audit the sector** and get to know the medical services available to Kenyans and visitors from the region who come to look for similar services in the country.



Through this initiative, the stakeholders will be seeking to **improve the quality and affordability of the health services**

in Kenya as the country moves towards implementing the Universal Healthcare Coverage. It is only when the country has achieved high quality health services at affordable cost that the country will rightfully position herself as a **Regional Healthcare Hub and Investment Destination.**

This Convention was organized for the first time in Nairobi by ECL in partnership with Amref Health Africa and planned to be an Annual Event. It was launched by President Uhuru Kenyatta at Sarit Centre in March 2020.

The Keynote Speaker at the Convention was the World Bank Health lead expert Prof. Khama Rogo. The Convention was endorsed by the Ministry of Health, Council of Governors, Kenya Private Sector Alliance, Keninvest and Kenya Healthcare Federation. It was supported by Stanbic Bank and Megascope Healthcare Ltd.

The programme of this initiative was interrupted by Covid-19 pandemic. Efforts are being made to carry out a Comprehensive Status Review of Healthcare Facilities, Equipment and Services to be presented at the 2nd Healthcare Convention once Covid-19 has gone away.



5. A Formidable Combination

A combination of all these four platforms above makes this Network the most suitable medium to promote and market your businesses. You may also need to check our 8 Reasons Why Use This Network on www.healthcareinkenya.com before you download the participation forms and let us work together to expand your business.

Our representative will also be reaching out to you to assist with your participation.

Partners and Collaborators:



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