

2024
EDITION

KENYA MEDICAL GUIDE

SPECIAL EDITION FOCUSING ON:
A DECADE OF HEALTHCARE
UNDER A DEVOLVED SYSTEM
Celebrating the Milestones



- ✚ Kenya Medical Guide
- ✚ Health Mkononi (Mobile App)
- ✚ 2nd Kenya Health Convention
- ✚ www.healthcareinkenya.com

THE GATEWAY TO HEALTH SECTOR IN KENYA

A MOMENTOUS YEAR FOR KENYA HEALTH SECTOR

The year 2023 marks great milestones for the Health sector in Kenya. The country is not only marking a Decade of Healthcare under the Devolved System, but it is the year Kenya Medical Directory is being re-branded.

Kenya Medical Directory is entering its 28th Edition with a new name – **Kenya Medical Guide**. The new name is coming with new features and a refreshing new design.

The re-branding is being done to give regular users and the new ones coming on board a better media marketing platform to serve them better into the future.

The new features of the Kenya Medical Guide include its revamped Digital version, www.healthcareinkkenya.com, Health Mkononi Mobile App and the annual Health Stakeholders forum Kenya Health Convention, now entering its 2nd Edition.

This formidable platform provides basic sector information, comprehensive stakeholder contacts to facilitate business networking making it a remarkable platform for promoting and marketing Health businesses and services in Kenya and beyond.

This is the best and the only Health sector media marketing and information platform in the country capable of capturing the 10 year Healthcare Milestones in the County Governments, the Challenges encountered during the Decade and the plans for the sector in the next decade.

Each one of the 47 county governments can use this

platform to highlight their Healthcare achievements, challenges encountered and their future plans.

The platform is being put at the disposal of the 47 county governments to inform Kenyans and the world what has been achieved in Healthcare in the first Decade of Devolution and the plans ahead.

The stakeholders and professionals being invited to the Convention Conference will include:

- Hospital Administrators/Superintendents
- Medical Engineers
- Obstetricians/Gynaecologists
- Paediatricians
- Psychiatrists/Psychologists

The Convention Expo will be focusing on:

- Medical Equipment and devices
- Medical Support Solutions
- Mental Health Solutions
- Mother and Child Health

A two-day Stakeholders Conference and Expo are planned for March 20-21, 2023 at the ultra modern Edge International Convention Centre, South C Nairobi.

A Conference programme will be drawn near the event date after speakers have been confirmed.

There will be a Gala Dinner for the Expo and Conference delegates on **March 21, 2024** where the re-branded Kenya Medical Guide and Health Mkononi App will be launched.



Former Big 7: From left, Health Principal Secretary Susan Mochache; Chair of Health Committee of the Council of Governors & Isiolo Governor HE Mohammed Kuti, Health Cabinet Secretary, Hon. Mutahi Kagwe; H. E the President of Kenya, Uhuru Kenyatta; Amref Health Africa Group CEO, Dr Githinji Gitahi; Kenya Healthcare Federation Chairman, Dr. Amit Thakker; The CEO Express Communications Ltd, Sammy Masara

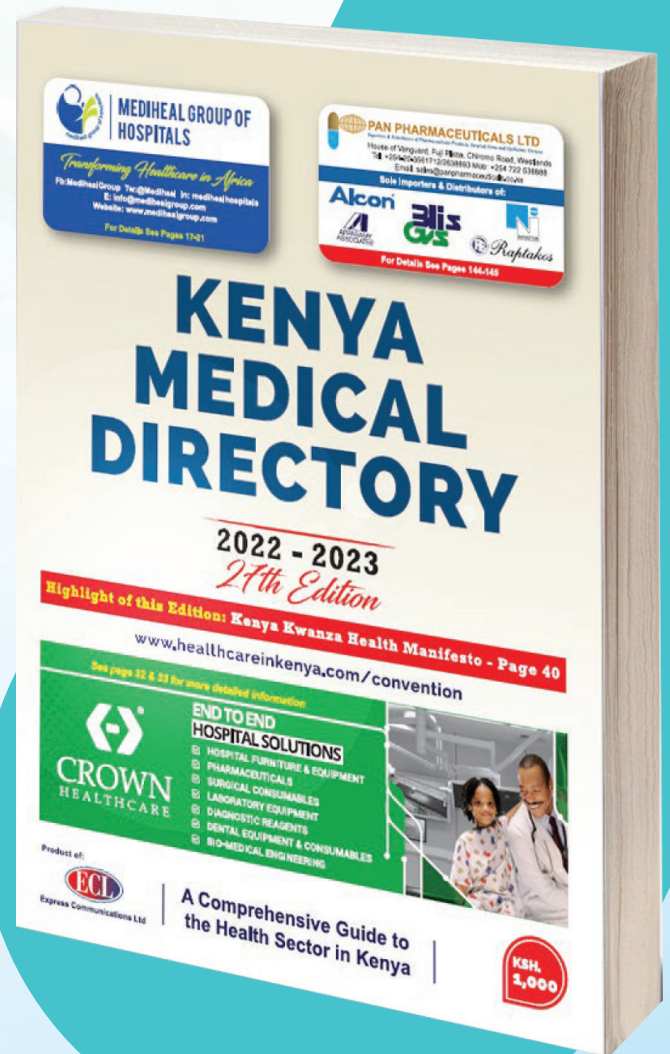
BACKGROUND

Since inception 28 years ago, Express Communications Ltd (ECL) has built a diverse portfolio in Health, Education and Governance sectors. ECL is a wholly owned Kenyan integrated Media, Marketing, Publishing and Events Management firm providing services to private businesses and public sector clients.

Driven by our corporate slogan **Creating a Network to Build your Brand**, ECL set out to provide bespoke, relevant, up to date and credible business information and data to facilitate Health business networking in Kenya.

ECL's mission is to provide business linkages especially in the focus areas of Health, Education and Governance to local and foreign stakeholders through four primary channels:

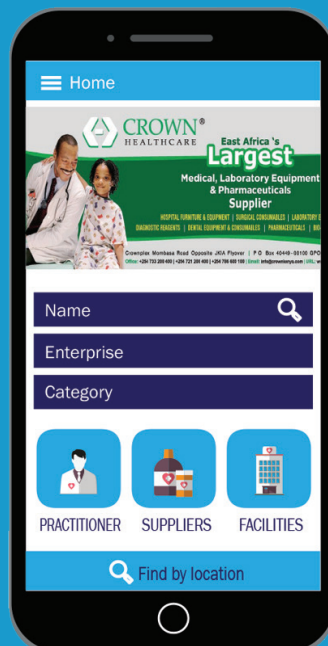
- Innovative Publications
- Exhibitions
- Conferences, and
- Digital Platforms



HEALTH PORTFOLIO

Kenya Medical Guide & Health Mkononi App

KMG is the go-to reference point for information and data within the sector. With the advent of technology, digital tools such as web portal and now the Health Mkononi App have been introduced to compliment the publication. KMG continues to serve the sector as a leader in information dissemination.



KENYA MEDICAL GUIDE

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Deadline for all information and Adverts going into this Guide is, November 24th, 2023



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This Initiative Endorsed by:



MINISTRY OF HEALTH & COUNCIL OF GOVERNORS

Sector Membership:

