

Health Management Programme



Business Skills for Healthcare Professionals

PharmAccess
FOUNDATION

Health
Insurance
Fund



SafeCare
BASIC HEALTHCARE STANDARDS



ENTERPRISE
DEVELOPMENT
CENTRE

DAN-ATLANTIC UNIVERSITY

PHARMACCESSGROUP

Welcome



At EDC, we continuously push the boundary when it comes to the development of SMEs irrespective of their sector. However, we are particularly excited about the health sector because of its potential impact if well nurtured.

As I welcome you to EDC, we are confident that this experience will transform your businesses, and lead to exponential growth.

Welcome to an exciting learning experience!

Peter Bamkole
Director, Enterprise Development Centre

Welcome



Our goal in PharmAccess Foundation is to make health markets work in Africa by deploying innovative solutions tailored to our local context. We developed and utilize an integrated model anchored on digital technology to stimulate efficiency in the healthcare sector, while providing technical assistance to both public and private sector organizations.

During our many years of program implementation in Nigeria supporting demand side financing, supply side quality improvement using SafeCare Methodology, and activities to improve access to finance for healthcare SMEs through the Medical Credit Fund, we recognise the huge gap in management skills amongst healthcare professional. In line with our overall objectives, we have collaborated with EDC to develop the Health Management Programme to help close this knowledge gap.

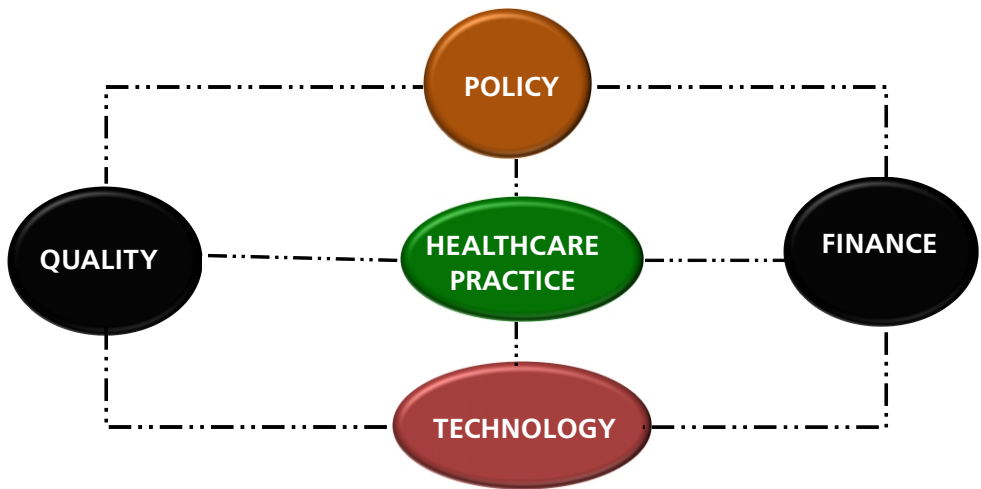
We are excited at the opportunity to extend our impact in the healthcare sector and welcome you to a robust learning experience from experienced hands-on facilitators.

Good luck and we hope you carry forward your learnings!

Njide Ndili
Country Director, Nigeria
PharmAccess Foundation

Deploying Entrepreneurs in Healthcare

Managing a thriving healthcare business requires skills that are not necessarily taught in medical school or acquired in practice.



The Health Management Programme covers the core aspects of the practice of healthcare; policies that affect the practice of healthcare in Nigeria, the business of healthcare, quality in healthcare and the role of technology and innovation in the future of healthcare.

What is HMP?

PharmAccess Foundation (PAF) and Enterprise Development Centre (EDC) partnered to develop the HMP curriculum and deploy a Certificate Program for Healthcare Professionals in Nigeria and West Africa.

1

Robust Curriculum: Curriculum has been designed to cover all aspects of running a healthcare

2

Strong and Experienced Faculty: Course delivered by carefully selected seasoned professionals and industry experts.

3

Strong support for healthcare professionals: Leading to better business and quality outcomes.

4

Sustainable Program: A programme that will continue year-on-year

5

Reputable Capacity Development Partner: Programme will be delivered via a world-class capacity development partner - Enterprise Development Centre (EDC) of Pan Atlantic University

Programme Value

The HMP combines the established strength of business leadership, management and entrepreneurship courses with unique healthcare modules. The programme is designed to build on your experience, using real life case studies, presented by key industry experts. At the end of a course, you feel empowered to address your recurring challenges from a new perspective, allowing for lasting solutions.

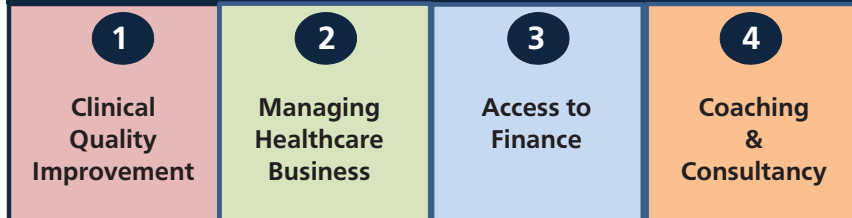
Our goal is to assist you in identifying and engaging practical tools and systems that can directly impact your business immediately you apply them. Through the HMP you will be introduced to active players in the healthcare, business and technology fields who are part of a larger ecosystem that supports the growth of health SMEs in Nigeria, Africa and the world at large.

At the end of the program you will receive a certificate of attendance and completion of the program.

Programme Design

The HMP is a blended certificate programme with a maximum student capacity of 40, deployed via in-class as well as online modules. You will be in class for 3 – 4 days each month over the next 4 months. Some of the learning modules will be delivered via an online portal.

Health Management Programme



“The Health Management Programme, or HMP for short is here to fill the gap and give you the knowledge and skills needed to build a viable, financeable and sustainable healthcare business”

Our Blended Approach

**IN-CLASS SESSIONS
– FACILITATOR-LED**

EXCURSIONS

**ONLINE MODULES
– DEPLOYED
VIA E-LEARNING
PLATFORM**

**LOCAL AND
INTERNATIONAL
CASE STUDIES**

PRE-READING MATERIALS

WHATSAPP GROUP DISCUSSIONS

**PROGRAMME COMPLETION
PROJECT**

Our blended approach was designed to provide you with a wholesome learning experience. You will be provided with pre-reading materials prior to classroom sessions to give you a solid foundation for the courses to be taught. Classroom sessions will be delivered by world-class and experienced faculty following which you will be invited into a group chat where all other queries can be answered. You will also be required to complete a practical project as a prerequisite for receiving a certificate of completion for the HMP.

Programme Modules

The HMP will be delivered in 4 tracks:

	TRACK 1		TRACK 2
1	Overview of the Healthcare Landscape	1	Managing a Healthcare Business
2	Regulatory, Legal and Tax Issues	2	Talent Management & Succession Planning
3	Team Building	3	Personal Productivity
4	Delivering Excellent Service	4	Leadership & Critical Thinking

	TRACK 3		TRACK 4
1	Contracting / Procurement in Healthcare	1	Strategy Planning for a Healthcare Business
2	Developing Financial Record	2	Infrastructure Development & Equipment Supply
3	Financial Management	3	Putting the Healthcare Business Plan together
4	Quality Assurance in Healthcare	4	Business Ethics and Governance
5	Marketing a Healthcare Business		

Healthcare Faculty Members



Clare Omatseye

Clare is the Managing Director of JNC International Limited (JNCI). JNCI is one of the largest turn-key representatives of original medical equipment manufacturers in Nigeria, representing such brands as Toshiba, Elekta and Huntleigh. She has an MBA from the University of Navarra (IESE) Barcelona, Spain. Clare currently serves as the President of the Health federation of Nigeria; a coalition of private sector healthcare providers in Nigeria. She is on the board of the Development Bank of Nigeria. She chaired the 1st African Health Summit and also has several scholastic honours and membership of clubs and societies whose vision is to improve the health status of Nigerians.



Fola Laoye

Fola holds an MBA from Harvard Business School, Cambridge, USA. She has had over twenty-five years of business experience, both locally and internationally, having trained with Ernst & Young, Lagos and Price WaterHouse Coopers in London.

She is currently Director for West Africa Investments at the Investment Funds for Health in Africa (IFHA). Fola served as the Chief Executive Officer and Group Managing Director of Hygeia Nigeria Limited, the largest health insurance platform in Nigeria. She was instrumental in charting the growth strategy of Hygeia for several years and serves as the Chairman of Hygeia Nigeria Limited.

Healthcare Faculty Members



Arjan Van Bergeijk

Arjan van Bergeijk studied International Technological Development Studies at the Eindhoven University of Technology. While writing his thesis he spent almost a year in Tanzania, where he learnt what it is like to live and work in a developing economy. He also completed a continuation course in International Environmental Management and Policy at the University of Evora, Portugal. He has been involved in projects in countries such as Ecuador, Bolivia, Chile, Peru, Nigeria, Venezuela, Nicaragua, Tanzania, Nepal and Sri Lanka.



Dr. Olamide Okulaja

Olamide Is the Director of Advocacy and Communications at PharmAccess. He has an MBA in International Healthcare Management from the University of Aberdeen, Scotland and a MBBS from the College of Medicine, University of Lagos.

He was the Interim Partnership Lead of the Nigerian Consortium of the African Health Markets For Equity, and also sat as the Chair of the AHME/World Economic Forum/Ogun State Project Management Unit. He is a member of several Technical Working Groups and is also leading on the development of a technical framework to promote access to capital for by Private Health SMEs in conjunction with the Lagos State Government.

Healthcare Faculty Members



Dr. Ibironke Dada

Ibironke is currently the Director of SafeCare in PharmAccess, overseeing quality improvement initiatives in several states in Nigeria. She is a public health and management specialist with several years' work experience leading health reforms from policy formulation to the design and implementation of innovative demand and supply-side interventions for equitable access to quality healthcare services. She has MBA from Imperial College, London, United Kingdom.



Fisayo Okunsanya

Fisayo is the Business Development Director for Medical Credit Fund and the Programme Coordinator for the Health Management Programme. His experience over many years as a consultant spans business strategy, corporate finance and management support in the Banking and Healthcare industries in Nigeria; including projects such as designing a scalable contributory Health Insurance Scheme for a multi-lateral organisation, assisting Healthcare Federation of Nigeria (HFN) in developing credit products for Healthcare providers and training of banking executives.

Fisayo has facilitated training sessions for several organisations in Nigeria, Ghana, Kenya and Norway. He is a member of the Nigerian Economic Summit Group (NESG).

Business Faculty Members



Nneka Okerearu

Nneka Okekearu is a 3rd generation entrepreneur and Deputy Director of Enterprise Development Centre (EDC) with over 20 years' experience in Oil & Gas, Banking and Enterprise Development.

She serves on various boards as well as on the committee of several national and international mentoring programs and is a judge on numerous Business plan competitions. Nneka is a doctoral student at the University of Bradford and a certified Leadership Trainer from the Centre for Creative Leadership USA, a certified trainer for the World Trade Organisation Export ITC Access PACT 1&2 projects as well as an IFC Business Edge and SME Toolkit trainer.



Wale Ajiboye

Wale Ajiboye is a social entrepreneur with over 17 years' experience in organizational design, not for profit management, enterprise development and innovation.

A creative facilitator, skilled in guiding learners through engaging and breakthrough learning opportunities, Wale is a certified trainer with several development organizations and a facilitator with the Enterprise Development Centre (Pan Atlantic University), where provides expert advice to small and medium businesses.

Business Faculty Members



Patrick Oluyide

Patrick Oluyide is a World Bank Consultant and Assessor, certified by the International Finance Corporation (IFC) and the International Labour Organisation (ILO). He is a Business Strategist, An Organisation Development Consultant. With near a decade and a half of practice, he has worked on projects in various industries including; finance, Oil & Gas, etc. He served on the council of the Nigeria Institute of Training and Development (NITAD), where he led both the Strategy and the Learning and Development teams.



Chinazo Okoye

Chinazo is a legal practitioner and a member of the prestigious Nigeria Institute of Chartered Arbitrators.

An IFC Business Edge trainer, Chinazo also offers legal advisory services to SMEs on Intellectual Property rights, Franchising, Labour Law, Regulatory matters, Law of Contracts and other areas of Commercial Law. She is a faculty member of the Pan-Atlantic University. Chinazo has handled national projects such as the Youth Enterprise with Innovation in Nigeria (YouWiN) from 2012 to 2014; Youth Entrepreneurship Support (YES) Programme (2016); BIG project (2016 to date).

Business Faculty Members



Olubunmi Omoso

Olubunmi, a chartered accountant and a financial management consultant with over 20 years post qualification diverse business, consulting and training experience. Her depth and experience covers core financial reporting skills, audit, banking, insurance, financial advisory, financial analysis and training. In her professional career, she has worked with reputable organizations such as Accenture, Equatorial Trust Bank, Cornerstone Insurance and Agosto and Co.



Silk Ugwu Ogbu

Silk is a political and communication strategist. He has an M.Sc. And two PhD. The first in Political Science (International Relations) and Marketing (Public Relations). Silk has extensive experience from many years of private sector practice and has also contributed immensely through numerous conferences and publications to the pursuit of academic excellence. His research interests are in the areas of conflict resolution, rhetorical communication, negotiation, political communication, leadership strategies, development communication, brand management and stakeholder relations.

He teaches currently at the School of Media and Communication, Pan Atlantic University, Lagos.

Business Faculty Members



**Solomon Patrick
Avbioroko**

Solomon worked with the Industrial Training Fund, the apex manpower development organization in Nigeria for about 15 years before joined Coca-Cola Nigeria Limited, the Region Office of The Coca-Cola Company here in Nigeria as the Training & Manpower Development Manager.

His prowess in manpower development is drawn from his very broad training and development exposure over the years having worked with ILO expatriates, the Coca-Cola Learning Consortium and other training and development companies in Nigeria.



**Ekaete Augustine
-Edet**

Ekaete is a seasoned customer service professional and trainer having had a distinguished career spanning almost 2 decades with such reputable international bodies/organizations like the French Embassy, Lagos and Sofitel the Moorhouse, Hotel & Resorts where she was the Manager in charge of the Front Office as well as a member of the senior management team. She is currently a faculty member of the Enterprise Development Center of the Pan Atlantic University, where she facilitates classes in Customer Service and Business Etiquette.

Ekaete is an International Finance corporation (IFC) certified Business Edge trainer.

Faculty Members



Dr. Olusegun Sanya

Dr. Olusegun Sanya is a graduate of the college of Medicine, University of Lagos where he obtained a degree in Medicine and Surgery. He is a Strong development professional with a Masters in Business Administration (MBA) focused in General Management from the Lagos Business School. He is a level 3 candidate of the CFA institute – a professional programme for financial analysts. He has over a decade experience that spans across health insurance, clinical medicine and healthcare financing. He is the lead Business Analyst at the Medical Credit Fund in Nigeria where he has facilitated more than 200 health care loans for provider across the health care chain.



Abimbola Osuchukwu

With a background in Accounting, Banking, Taxation and Entrepreneurship, Bimbo has the perfect balance of skills for helping companies with Financial Management techniques that results in accelerated growth in their bottom line. She is a qualified Chartered Accountant, Chartered Banker and Chartered Tax Practitioner. She is currently the lead faculty of Finance and Accounting at the Enterprise Development Centre of the Pan Atlantic University (Lagos Business School). She is also a provisional trainer for the Business Edge of the International Finance Corporation (a subsidiary of the World Bank). And an Alumni China European International Business School (CEIBS), China.

Enterprise Development Centre

Enterprise Development Centre (EDC) is the Entrepreneurship Centre of the Pan-Atlantic University. Set up in 2003 as the Centre for Enterprise Development Services (EDS), the Centre emerged as a direct response to the dearth of available professional business development and support services to small and growing businesses in Nigeria

The Enterprise Development Centre of Pan-Atlantic University has the mission of providing holistic business development and support services to small and medium enterprises (SMEs) in Nigeria. EDC provides capacity building programmes and a variety of wrap-around services such as advisory services, mentoring, experts-in-residence, network meetings, access to market & information, implementation of organisational plans and more.

EDC's mission is to build a network of entrepreneurial leaders through a commitment to continuous learning, process improvement and business integrity. The strength and indeed the ability of EDC to deliver on its objectives lie primarily on the network and quality of strategic partners it has built since inception.

About PharmAccess Foundation

PharmAccess, one of the pioneers of HIV/AIDS treatment in Africa, has a digital agenda dedicated to connecting more people to better healthcare.

It serves doctors and patients through loans (Medical Credit Fund), benchmarking standards for quality and business improvement (SafeCare), impact/operational research and health insurance. In Nigeria, this includes supporting state-led mandatory health insurance schemes in Kwara, Delta and Lagos States.

Through the Medical Credit Fund, PharmAccess has provided technical assistance banks and worked with them to disburse over US\$3million in Nigeria since its inception, with an average repayment rate of over 99%.

To capitalize on the huge opportunities offered by the digital revolution, PharmAccess has built a mobile platform for healthcare financing and delivery that connects patients, healthcare providers and payers, giving individuals access to a mobile health wallet containing entitlements that can only be used for healthcare.

International attention for the PharmAccess approach includes three Financial Times/IFC awards and a G20 prize for innovative finance presented by US President Obama

About PharmAccess Foundation

Milestones

- 2000** Started HIV/AIDS treatment project in 4 African countries.
- 2006** Health Insurance Fund receives - 100 million USD grant from Dutch Government for health insurance schemes.
- 2010** Launch of Medical Credit Fund - access to finance for healthcare providers.
- 2011** Launch of SafeCare - Introduction of clinical standards and quality improvements founded by PharmAccess, JCI and Cohsasa.
- 2013** Mobile Health; partnership with Vodacom, MPESA and Safaricom

Awards

- Financial Times / IFC Transformational Business Award,
- OECD DAC Prize for Taking Development Innovation to Scale,
- World Economic Forum Model for Leapfrogging Health Systems,
- G20 award for the MCF innovative financing model to improve African health care, presented by President Obama at the G20 summit in Seoul
- OPIC Impact Award for Access to Finance

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