



Miller Center

for Social Entrepreneurship

Name of social enterprise: Access Afya

Mission statement: Creating access to quality healthcare for the global mass market through sustainable care models.

Webpage: <https://www.accessafya.com/>

GSBI 2016 business plan presentation: <https://millercenterscu.force.com/public/s/alumni-detail-page?id=0014100000Vf916AAB>

Headquarters: Nairobi, Kenya

Location(s) of research: Nairobi, Kenya

Regardless of the pandemic, the fellowship will run in 2021. We have designed 2021 action research projects to be conducted via remote engagement (e.g., via Zoom) without the immersive component of travel to the field. All applicants should enter and proceed through the application process with the assumption that no international field placements are currently planned. For more information, please attend a GSBF info session.

Background: Access Afya has begun a strategic expansion of its services into telemedicine, especially in light of Covid19. This research project will support the implementation of its strategic plan for scaling impact, working in partnership with members of the Access Afya team.

The challenge: Provide technical and marketing research in support of scaling and the expansion of telemedicine.

Action research products needed:

1. A market analytics study for Access Afya to expand its virtual digital health clinic services. This would provide a market entry strategy (for example, expand to new geographies? Expand to a business2business model?)
2. An analysis of strategies for enhancing patient retention. Access Afya wants to forge stronger ties with patients, and foster engagement for more health care services. This analysis would further develop Access Afya's understanding of its patients and local market for health care services.
3. A user experience study of the health care providers and patients. This would assess the use of telemedicine technologies and propose steps for enhancing user experiences.
4. An analysis of the technology infrastructure used by Access Afya, and creating an operational practices guide that would facilitate greater continuity of service and ready data retrieval across the enterprise.

Student skills needed: market analysis, patient/customer retention, user experience, human centered design thinking, database management.

Keywords: Telemedicine, digital health services, primary healthcare access, business development, user experience, technology analysis, information infrastructure audit.

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