

# Health Clinics



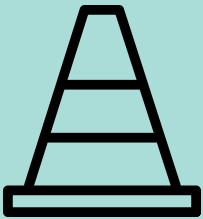
## Get to know:

- Health financing mechanisms
- Segment of clients
- Niches and untapped opportunities



## Watch out for:

- Attitude of the governance and staff
- Government policies and regulations
- Competitors



## Challenges:

- Lack of entrepreneurship among staff
- Use of manual financial systems
- Competition from free clinical services provided by the government



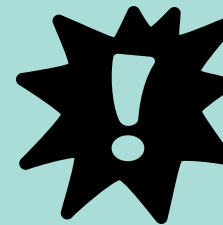
## Recommended to:

- Conduct regular performance reviews
- Set clear financial and programatic targets
- Conduct a performance appraisal based on target achievement

## Highlights

### Health Clinics of Family Health Options Kenya

- Main source of income: Clinical fees charged for providing clinical services
- Main target group: Middle income group
- Total revenue generate in 2017: USD 1.8 million
- Services offered: family planning, antenatal care, post-natal care, maternity services, curative consultations, immunizations, pharmacy and laboratory services



## Good to have:

Qualified personnel with an entrepreneurial mindset, adequate physical resources and basic equipment

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