



**How am I supposed to pay my regular insulin if I can't even pay for my diagnosis.**



**If one Community Health Center can't help me for free, I register at another one.**



**Sometimes I get a waiver.**



“

**I'm on the edge:  
I need my time  
to make money  
– I don't have time  
to take care  
of my health.**

“

**If I go to my  
community health  
center, they don't  
have the skills,  
equipment or  
medicine that  
I need.**

“

**My community health  
worker told me  
to visit my community  
health center.  
When I got there  
it was closed – I don't  
have time for this!**

“

**When worst  
comes to worst,  
I'll have to sell  
my land.**

“

**As long as I can walk, I am not really sick.**

“

**I rely on Harambee – my community will raise money for me.**

“

**Health is the absence of sickness – so why care when I am healthy?**

“

**Why would I cover for other people's health insurance?**

“

**There are not  
enough skilled  
doctors close  
to my location.**

“

**I go get my  
medication for  
the next 3 months  
– they are out  
of stock.**

“

**I can't get to  
the hospital  
– I am too sick.**

“

**I have to get  
injections  
at the hospital  
– can't I give  
myself injections?**

“

**Some nurses know about NCDs – others have never heard about it.**

“

**I have cancer – the only place I can get some sort of treatment is Nairobi.**

“

**I have insurance, but when I went to the hospital I had to pay for my X-Ray.**

“

**My fee used to be much lower – now I have to pay more, that sucks.**



**I don't mind  
paying as long  
as I am covered  
when I need it.**



**When I have  
cancer and need  
a treatment  
I go to India or  
the States.**



**I have insurance,  
but certain areas  
are not covered  
(e.g. NCDs).**



**Being fat  
shows off  
my status.**

“

**A meal  
without  
ugali is not  
a meal.**

“

**People who  
are not  
so bright  
do sport.**

“

**Why do I have  
to take care of  
my health even  
though I am  
not sick?**

“

**How is my health  
related to my  
nutrition and  
physical activity?**

“

**I don't need  
to walk –  
I have a car!**

“

**If someone  
walks he/she is  
either poor or  
has a problem.**

“

**I enjoy western  
food like pizza  
and burgers.**

“

**Back in the days  
I had to walk  
a lot – the new  
lifestyle has made  
me lazy.**



“

**Why should  
I find out that  
I am dying?**

“

**NCDs?  
What's that?  
Why should  
I be at risk?**

“

**How can I be  
at risk of  
something I don't  
understand?**

“

**My blood  
pressure is high,  
but it's because  
I had a stressful  
day at work /  
at home.**

“

**I have to  
live with it  
– somehow.**

“

**I can't pay it  
out of my own  
pocket – nor can  
my family or  
community pay.**

“

**I fear  
people  
will  
stigmatize  
my family.**

“

**I am too  
shy to ask.**

“

**As long as  
I can still  
make it to work,  
I am not sick.**

“

**I am not sick  
– I haven't  
broken my leg.**

“

**Going to  
hospital  
invites  
sickness.**

“

**Getting a medical  
check-up takes  
too much time  
– they always tell  
me to come back  
tomorrow.**



**I can get my blood pressure measured on my way to work – what do I do then?**



**I am unsure if my diagnosis is correct.**



**I am diagnosed with X – what does that mean?**



**I am diagnosed with X – where do I get treatment?**

“

**Our leaders  
go abroad  
for cancer  
treatment.**

“

**I'm pregnant  
on top of an NCD  
– no I am  
at great risk.**

“

**I have X –  
I am afraid to  
tell my family /  
community.**

“

**I can't afford  
my treatment,  
I will have to  
sell my land.**



**I walked all the way to buy my medication – now they are out of stock (again).**



**NCDs are like an unwanted baby – you don't expect it but then it wants all the attention.**



**After taking my medication I'm feeling much better – why continue taking them? I'll take them again when it comes back!**



**I keep forgetting to take my medication.**

“

**I wasn't able to buy more medication – now I ran out of pills.**

“

**I have to get to work – keeping my job is more important for my family than getting medications.**

“

“

**I can't afford my medication – we had to pay another bill.**

“

**I have to sell my land to afford my medication / operation.**

“

**I feel better – why do I have to continue my medication?**

“

**I love my ugali and my chicken – I don't want to switch to more vegetables.**

“

**It's really hard work to change my behaviors and habits.**





**Data is the baseline for decision making (policy, allocation of resources, recommendation etc.).**



**Use latest technology such as IoT and algorithms.**



**Personalization is key in customer care information and experience.**



**Mobile solutions overcome geographic limitations.**



**Remote diagnosis  
is currently piloted  
in Mombasa with  
Huawei and Philips.**



**Who is in charge  
of overall  
coordination  
of data?**



**Community  
health workers  
are already  
at max capacity.**



**Each household  
has access  
to a smartphone.**

“

**The entrance point to each community is the community health worker (and churches).**

“

**Wearable and Fitbits are trendy!**

“

**We need different end user tools for different customers.**

“

**I speak Swahili – English apps don't help me.**

““

**I need a safe space  
– I want my data  
to be treated  
confidentially.**

““

**How reliable  
is the existing  
data?**

““

**Gamification is  
very popular.**

““

**We need to  
define what data  
we need.**

“

**We are unclear  
what prevention  
of NCDs requires.**

“

**No money  
– no  
interest!**

“

**KenyaEMR, IQCare  
and OpenMRS  
collect data at a  
community level.**

“

**DHIS2 is where  
clinical data  
is aggregated.**