

“

**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.**