



Healthcare Procurement Strategy —

# Strategic Planning for Medical Equipment Procurement

Empowering Small to Medium Healthcare Facilities in Africa

# Planning for the Future

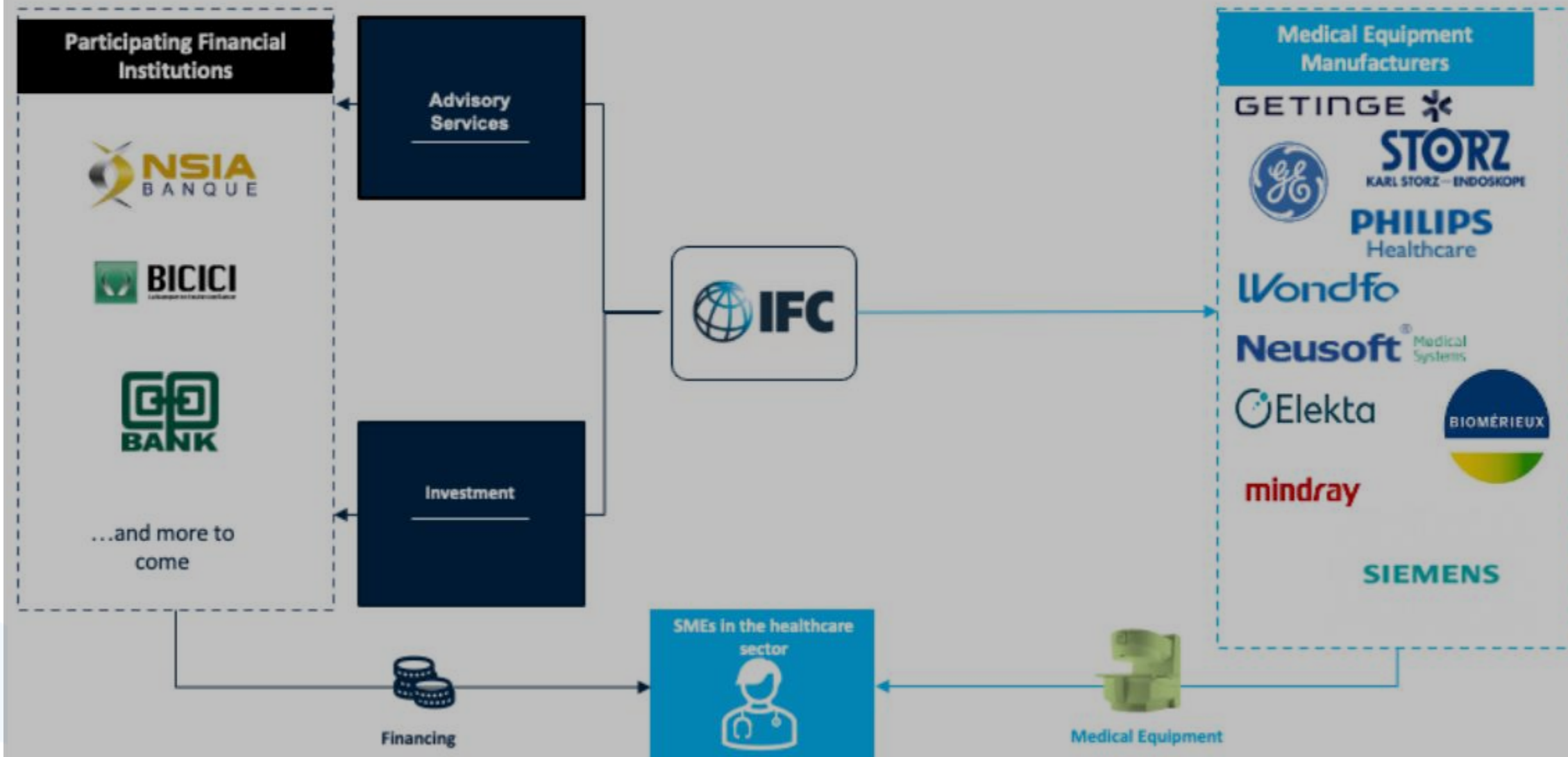
Developed by: Joseph Williamson, DMS



# Thanks for Being Here with Us!

African Medical Equipment Facility

## Creating a Medical Equipment Financing Ecosystem in Africa



# Developing a strategic plan for the procurement of medical equipment.

1

Challenges in Medical Equipment Procurement

2

Importance of Strategic Planning

3

Key Considerations for Procurement Strategies

4

Adopting Strategic Trends to Ensure Future-Ready Healthcare in Africa's Small to Medium Facilities

1

# Key Challenges???

What Key Challenges have you seen in Kenya/Africa??



# Challenges in Medical Equipment Procurement

Overcoming Key Hurdles to Procure Essential Medical Equipment for Small to Medium Healthcare Facilities in Africa



## Imported from the USA & Germany

Small to medium healthcare facilities often struggle with constrained budgets but import most essential medical equipment such as advanced diagnostic tools or life-saving devices. there is a high reliance on imports across different countries



## Global supply chain disruptions

Frequent disruptions in the supply chain can lead to delays in equipment delivery, causing operational inefficiencies and potentially impacting patient care and treatment timelines.



## Lack of technical expertise

Inadequate technical knowledge and expertise within healthcare facilities can pose challenges in selecting, operating, and maintaining complex medical equipment, affecting overall healthcare delivery.

# Challenges in Medical Equipment Procurement

Overcoming Key Hurdles to Procure Essential Medical Equipment for Small to Medium Healthcare Facilities in Africa



## Regulatory barriers

Navigating complex regulatory requirements and compliance standards can impede the procurement process, leading to delays in acquiring necessary medical equipment and services.  
there is a high reliance on imports across different countries



## Reactive planning

Proactive planning enables organizations in health care to prepare for the future, prioritize their resources, make challenging decisions, align resources with goals, engage stakeholders, increase efficiency and effectiveness, meet regulatory requirements, promote innovation, and encourage accountability.



## Inadequacy in benchmarking practices

Navigating complex regulatory requirements and compliance standards can impede the procurement process, leading to delays in acquiring necessary medical equipment and services.



## Deficient quality measurement standards

To compete effectively, African healthcare organizations ensure they deliver better services than their competitors in order to get more patients. Also, patient satisfaction reflects the right image of the healthcare facility or organization.

# Proactive planning: Sets a sence of direction

## Planning & Improvement

Will the purchase allow the facility to carry out activities on the pre-planned track??

## Equipment & Marketing Identification

Will the equipment assist in identifying new opportunities or services which can be used to exploit the market?

## Branding Positioning

Does the purchase strengthen the the facility's branding position?

## Vision & Mission

Does the purchases and proposed equipment fit the strategic missions?

# Leveraging the Market Opportunity.

1

## Strategic Planning and Investment

### Informed Decision-Making:

Facilities can strategically plan their investments to ensure they are adopting the most effective and future-proof technologies.

### Budget Allocation:

Avoiding overspending on obsolete technology or being unprepared for upcoming innovations.

2

## Enhanced Patient Care and Outcomes

### Access to Cutting-Edge Technology:

With insights from market projections, facilities can identify which technologies will best meet their patients' needs.

3

## Competitive Advantage and Market

### Staying Ahead of the Curve:

By proactively evaluating market trends, healthcare facilities can position themselves as leaders in adopting innovative healthcare solutions.

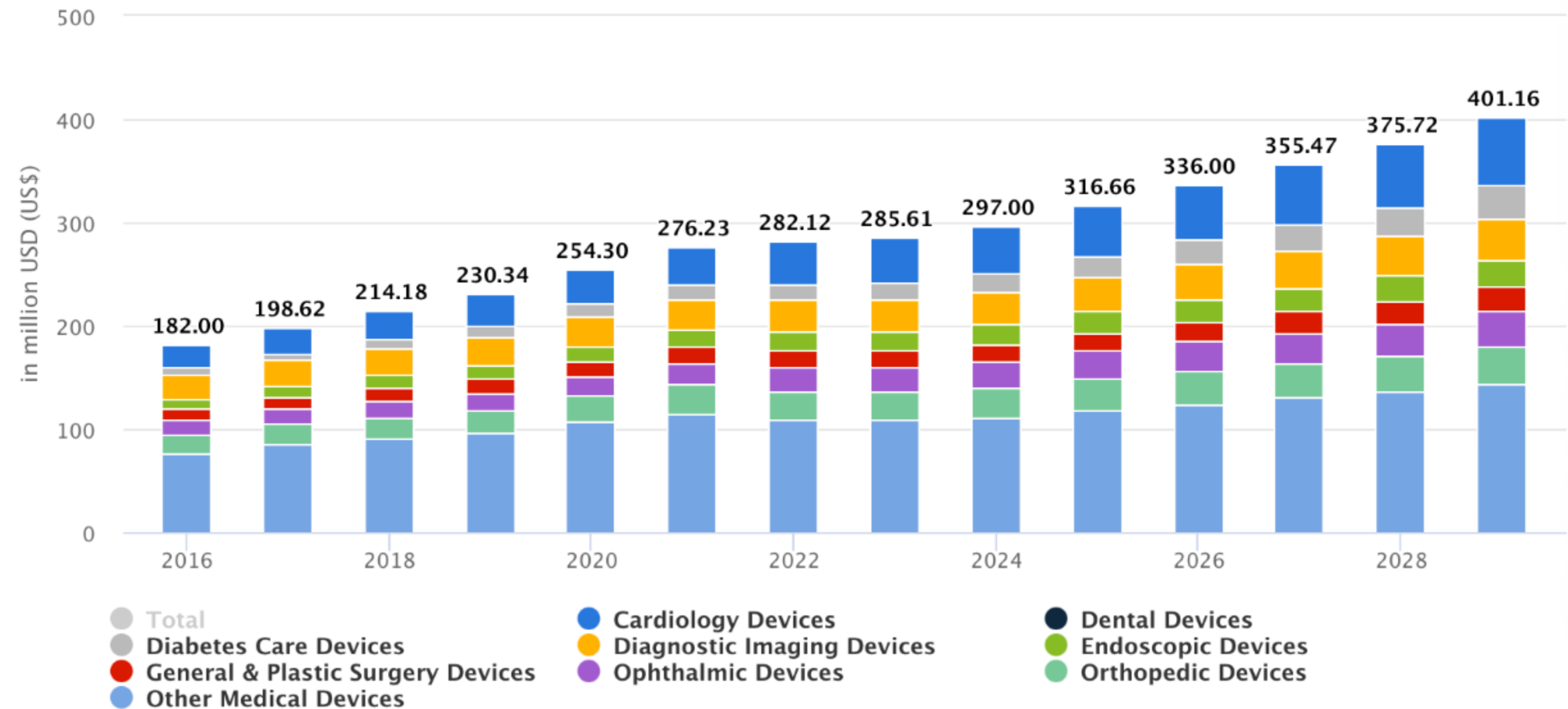
Potentially opens up opportunities for partnerships and funding . organizations looking to support advanced healthcare providers.



# Medical Devices - Kenya Revenue (USA)

Customers in Kenya are increasingly seeking advanced medical devices to improve healthcare outcomes. This is driven by a growing awareness of the benefits of using modern medical technology,

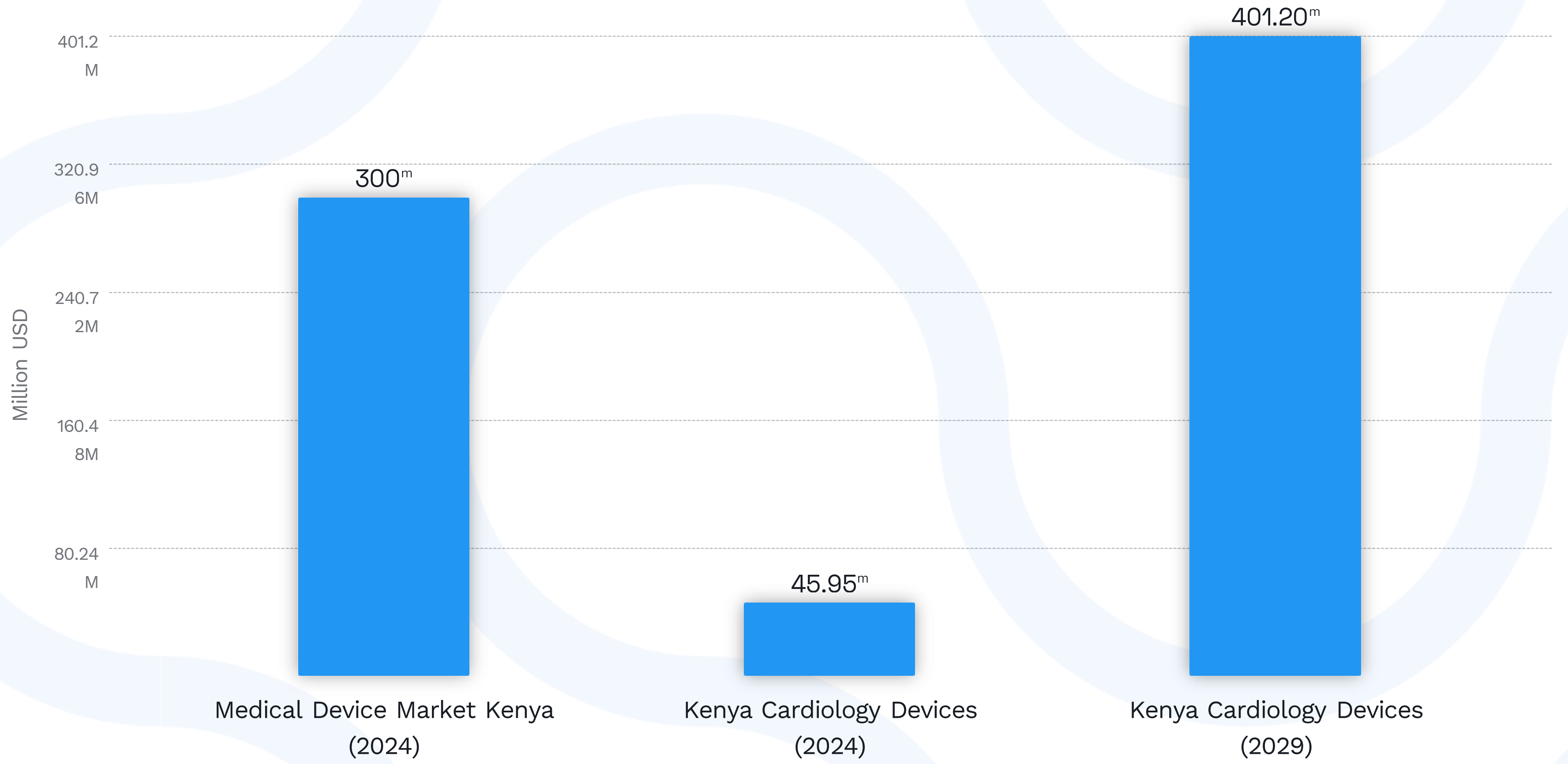
## REVENUE



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: May 2024

Source: Statista Market Insights



Source: [statista.com](https://www.statista.com)

# Africa Medical Equipment Facility (AMEF) Central & Eastern Region HSME Training

We are glad to invite you to

## **the HSME Training**

Date: 27th - 28th November, 2024

Venue: Alba Hotel Meru

Time: 8:00am - 4:00pm

RSVP: [jnderu@khf.co.ke](mailto:jnderu@khf.co.ke) or call 0741 867356

[www.khf.co.ke](http://www.khf.co.ke) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)



# What Future Trends Are You Watching?



**Benchmarking  
establishes a  
performance  
baseline.**

## Internal

Internal data help an organization measure against itself, either department vs. department or the same department among hospitals within a health system.

## Competitive

External data help leaders determine how their organization performs against competitors on a local, regional, national, and international level.

## Functional

A comparison of processes and methods within identical business functions outside the immediate industry, wherein the entities being compared are not in competition with one another.

## Generic

A comparison of how core processes or functions are practiced in a similar way, without regard to the industry, to gain a new perspective and way of thinking.

# Benchmarking

Which benchmarking tools does your facility employ?



# Procurement Excellence-Quality



Access: Can patients obtain access to equipment when needed. Are factors such as availability of facilities, healthcare professionals, expertise being considered?



Evidenced based practise: Are providers are using equipment and interventions that have been proven to be effective globally?

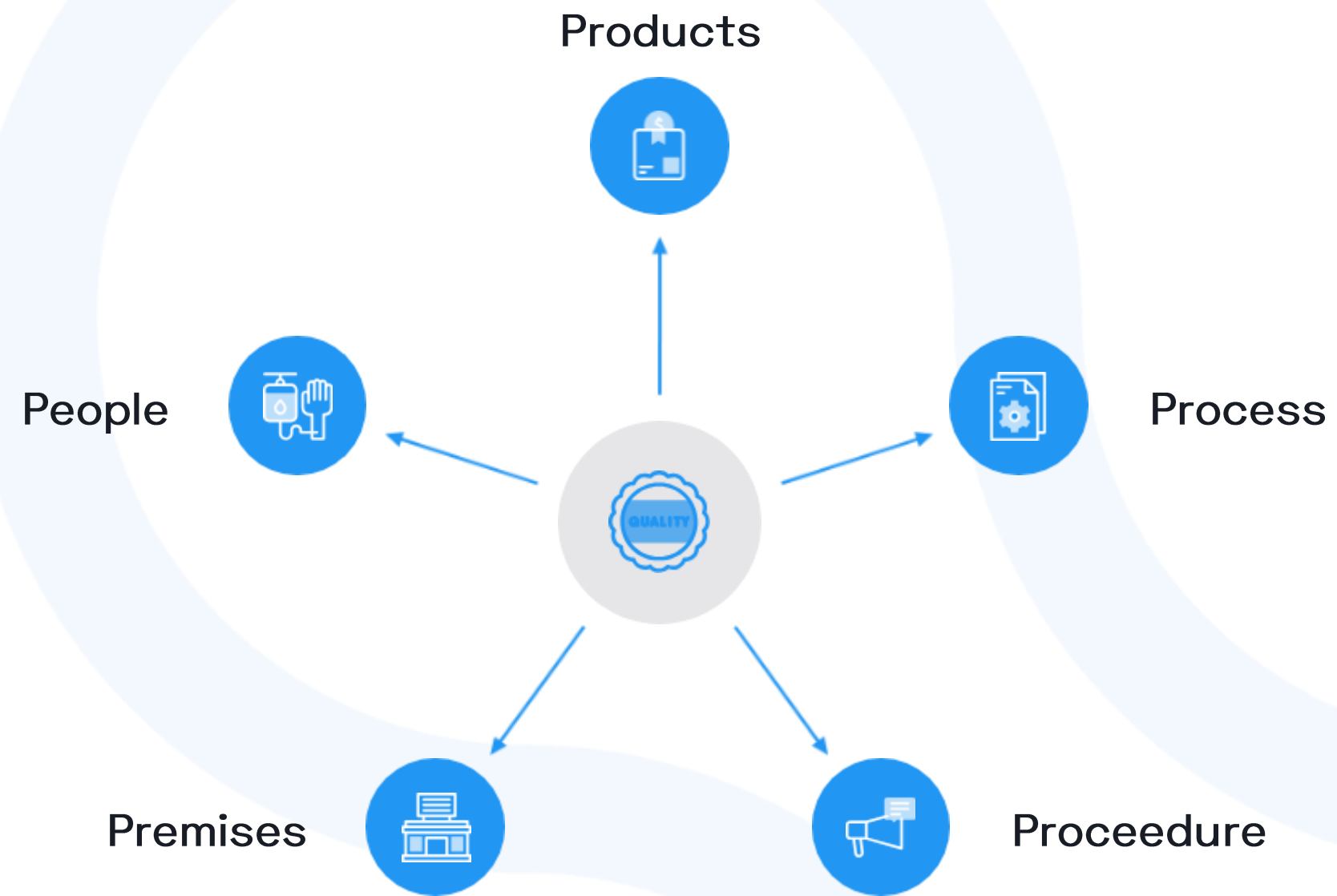


Patient centered: Are patients involved in the decision-making process, providing clear and understandable information.



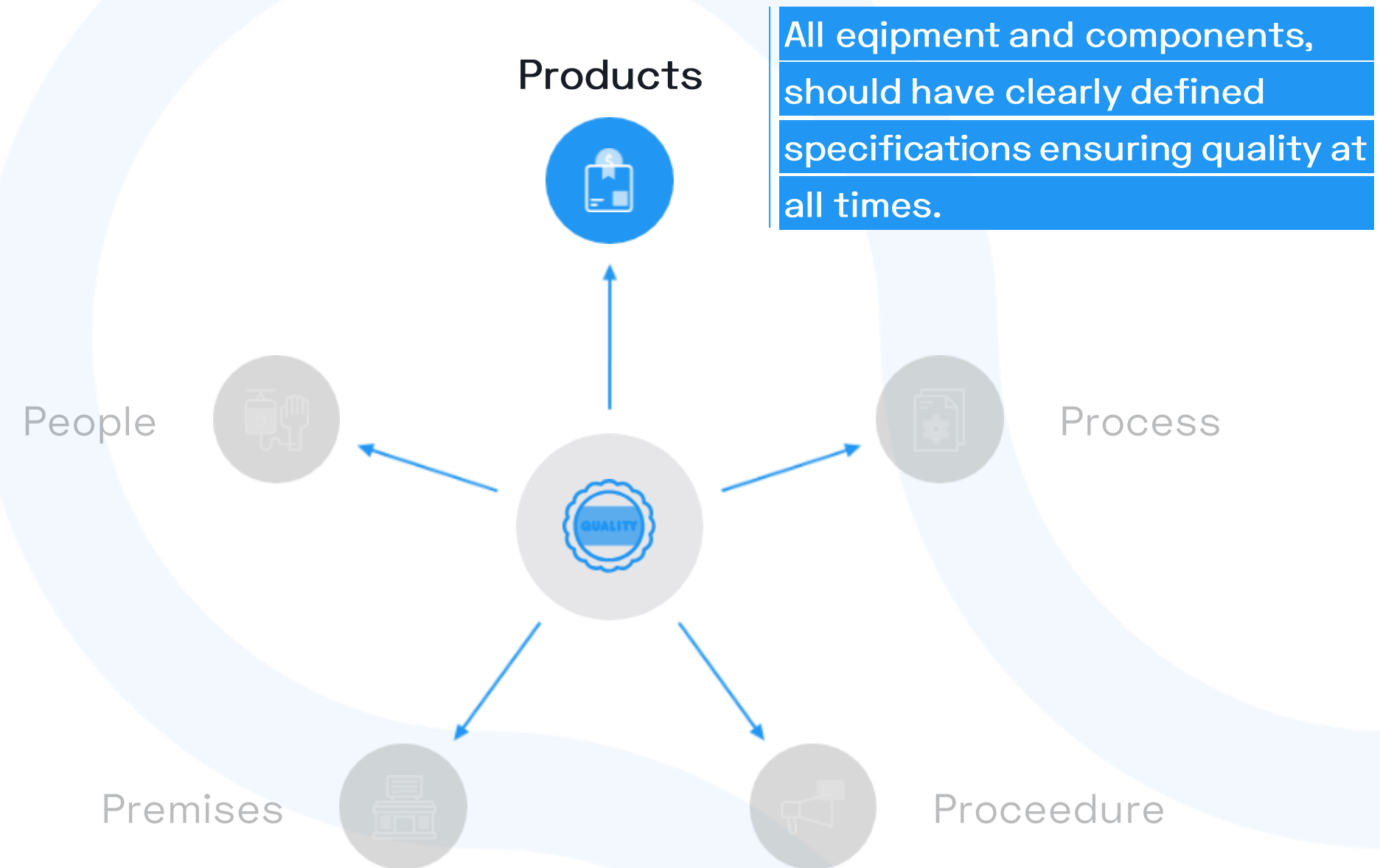
Continuity of care: Does the equipment allow for clear communication and collaboration between healthcare providers or ongoing follow-up and monitoring of patients.

# What are the essential elements of Quality Practice?

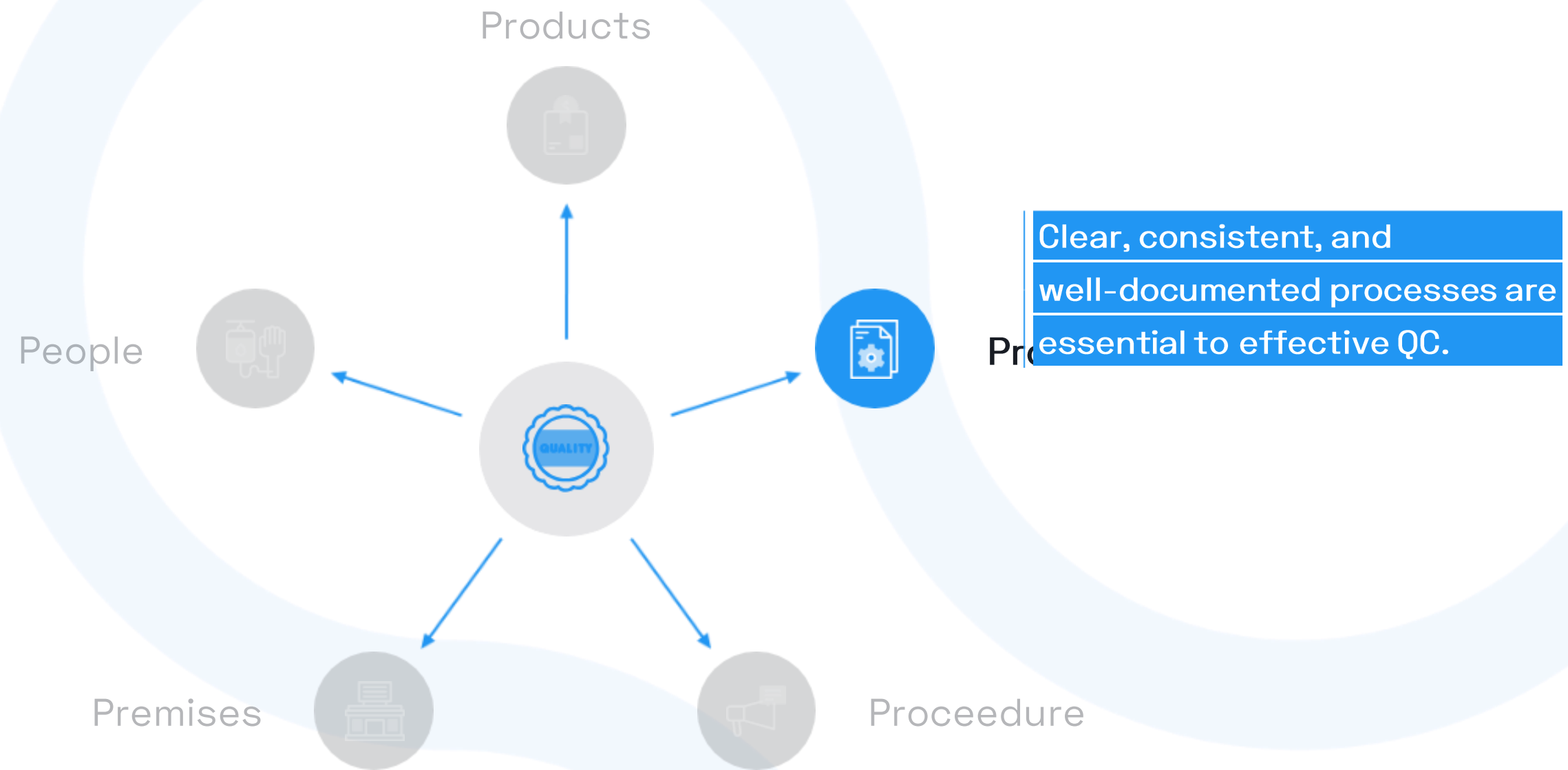




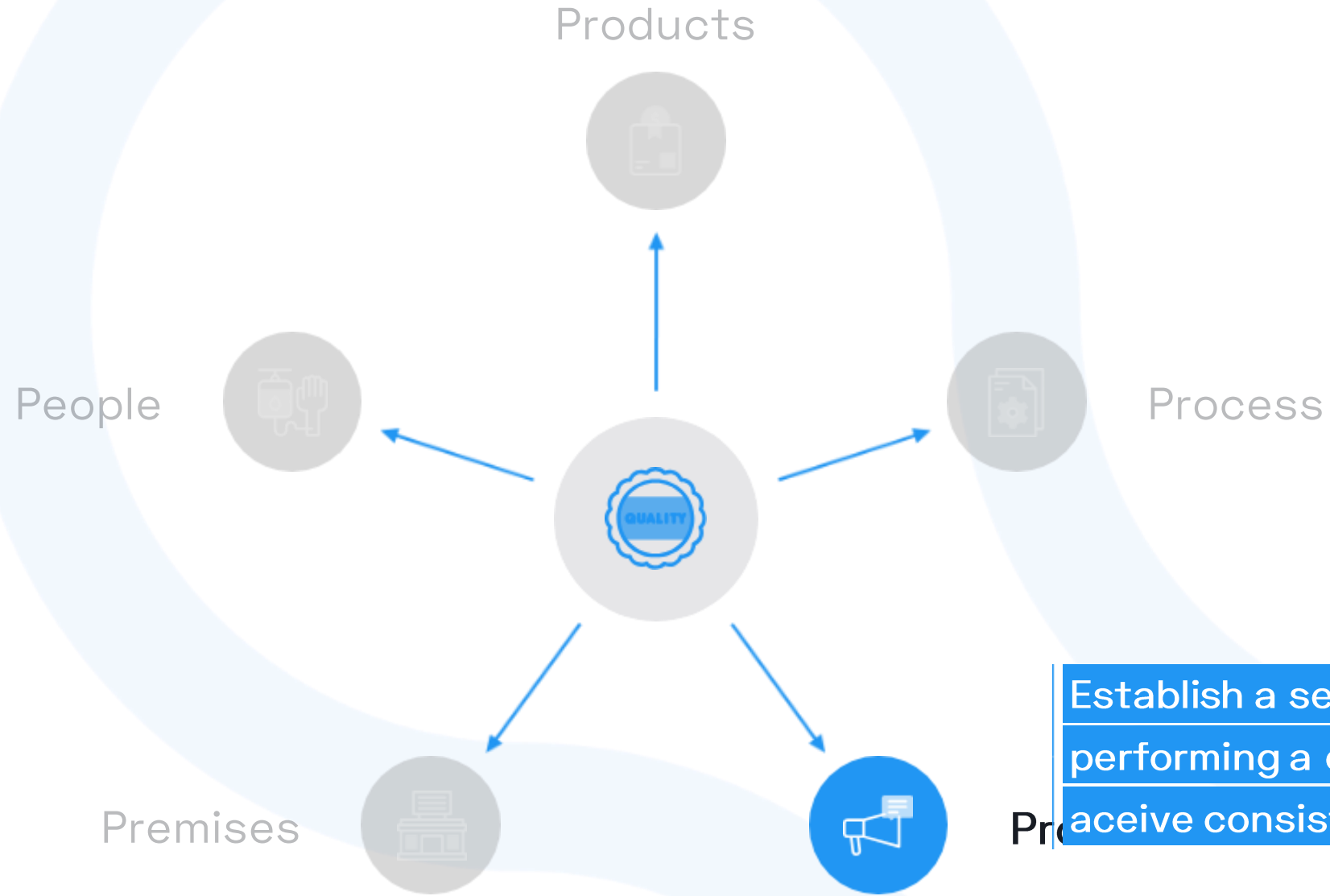
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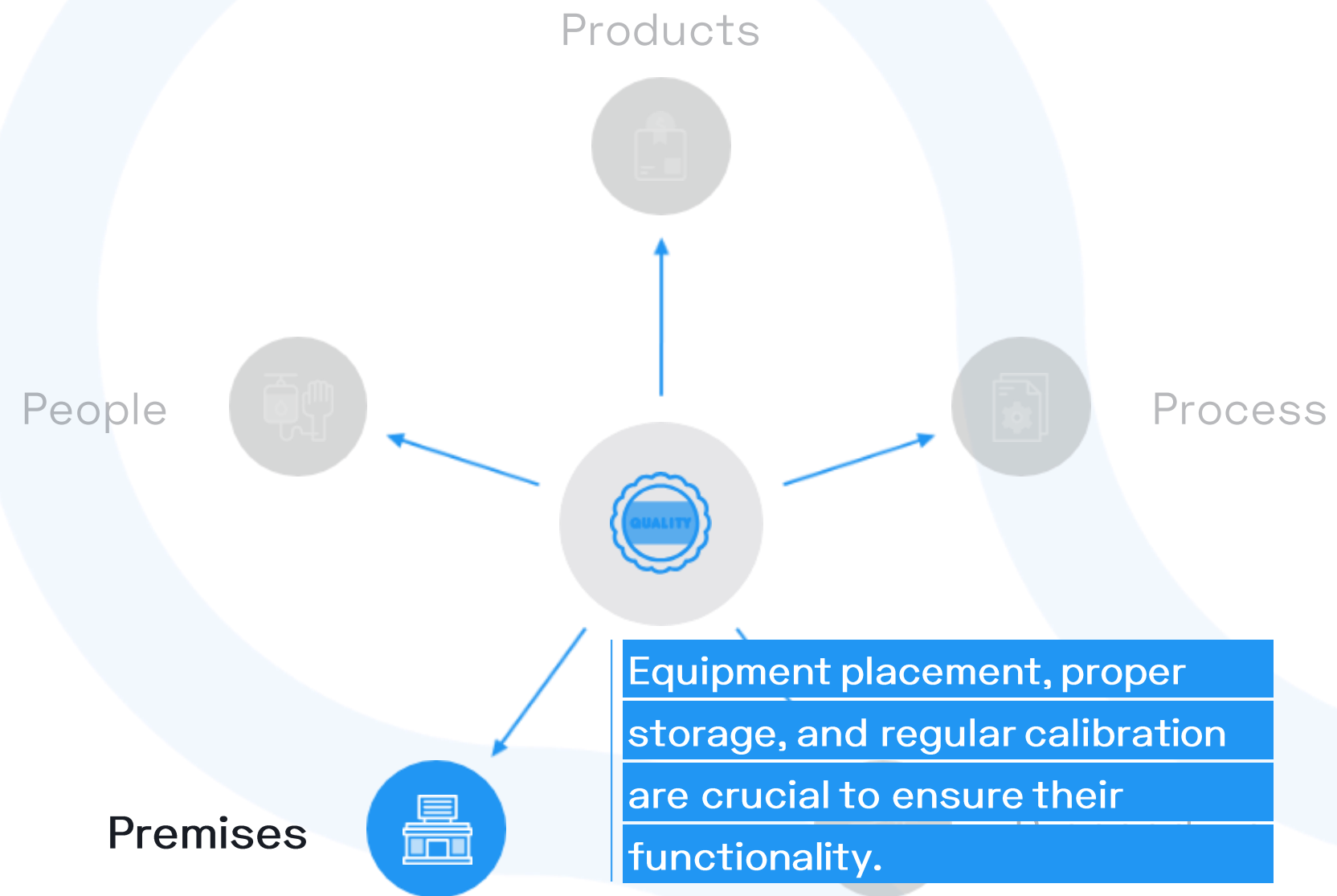


# What are the essential elements of Quality Practice?



Establish a set of guidelines performing a critical process to receive consistent results.

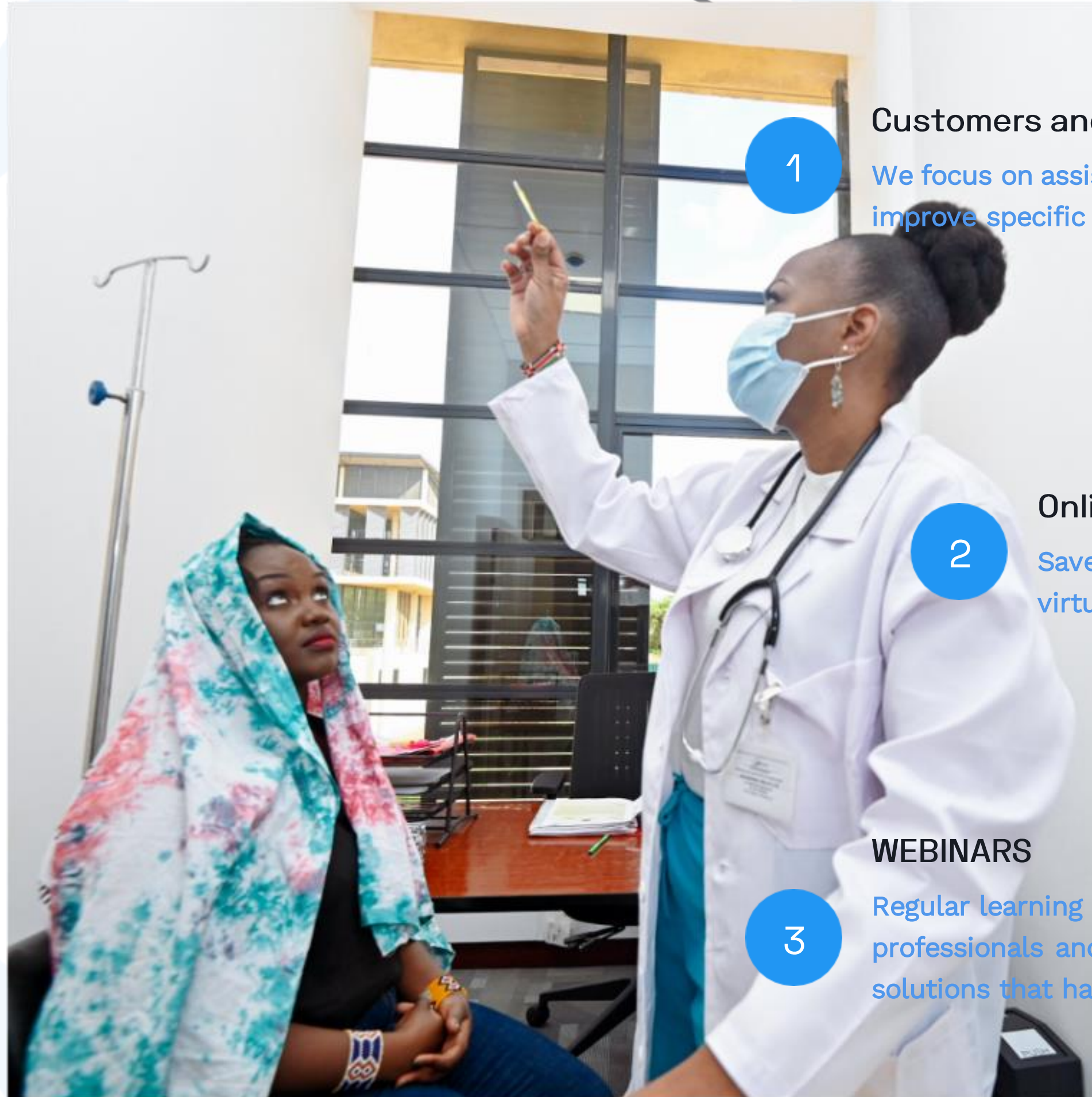
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# IFC's Advisory Services



1

## Customers and Process

We focus on assisting private medical facilities to improve specific aspects of their care network.

2

## Online Trainings


Save time and effort with ready-made virtual trainings.

3

## WEBINARS

Regular learning sessions via webinars with health professionals and industry experts to share practical solutions that have been applied in emerging markets.

# IFC: Online Trainings



Performance Management



Medication Management



Improving Communications



Quality Management



Safety Culture



Incidence Management

# Importance of Strategic Planning

Strategic Planning for Medical Equipment Procurement in Small to Medium Healthcare Facilities in Africa

1

## Ensures efficient use of resources

Strategic planning helps allocate resources based on needs, preventing wastage and ensuring optimal utilization.

2

## Enhances healthcare service delivery

By identifying equipment needs and planning their procurement, healthcare facilities can improve their service quality and patient care.

3

## Prepares for future technological advancements

Strategic planning enables facilities to anticipate and procure advanced equipment, ensuring they remain technologically up-to-date.

4

## Minimizes risks associated with procurement

Careful planning reduces the chances of purchasing unsuitable or outdated equipment, minimizing financial and operational risks.

5

## Supports long-term sustainability

By aligning procurement with long-term goals, facilities can ensure sustainability, continuity of care, and adaptability to changes in healthcare demands.







The future of care includes different delivery models (think phone, Internet, and group visits), a greater focus on patients' behavior, and a far more team-oriented approach.

- David Moen, MD  
Director of Medical Innovation

# Anticipating upcoming technological advancements.



# Implement a Flexible and Scalable Procurement Framework



## Design

Develop procurement policies that allow for modular upgrades and phased implementation of new technologies.

## Create

Create a technology roadmap that aligns with the facility's strategic goals and includes timelines for evaluating and adopting new solutions.

## Plan

Allocate budget for technology innovation and establish a dedicated team for procurement and integration of new technologies.

## Benifits

Ensures that the facility can quickly adapt to technological changes, minimizes disruption during upgrades, and optimizes the investment in new technologies.

# Key Considerations for Procurement Strategies

Strategic Planning for Medical Equipment Procurement in Small to Medium Healthcare Facilities in Africa



## Needs assessment

Identifying specific equipment needs is crucial to ensure the healthcare facility acquires the right tools to meet patient demands and operational requirements.

# Technological Advancements in Procurement

Strategic Technological Advancements for Future-Ready Healthcare Procurement

## Digital procurement platforms

Streamlining the procurement process through digitized platforms and automated workflows, ensuring efficient and cost-effective acquisition of medical equipment.

## Telemedicine and remote diagnostics

Reducing the dependency on physical equipment by leveraging telemedicine and remote diagnostics, enabling accurate healthcare services without extensive equipment requirements.

## AI and machine learning

Enhancing decision-making in procurement by utilizing AI and machine learning algorithms to analyze data, optimize inventory, and predict future equipment needs.



# Case Study: The VENUS Clinic Trinidad

A multi-faceted progressive womens clinic.

**1 Comprehensive Needs Assessment:** What area would be best serviced.



From Barbados to Trinidad. Conducted detailed evaluation to identify essential medical needs, equipment and supplies required.

**2 Partnership with Local and International Suppliers**



Collaborated with GE and, diverse suppliers to ensure a wide range of quality products at competitive prices.

**3 Phased Procurement Approach**



Implemented a structured procurement process to manage limited budget effectively over different stages until upscaling was possible.

**4 Sustainability Plan: What "secondary" and "anchor" services could be added?**



Women's Health, Prenatal Care, Psychology, Pediatrics, and Nutritional Support with Fibroid Surgery.

**5 Staff Training and Support**



Provides training to enhance staff skills in operating new equipment, ensuring optimal utilization.



To be real, I have not enjoyed all my days as a doctor - but I get up and do it again because tomorrow is a new day.

- Earle Braithwaite, MD

Founder of VENUS CLINICS  
Trinidad Caribbean



# Case Study: The VENUS Clinic Trinidad

The clinic employed these particular medical instruments.

## 1 Comprehensive GYN surgery: Laproscopic Myoectomy



1. Theater equipment
2. Surgical scopes
3. Surgical lasers
4. Hysteroscopic equipment

## 2 Comprehensive Obstetrics



1. 3/4D Ultrasound
2. CTG & Fetal Monitors
3. Incubators
4. C-Section equipment

## 3 Comprehensive pediatrics



1. Pediatric Beds
2. Pediatric Exam Tables
3. Specialized neonatal equipment
4. Patient monitors
5. Electronic scales

## 4 Comprehensive dermatology



1. Laser dermabrasion machine
2. Dermal biopsy equipment
3. Microscopes
4. Spectroscopy
5. High resolution fluorescent lights



Strategic Planning, Procurement, Healthcare

# Best Practices for Strategic Planning

Ensuring Future-Ready Healthcare in Africa's Small to Medium Healthcare Facilities

## Collaboration

Engaging stakeholders such as medical staff, procurement team, and facility managers to gather diverse insights and align strategies with the actual healthcare needs.

## Flexibility

Adapting procurement strategies to accommodate the evolving healthcare landscape, considering factors like technological advancements, medical breakthroughs, and budget fluctuations.

## Transparency

Maintaining open communication with suppliers, staff, and other involved parties to build trust, ensure ethical procurement practices, and foster a supportive procurement ecosystem.

## Continuous Improvement

Regularly reviewing and updating procurement strategies based on feedback, performance data, and market trends to enhance efficiency, reduce costs, and meet the evolving healthcare requirements.

# Future Trends in Medical Equipment Procurement

Adopting Strategic Trends to Ensure Future-Ready Healthcare in Africa's Small to Medium Facilities

## Increasing Adoption of AI and Machine Learning

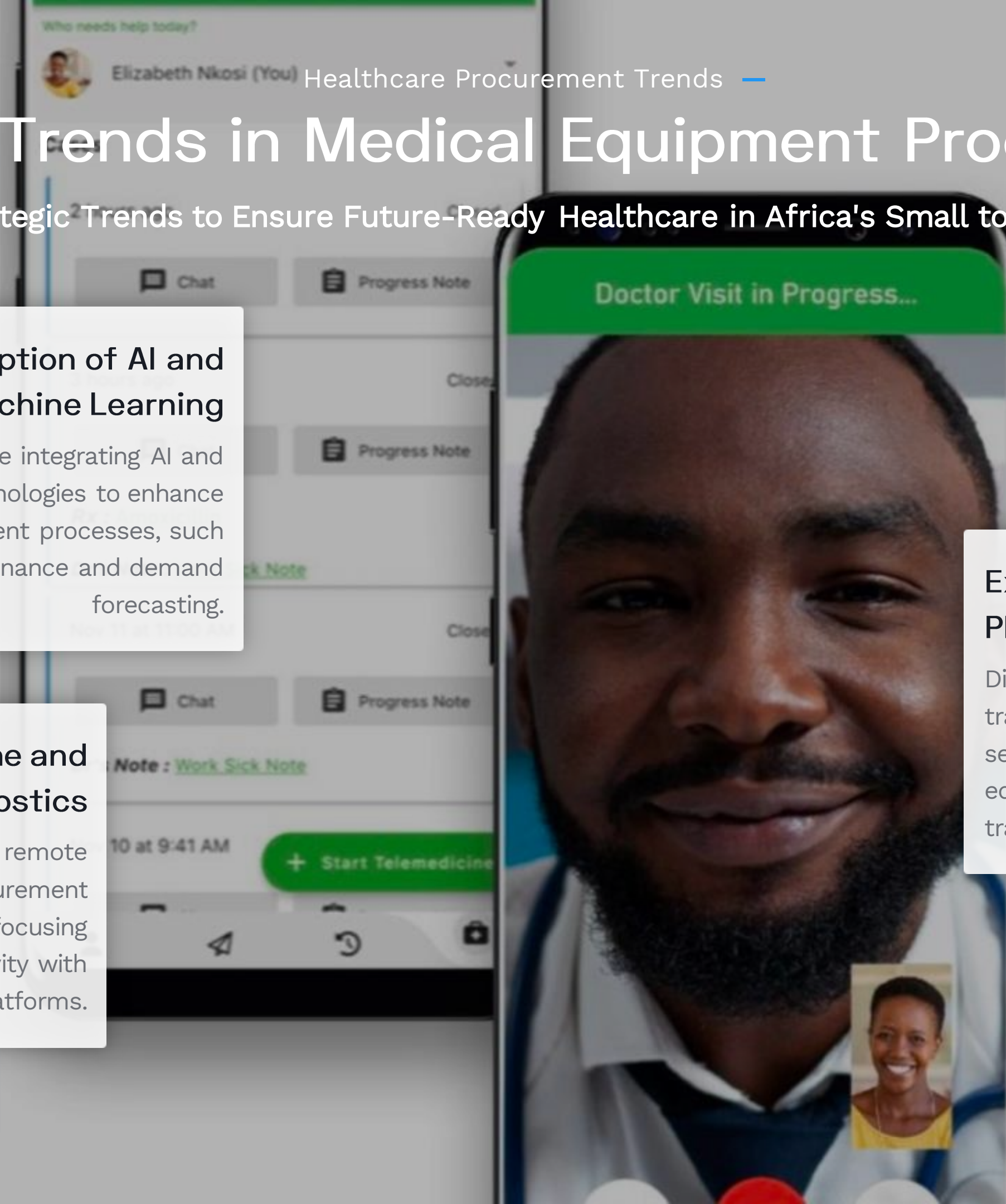
Healthcare facilities are integrating AI and machine learning technologies to enhance equipment procurement processes, such as predictive maintenance and demand forecasting.

## Growth in Telemedicine and Remote Diagnostics

The rise of telemedicine and remote diagnostics is influencing the procurement of advanced medical equipment, focusing on compatibility and connectivity with digital healthcare platforms.

## Expansion of Digital Procurement Platforms

Digital procurement platforms are gaining traction, streamlining the sourcing, selection, and purchase of medical equipment, ensuring efficient and transparent procurement processes.



# Preparing African Medical Facilities for the Tech-Driven Future



**Tele-health:** Enables patients in remote and underserved regions to access medical consultations and services without the need to travel long distances.



**Electronic Health Records (EHRs)** integrated with AI can analyze patient data for trends and insights, improving patient care plans and outcomes.



**Simulation and Training:** AI can provide simulations for training healthcare workers, enhancing their skills and reducing the learning curve.



**Access to Expertise:** Tele-health enables access to expert opinions and continuing medical education, irrespective of geographical constraints.

Enhance Procurement —

# Strategic Procurement Action

Optimize healthcare procurement to ensure future readiness and sustainability in Africa's small to medium facilities.

[Know More](#)



# Any Queries?

Get in touch to enhance your procurement journey