

TERMS OF REFERENCE: Technical support towards the establishment of Gold Star Kenya's social health enterprise

Date: 11th November 2024

Introduction: Gold Star Kenya (GS Kenya) is an indigenously registered, led and managed non-governmental organization (NGO) whose mission is to empower communities for better health by implementing evidence-informed interventions that align with national and global goals of attaining the highest standards of health for all.

Background: GS Kenya grew from a franchise model of care implemented by FHI360 between 2006 – 2010 with funding from the United States Agency for International Development (USAID). The Gold Star Network (GSN) targeted health care providers in the private sector to implement quality HIV/AIDS/TB services. Under the GSN franchise, individual health facilities and providers benefitted from quality-assurance of their services, subsidized drugs and commodities, including testing kits and medicines, as well as negotiated rates for tests at quality reference laboratories. To date, GS Kenya continues to support the GSN, comprising of more than 150 private health facilities and a network of over 200 individual health care providers in rural and peri-urban, low-income settings across the country. Through this innovative public-private partnership model, GS Kenya continues to build the capacity of accredited providers to offer the highest standards of universal health care.

Purpose of the consultancy: Appreciating that in Kenya, particularly in rural and peri-urban, low-income settings, access to quality health services continues to remain limited due to economic constraints, inadequate facilities, and a lack of trained personnel, GS Kenya proposes to adapt a social health enterprise model that integrates effective community engagement, and leverages innovative and

Objectives: The primary objective of this assignment is to provide technical support to GS Kenya in the development of a comprehensive business plan for a social health enterprise that will enhance access and affordability through a subscription model. Specifically, the consultant will:

1. Conduct market research to identify the healthcare needs and preferences of the target population.
2. Design a subscription-based social health franchise model that provides cost-effective health services.
3. Develop an operational framework that includes service delivery mechanisms and health financing strategies.
4. Create a monitoring and evaluation framework to assess the impact of the social health enterprise.
5. Identify potential partnerships with like-minded local NGOs, private sector partners, government agencies, and other stakeholders.

Deliverables: The consultant will be expected to deliver the following:

1. **Inception Report:** A detailed plan for the assignment, including methodology, and tools to be used
2. **Market Research Report:** A detailed report outlining the health care needs of the target population and existing service delivery gaps.
3. **Business Plan:** A comprehensive business plan that includes:
 - Subscription model design
 - Financial markets access
 - Operational framework
 - Marketing strategy
4. **Monitoring and Evaluation Framework:** A framework for assessing the impact of the social health enterprise on community health outcomes.
5. **Partnership Strategy:** A document outlining potential partnerships with local NGOs, private sector partners, government agencies, and other stakeholders

Reporting: The consultant will work closely with the GS Kenya Executive Director and relevant technical team members to ensure that there is transfer of knowledge through joint teamwork

Timelines: The assignment is expected to commence as soon as possible but not later than **1st December 2024** for a total of **30 working** days.

Required Qualifications: The consultant should possess:

- At least a master's degree in a health economics or business-related field
- Proven experience in developing social health enterprises or similar projects
- Strong understanding of the Kenyan health care landscape
- Expertise in market research methodologies and business planning
- Excellent communication skills for stakeholder engagement

Application process.

Interested and qualified candidates should submit their applications which should include the following:

1. Detailed Curriculum Vitae
2. Proposal for implementing the assignment

Please quote **"Technical Support on GS Kenya Social Health Enterprise"** on the subject line.

Applications should be emailed to gskkenya-hr@goldstarkenya.org to reach us not later than Thursday, 22nd Nov 2024 at 4.00 P.M Kenya Time.