

KENYA HEALTH TOURISM CONFERENCE AND EXPO 2020



CONCEPT NOTE

4th – 5th March, 2020

Theme: “Keep Kenyans in Kenya; Bring the World to Kenya.”



THE NAIROBI HOSPITAL
CONVENTION CENTRE

Venue

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www.kenyamedtourismexpo.com



Introduction.

Health tourism is whereby people travel from one destination to another to receive equal or greater care than they would have in their own geographical location.

KEY DRIVERS OF HEALTH TOURISM

- ◆ Affordability
- ◆ Better Quality of Services
- ◆ Improved Technology in Healthcare
- ◆ Accessibility

The event is timely as Kenya advances the Implementation of Universal Health Coverage, whose aim is to address the challenge of lack of access to quality, affordable and adequate healthcare, ensuring that all people have access to needed health services. Thus the expo provides a platform for placing Kenya as a Health tourism destination in offering.

A preliminary desktop study on other country strategies (India and Thailand) provides potential models for Kenya. The focus in India is on high volume and highly specialized services at affordable prices whereas Thailand approach incorporates traditional and herbal medicines with both a medical and health focus. Based on the findings from the desktop review, key takeaways that need to be highlighted include;

1. Quality standards and regional or international accreditation status is a key element of health tourism attractiveness.
2. Specialty care and training of medical professionals is essential.
3. Patient centeredness – catering to the needs of the patients from point of contact to discharge care/ post-operative care.
4. Safety, security and other aspects that attract tourists should be enhanced.
5. Significant branding of the country for health tourism to target markets.

According to the Kenyan Economic Report 2018 by KIPPRA on Boosting investments for the delivery of Kenyan Vision 2030, In the East African Community (EAC), Kenya attracts the highest number of in-bound tourists annually followed by Uganda and Tanzania.

There is need to focus on improving quality and expanding our product portfolio into areas like health, medical and sports tourism.

Objective

The aim of having a conference on health tourism for Kenya is to support improvement in specialized health and medical services, health system infrastructure, and as an economic generator for the country.

Key Areas of Focus

1. **Keep Kenyans in Kenya** – this will ensure that before we can attract external patients, Kenyans should be seen to use existing facilities and services within the country. The country should also strive to retain its trained personnel (the trend has been that many highly trained Kenyans end up working in other countries).
2. **Bring Africans to Kenya** – this would be the second phase of health tourism, to brand and market Kenya to other countries within Africa initially starting with the East African region and extending to the rest of the continent.

Major Benefits

1. Opportunities for employment creation.
2. Brain gain with retention of medical experts in Kenya.
3. Impetus for quality improvement and accreditation in health care.
4. Promotion of wellness/ healthcare maintenance.
5. Increase in the menu of offerings and promotion of the tourism sector.
6. Opportunity for development of medical accommodation that are patient friendly and affordable as well as accommodating patients' relatives.

Key Outcomes.

1. Showcase Kenya as a health tourism destination.
2. Establish a platform to market available specialized services to locals and attract foreigners medical tourists.
3. Promote intra-tourism and health.
4. Promote the achievement of Universal Health Coverage.

EVENT
LIKE NO
OTHER

Health Tourism Conference & Expo

4th to 5th March, 2020



The Nairobi Hospital Convention Centre

During the conference there will be need, therefore to address strategies that support the above two focus areas that include:

1. Human resource development - focus will be on training of clinical and non-clinical personnel
2. Service delivery and infrastructure - focus on patient focused care; accreditation; quality assurance and quality improvement; e-health; and health and wellness maintenance. It will also incorporate the development of functional and efficient referral networks and ambulance services as well as other unique sectors such as immigration and visitors' medical visas.
3. Inputs – this initiative will look at supporting local manufacturers of key supplies in healthcare; availability of pharmaceuticals; medical and surgical supplies and equipment; and support service locally.
4. Communication and branding/marketing – focus on implementing effective communication and marketing strategies, diverse products focused on health relaxation; provide Kenyan ambassadors with material to market health tourism; work closely with Kenya Airways to integrate the strategy in health travel; and visa free entry for African patients seeking medical care in Kenya.
5. Financing – focus on health insurance across the region; mechanisms of financing health care; and ensuring access to lower-income through creation of low income insurance packages.

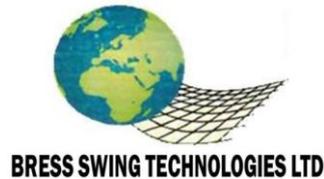
Elements of Health Tourism Conference

1. Forums and Workshops - conference will include a series of industry-led forums and workshops, which will provide insights into the industry and highlight the latest trends and best practices both regionally and internationally.
2. B2B - conference will provide user-friendly suite of business matching services dedicated to helping delegates identify and screen potential business partners. With this service, delegates will seek out potential new professional partners and suppliers. Companies wishing to expand their footprints into Africa or connect with international companies should take advantage of this opportunity.
3. International Business Expo - conference will include international and local pharmaceutical equipment; global drug manufacturers; hospitals, diagnostics, medical and rehabilitation equipment and supplies; and tourism.

Health Tourism Conference Target Audience

- Health ministry officials
- Tourism sector - KTB
- Immigration
- Kenya Airways
- County government officials
- Academia
- Private sector
- Hospital managers and employees
- Doctors
- Nursing officers
- Hospital technicians
- Business community
- Insurance companies
- Hotel Industries
- Banking Sector
- Travelling Agencies

Partners and Exhibitors



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