

Ilara Health Story

Revolutionizing the testing service for diabetes and hyperlipidemia patients in Kenya.

Rising burden of non-communicable diseases

Similar to other developing countries, diabetes and other non-communicable diseases have become a threat to Kenya a decade ago. Particularly, diabetes often results in life-long, irreversible complications that are usually very costly to treat. It was reported that the prevalence of diabetes in Kenya was at 3.3% in 2010, and the government report predicts a rise to 4.5% by 2025.¹ In other words, nearly 2 million of diabetes patients rely on regular monitoring of HbA1c level and other related parameters to ensure that their health conditions are under control.

Current challenges of primary care in Kenya

High barrier to access lab tests

There are thousands of small primary care facilities, which address to the majority of primary care needs. Although the access to these facilities is actually not a problem, the issue Ilara Health tries to tackle is the lack of medical diagnostics in these small centers. More than 70% of the patients seeking medical care from small clinics require testing, and they are usually referred to larger centralized clinical centers. The time and cost of visiting large medical centers are huge barriers to the majority. Even if the patients manage to get to large medical facilities, what awaits them are enormous lines and congestions of patients waiting for medical services.

Universal healthcare coverage hasn't benefited all

"Kenya has adopted Universal Health Coverage as part of the priority agenda with an aspiration that by 2022, all people in Kenya will be able to use the essential services through a single unified benefit package. Nonetheless, there exists a few challenges. Most counties seem to focus more on high cost interventions (Renal unit, ICU etc) than on primary health care services" – Policy Brief by Ministry of Health in Kenya.² In the current state, preventive care and a number of diagnostic tests are not covered by public health insurance. The process to receive reimbursements is incredibly difficult.

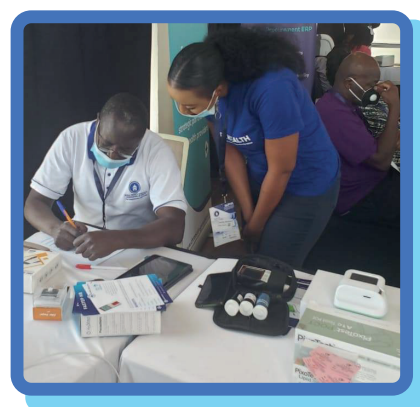
iXensor and Ilara Health's strategy and competitive advantages to enhance diabetes care in communities

Competitive Strategy and Advantages

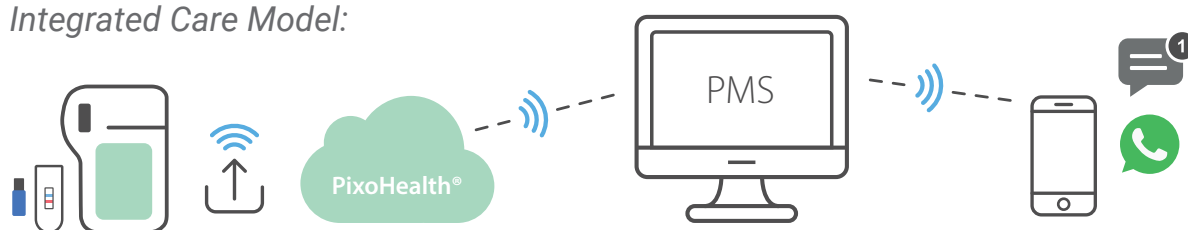
By partnering with iXensor, Ilara Health brings point of care diagnostics (PixoTest® POCT System, HbA1c and lipid panel tests) to small facilities in Kenyan communities. Its sales team expands field operations aggressively to decentralize costly lab tests, helping patients to avoid the hustles of completing blood tests at clinical labs. Core enablers, which realized Ilara Health's go-to-market strategy, are the table-top, hand-held size PixoTest® POCT Analyzer and its ease of use.

Next-generation of Digital Health Care

In the near future, Ilara Health will connect the data of test results to its communication platform, Mbal Health, which can send out the SMS and What's App notifications. With such measure in place, it allows healthcare service providers to inform and remind patients for ongoing care with this convenient and integrated tool.



Integrated Care Model:





Mr. Emilian Popa
CEO of Ilara Health

"At Ilara Health, we strive to bridge the diagnostics divide in Africa by connecting healthcare facilities to devices that are disrupting the diagnostic landscape, so we are thrilled to partner with iXensor. There is an acute need in Kenya and across the continent for early detection of metabolic diseases, and with PixoTest®, our partner facilities can do this. The PixoTest® is affordable, portable, and its data integration feature allows us to use it for remote patient management, ensuring that patients can receive the highest quality of care when managing their conditions."

CEO of Ilara Health, Mr. Emilian Popa

Results in 2020

Scaling Impacts in The Communities of Nairobi

Within 1 year, Ilara Health has implemented PixoTest® at 60 primary care settings. This achievement has not only been widely appreciated by doctors but also patients. More importantly, Ilara Health has furthered its unstoppable ambition in offering better patient experience at the primary care settings in 2021. Ilara Health will bring the integrated patient messaging and management system to life whilst introducing the PixoTest® POCT System to 30 additional small healthcare facilities.

Voice of Physicians in Nairobi

What is the current demand for reliable, rapid diagnostics for identifying new diabetes and hyperlipidemia patients?

"Because of lifestyle changes, NCDs are becoming bigger healthcare burdens with diabetes and hypertension taking the lead. If I am able to identify diabetes or pre-diabetics earlier, then the management will be much faster. That applies to other diseases as well and benefits both the patients and clinicians.

As for the hyperlipidemia and coronary artery disease, myocardial infarctions (MIs) have become a significant problem. There is no screening measure for detecting the hyperlipidemia status. Therefore, if we could do that fast or early enough, then the rate of mortality and morbidity due to MIs would reduce."

Before using the PixoTest®, were there any difficulties for you to diagnose or monitor the health of your patients?

"Definitely, because blood testing was an outsourced test for us. We had no control. The turnaround time was quite a lengthy process simply because it would take us at least 24 hours to get the results to the patient."

Why did you decide to utilize the PixoTest® POCT Analyzer as a part of your clinical practices?

"This has both clinical and commercial aspects to it. The clinical aspect is that I get an early diagnosis and I have not had a problem with the accuracy. Operationally and financially, it's cheaper than getting a fully automated chemistry machine."

What has been improved from your perspective?

"For me it's comprised of three things:

1. For the diabetics, I have been able to follow up on their HbA1c control more efficiently.
2. I have been able to screen for diabetes more efficiently, and in that case I have diagnosed patients with HbA1c and would not have picked it up for pre-diabetics.
3. Good clinical sense makes good business sense."



"The earlier the diagnosis, the better the prognosis."

Dr. Mwihurih Githinji

Ngara Comprehensive
Health Services

References

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