



## HEALTH

Better analysis  
Better decisions  
Value unlocked for our clients

**G:ENESIS**  
UNLOCKING VALUE

# ABOUT GENESIS

More Info  
on **GENESIS** 

Genesis Analytics is a global African firm that has worked in more than 90 countries across the world. Our roots are firmly in Africa, having worked in 42 countries on the continent.

Our purpose is to unlock value through seeking solutions with our clients.

The foundations of our distinctive delivery are the technical skills and deep sector knowledge we have developed through our work in the area between the market and the state.

Established in 1998, Genesis is headquartered in Johannesburg and our operations include corporate offices in Abidjan, Nairobi, Lagos and London. We also have representation in Canada, Ethiopia, India and Zimbabwe so we can work closely with our clients in finding scalable solutions that will work in the real world.



## As a firm we work across various areas of expertise

[Africa's Youth](#) | [Applied Behavioural Economics](#) | [Behavioural Sciences](#) | [Competition Economics](#) | [Digital Economy](#)  
[Economic Impact Assessment](#) | [Economic Opportunity](#) | [Financial Services Strategy](#) | [Health](#) | [Human Development](#)  
[Monitoring, Evaluation and Learning](#) | [Regulatory Economics and Accounting](#) | [Shared Value and Impact](#)

Some of our best work has been through combining our complementary areas of expertise to find fresh solutions.

# ABOUT OUR HEALTH PRACTICE

We work with our clients to develop solutions aimed at improving the health of populations throughout Sub-Saharan Africa.

Our region faces the challenges of the quadruple burden of disease, which includes both communicable and non-communicable diseases, as well as poverty, violence and injury.

Coupled with this are relatively weak health systems, heavy reliance on donor funding and inequitable public and private sectors. Within this context, we provide experts who have decades of experience in the design, implementation, costing and evaluation of health programmes, the strengthening of sustainable health systems and the use of digital technologies to improve the quality of life.

Celebrating  
5 Years of Health



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## Our health work is bolstered by in-house specialists in

Behavioural Sciences, Competition and Regulatory Economics, Human Development, and Monitoring, Evaluation and Learning. Donor organisations, foundations and governments across Africa routinely rely on Genesis for expert advice and support. We have worked extensively with public and private healthcare sectors.

This gives us a position of trust based on a strong reputation for providing robust and independent expert advice.

We are here to help  
**YOU** make better  
decisions when  
looking for solutions.

# WHY CLIENTS CHOOSE GENESIS



## FOCUS

Our focus is on public health in Africa.



## CUSTOMISED SOLUTIONS

We develop customised solutions to improve the health of people throughout Sub-Saharan Africa.



## ROBUST ANALYSIS

We deliver robust analysis for clients across the health sector.



## TECHNICAL EXPERTISE

Our deep technical expertise and experience enable our clients to make better decisions.



Our skills and experience enable OUR CLIENTS to make better decisions.

# OUR HEALTH EXPERTISE

More Info on [Health Practice](#) 



## RESEARCH, MONITORING & EVALUATION

We design and implement a variety of research projects - from national household surveys to discrete and focused programme reviews, process and end-of-programme evaluations.



## BEHAVIOURAL SCIENCES

Our team designs behavioural interventions that are evidence-informed, impactful and cost-effective.



## HEALTH ECONOMICS & COSTING

We leverage our extensive experience and skills in public health finance and costing to inform policy, build resilient health systems and facilitate efficient implementation of health programmes to improve healthcare in the region.



## SUSTAINABLE HEALTH SYSTEMS

Our technical support focuses primarily on building leadership and governance capacity and empowering public health managers to own and optimise programme performance.



## DIGITAL HEALTH

We leverage our experience and skills in using digital applications and services to collect, integrate and analyse diverse datasets to improve access to, and quality of, health services.



## TECHNICAL SUPPORT SERVICES

We work with governments, UN agencies, civil society partners and development partners to support the provision of high-quality technical support across the East and Southern Africa regions.



# RESEARCH, MONITORING & EVALUATION

We design and implement a variety of research projects - from national household surveys to discrete and focused programme reviews, process and end-of-programme evaluations.

Our researchers have decades of experience in quantitative, qualitative and mixed-methods research methodologies, and in applying these in a practical solution-focused way that ensures our findings can be confidently used by the commissioning organisations.

We work with clients on the design of appropriate evaluations for their programmes by using robust methods and a cost-effective approach. Using participatory approaches, we also work with clients to develop theories of change, user-friendly results-based M&E frameworks and plans, and find ways to visualise routine and secondary data to encourage evidence-informed decision-making.



## HOW WE HAVE UNLOCKED VALUE

### Establishing the positive impact of Soul Buddyz clubs on young women's health in South Africa

Young women who were members of Soul Buddyz clubs (between 2004 and 2008) were nearly three times more likely to be HIV negative than a matched control group. Genesis conducted a long-term evaluation for the Soul City Institute for Social Justice on the impact of being a club member on the young women's overall health. The challenges included finding and recruiting members without a sampling frame, establishing an appropriate control group, getting participants to come to a central venue for interviews, and asking participants to have an HIV test. The results of this study proved that school-based programmes can have a lasting impact on HIV – an area where there is not much evidence.

## Improving HIV prevention programmes for adolescent girls and young women in South Africa

Prevention of HIV infection in adolescent girls and young women (AGYW) remains a priority for South Africa. To understand the implementation challenges and promising practices of AGYW prevention programmes, Genesis set up a technical working group comprising a wide range of experts across key AGYW constituencies. We developed a tool that consolidated district epidemiological data and synthesised current national AGYW programmes. The findings in the tool were supplemented by key informant interviews and shared at various AGYW forums. In addition, we developed a policy brief to share practical recommendations that policy-makers can use when designing programmes or developing policies. Similarly, we developed an implementer brief for programme designers, managers and implementers of the AGYW HIV prevention response in South Africa.

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## Tracking progress in reaching four million new family-planning users in 17 countries

Genesis was contracted by the International Planned Parenthood Federation (IPPF) to conduct two rounds of client-exit interviews with family-planning clients in 17 countries to determine whether the programme is reaching the most underserved populations as well as tracking progress against key programmes and payment indicators. We developed the research protocol and questionnaire, obtained ethics approval at a global level and oversaw ethics approval in all 17 countries. We also developed a comprehensive training manual, managed fieldwork, and conducted the cleaning, analysis and presentation of data at a country and global level. IPPF used the findings from this study to determine progress towards milestones, to inform implementation and as payment indicators. This project is a core part of the Foreign Commonwealth Development Office's flagship family-planning programme, Women's Integrated Sexual Health (WISH).



## Community study on actual incidence and impact of COVID-19 on people's lives

The National Institute for Communicable Diseases (in collaboration with the Perinatal HIV Research Unit, Genesis and Epicentre) conducted the Healthcare Utilisation and Seroprevalence (HUTS) study in three districts of South Africa to explore the healthcare-seeking behaviour for, and cost of, respiratory illness during the pandemic, COVID-19 knowledge, attitudes and practices (KAP), and to estimate SARS-CoV-2 community seroprevalence in the selected communities. The study provided community-level data on people who have had COVID-19 but did not seek medical attention for their illness (for example, due to lack of funds, limited access to facilities, or mild or asymptomatic infection) in order to gain a true understanding of the extent of the distribution of infections, and how the COVID-19 pandemic has impacted people's lives. Preliminary results have been published as part of the [COVID-19 Special Public Health Surveillance Bulletin](#).

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## Measuring programmatic success for the Merck Group

Merck has been supporting global treatment efforts for schistosomiasis, a neglected tropical disease, providing nearly one billion Praziquantel (PZQ) tablets to date through the WHO. Despite these efforts, there are ongoing concerns about country programmes being able to effectively and economically distribute PZQ tablets to achieve full coverage in endemic areas. Genesis was contracted by Merck to develop programme key performance indicators and piloting these in key African countries. We reviewed the various reporting forms and mapped out the results chain, which demonstrates the sequence of events for tablet distribution and the programmatic impact. We then collated a set of indicators that can be used to monitor and evaluate these events. The indicators were piloted in Nigeria and the Democratic Republic of Congo. [The final M&E framework](#) was presented to the Merck Group and the Extended Special Project for Eliminating NTDs. Genesis is now involved with rolling this framework out across Sub-Saharan Africa.





# BEHAVIOURAL SCIENCES

A significant challenge in healthcare is persuading people to change their behaviour - whether it is the uptake of a health service, sticking to treatment, or embracing a healthy lifestyle. Our team designs behavioural interventions that are evidence-informed, impactful and cost-effective.

We keep our beneficiary populations at the centre of our programmes and use human-centred design approaches and insights from the behavioural sciences to co-create interventions that address barriers to healthy behaviours. Although our work aligns with national and regional health priorities, we provide each client customised solutions that address the client's peculiar needs across the full impact continuum, from understanding the problem and the context to deploying sustainable and cost-effective solutions.

Our behavioural scientists typically use their expertise to determine any behavioural barriers to a desired outcome and then design interventions accordingly. Behavioural interventions, though usually low cost, can easily result in high-impact results.



## HOW WE HAVE UNLOCKED VALUE

### Increasing COVID-19 vaccinations in South Africa: The #RollUpYourSleeves campaign

Despite initial enthusiasm for the COVID-19 vaccine, vaccine hesitancy remains a significant obstacle in South Africa and has left millions of vulnerable South Africans unvaccinated and threatens to create continuing waves of COVID infections. Working on behalf of the Solidarity Fund, Genesis designed a comprehensive communications campaign to encourage all South Africans to be vaccinated. Under the branding [#RollUpYourSleeves](#), the campaign, delivered and developed by Joe Public, uses mass media, social media, and face-to-face communication to deliver behaviourally informed messaging to a vast proportion of the South African population. The campaign is anchored by an emotive TV [advertising campaign](#) that aims to be inspirational, and is backed up by various [media products](#) addressing myths and misconceptions about the vaccine. This is supported by social mobilisation teams in communities around the country.

## Encouraging behaviours that limit the spread of COVID-19 in Nigeria and Kenya

At the time that COVID-19 first peaked in places like Italy and Spain in 2020, African countries were still awaiting their fate. It was clear that changing certain habits and behaviours, such as regular hand washing, social distancing and not touching one's face, could significantly reduce the spread of the virus. Genesis designed a series of 12 posts for social media platforms that would introduce people to the easiest ways to #FlattenTheCurve. These were designed, together with our in-house graphic designer, based on insights drawn from behavioural sciences. In Nigeria, these were distributed by the National Orientation Agency Abia State team in the form of daily tweets.

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## Supporting men living with HIV on their health journey through MenConnect

South African men experience many psychosocial barriers that make them less likely to test for HIV, initiate treatment and remain adherent to their treatment. Gilead Sciences contracted a Praekelt-led consortium to design and implement a mobile messaging platform to support men living with HIV. This platform, known as MenConnect, is being piloted across South Africa. MenConnect sends staged-based messages specific to where the man is on his test-and-treat journey. We were responsible for developing these stage-based messages and we are currently monitoring the progress of the pilot.





## Using behavioural nudges helps men to act on intention to circumcise

Medical male circumcision (MMC) reduces the risk of HIV in men by roughly 60%. Although many men intend to be circumcised, a large proportion don't. We reduced this intention-action gap by incorporating behavioural nudges into the scripts used by MMC contact centres and developed new materials for social mobilisers. Genesis collected historical data, stratified agents according to booking volumes and randomly allocated them to test-and-control groups. The test group was trained to pilot the new materials. Genesis used a difference-in-difference approach to measure the improvement. In the call centre, conversions (calls converted into booked appointments) increased by 21% ( $p < 0.05$ ). This is an additional 11,528 bookings per year and reduces the average cost per booking from 87 (South African) cents to 72 cents. For the social mobilisers, booking conversions increased by 25% and confirmed procedures have increased by 29%.

## Developing market entry recommendations for the Dapivirine vaginal ring

The International Partnership for Microbicides employed Genesis to develop recommendations to inform the introduction of the Dapivirine (DPV) vaginal ring. Through clinical trials, the DPV ring has been shown to reduce new HIV infections in women 18-45 years by 30% and up to 45% with continued and consistent use. Based on research in several African countries, we developed recommendations on messaging for potential end-users, packaging and branding, and on training needs for healthcare workers.





# HEALTH ECONOMICS & COSTING

Sustainable financing and the achievement of value for money in health interventions are increasingly recognised as key pillars in achieving the Sustainable Development Goals for Health and Universal Healthcare.

At a time when many African countries face reductions in foreign development assistance, changing disease patterns, ambitious commitments to social protection and competing programme demands for domestic resources, we provide technical support to decision-makers in navigating this new reality.

By leveraging the extensive experience and skills of our multi-disciplinary team in public financial management, health finance, costing, efficiency studies and other economic analyses, we are able to inform health-financing policies and resource allocation decisions, help build resilient health systems, strengthen public financial-management capacities, and facilitate efficient implementation of health programmes, leading to improved healthcare in the region.



## HOW WE HAVE UNLOCKED VALUE

### Implementing a learning agenda for multi-country costing studies

Genesis, supported by the Bill & Melinda Gates Foundation, is implementing structured learning activities that leverages a number of HIV/TB and PHC costing studies currently unfolding in several countries. [Findings from this work](#) have informed the development of a comprehensive guide that assists development partners and in-country stakeholders to understand which costing methods and tools are best suited to inform planning and decision-making for HIV-related services in specific contexts. The learning process will also consider how these tools can be tailored to local data and systems that allow for the routine generation of accurate and comprehensive costing data and the establishment of more sustainable costing systems. Improving countries' ability to accurately cost their HIV programmes using national data systems, and interpret routine cost data, will enable more effective planning, budgeting and ongoing decision-making.

## Estimating the cost effectiveness of indoor residual spraying to control malaria in Mozambique

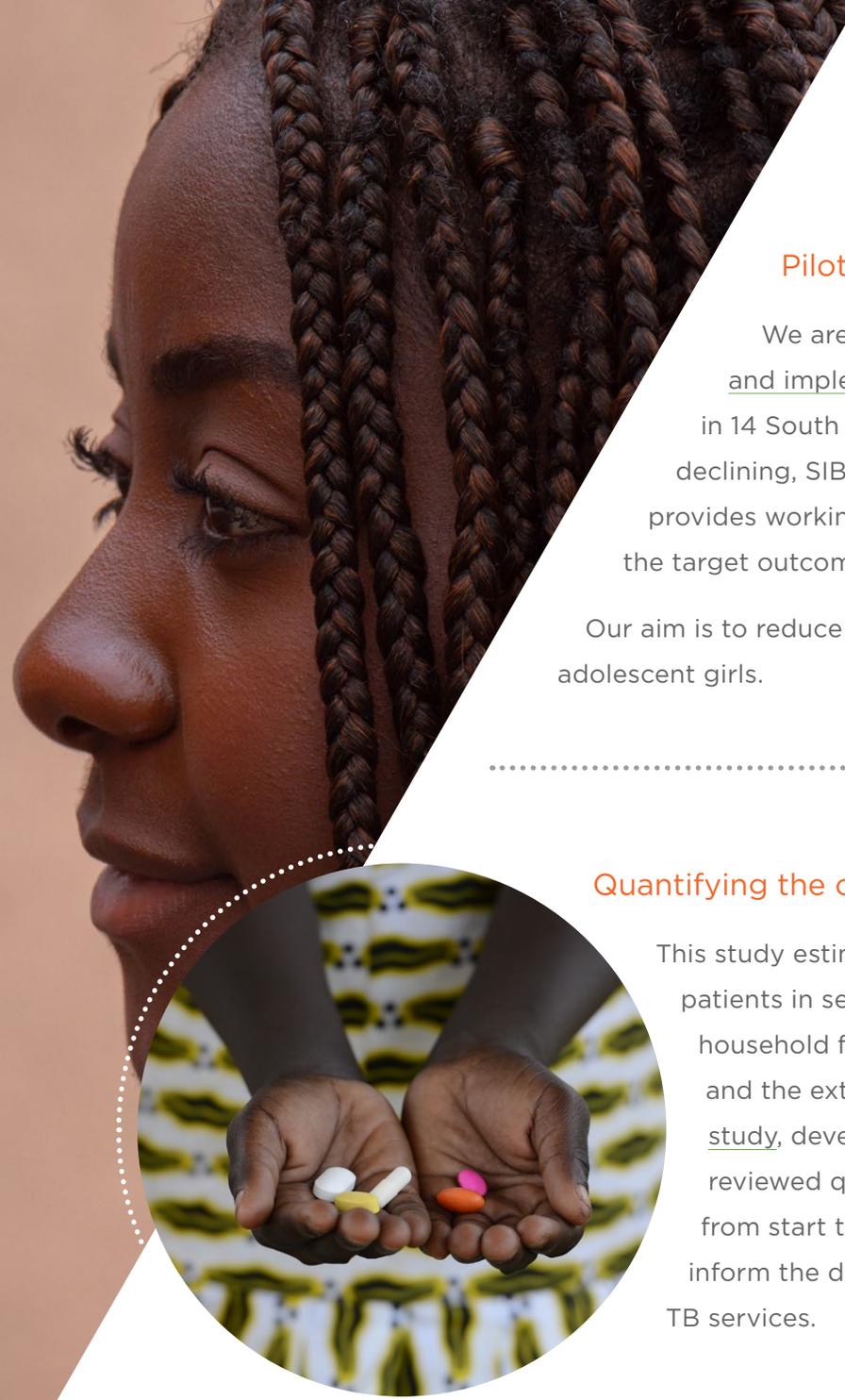
This assignment examined the health impact, efficiency and the cost effectiveness of an indoor residual spraying (IRS) programme in 12 districts in Mozambique. The programme is funded by The Global Fund through a regional principal recipient based in South Africa and forms part of a larger cross-border campaign to prevent and ultimately control malaria. Swiss TPH conducted disease modelling at district level to generate data on cases averted. Genesis co-ordinated the costing analysis using step-down methodology to allocate total ledger costs to districts, calculation of unit costs for each district based on output metrics and cost effectiveness analysis based on cases averted. Efficiency analysis included an interrogation of relationships between unit costs and independent variables such as houses sprayed and people protected and comparisons with unit costs from published studies. Results will inform planning and guide IRS investment decisions during programme scale up and maintenance phases.

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## Developing sustainability roadmaps for HIV/AIDS and TB in SA

Sustainability and transition planning are becoming an essential discipline for African countries seeking to control HIV and TB epidemics within the context of an evolving global health financing agenda. The South African National AIDS Council (SANAC), with support from The Global Fund, appointed Genesis to facilitate the advancement of the national and sub-national sustainability agendas for HIV and TB in South Africa in 2021. Genesis supported SANAC in revitalising and strengthening the national Sustainability Technical Working Group, in developing a National Sustainability Framework for HIV and TB, undertaking sustainability assessments and action planning for priority national HIV systems and programmes, and in supporting provinces in developing provincial sustainability roadmap tools to guide multi-sector planning, management and monitoring of sustainability commitments.





## Piloting an innovative social impact bond for adolescent girls in South Africa

We are working with the SA Medical Research Council and a consortium of partners to design and implement a social impact bond (SIB) addressing the health of vulnerable adolescent girls in 14 South African schools. In a global environment, where traditional sources of financing are declining, SIBs offer an innovative financing method and partnership model, where a social investor provides working capital for a project and is repaid by government or a donor (the outcomes funder) if the target outcomes are achieved.

Our aim is to reduce new HIV infections and unintended pregnancies and increase HIV viral suppression in adolescent girls.

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## Quantifying the out-of-pocket expenditure incurred by TB patients

This study estimated the out-of-pocket expenditure (OOPE) for accessing health services by TB patients in several countries. OOPE included direct and indirect costs incurred by individuals and the household from initial diagnosis to conclusion of treatment. The analysis assessed drivers of OOPE and the extent to which spending is catastrophic. Genesis, the regional co-ordinating partner for the study, developed the protocol and tools, assisted with training and fieldwork in each country and reviewed quantitative data analysis and final products. In Mozambique, we implemented the study from start to finish with the assistance of a local partner to assist with data collection. The results will inform the design of social and financial protection interventions to reduce the barriers for accessing TB services.



## SUSTAINABLE HEALTH SYSTEMS

When already strained health systems are hit with unforeseen circumstances, such as COVID-19, we demonstrate our flexibility and technical expertise to help our clients redesign and adapt programmes and systems for resilience and sustainability.

Our technical support focuses primarily on building leadership and governance capacity and empowering public health managers to own and optimise programme performance.

Strengthening health systems involves managing and co-ordinating various stakeholders, building capacity, and preparing for unexpected circumstances. It also means working on longer-term projects with an array of different components. Our technical and strategic expertise has thus prepared us to navigate not only existing programmes but other aspects of public health through times of uncertainty.



## SOUTH TO SOUTH LEARNING NETWORK

### HOW WE HAVE UNLOCKED VALUE

#### South-South HIV Prevention Learning Network (SSLN)

Genesis, in partnership with the University of Manitoba, established the SSLN to test the idea of using peer learning in a network structure to improve capacity-building efforts for HIV prevention across 10 African countries. This initiative is critical at a time when the world missed the 2020 targets for reductions in annual new HIV infections to fewer than 500,000. The SSLN has placed a large emphasis on building trust and reciprocity between over 100 nominated country champions and on supporting countries to self-assess their own HIV-prevention programmes to garner buy-in and take ownership of their learning agendas. This has also demanded a new approach to self-reflection, knowledge sharing and dissemination through a virtual space to share best practice on HIV prevention success in the midst of the COVID-19 pandemic. The SSLN has created a [digital portal](#) where countries can access synthesised and visualised country data from their self-assessments as well as linked action plans. We have also set up an [online repository](#) that houses all documents developed and consolidated by the SSLN, and we have opened a [YouTube channel](#) to share recordings of all learning events. The SSLN is supported by funding from the Bill & Melinda Gates Foundation and is in its second year of implementation.

## Providing targeted technical assistance to the National Department of Health's VMMC programme

Genesis was awarded a five-year grant by the Bill & Melinda Gates Foundation to assist the South African National Department of Health in building resilient local systems that can sustainably plan, manage and execute a high-quality Voluntary Medical Male Circumcision (VMMC) programme at scale. An integral component is the transition towards programme sustainability. We also support the programme to achieve financial sustainability by strengthening domestic contract management mechanisms for VMMC to ensure high-quality outputs and timely payments of service providers. Genesis's support in the development and dissemination of an evidence-based phased VMMC resumption plan and transmission-risk mitigation protocols for COVID-19 has allowed VMMC service providers to adapt to the current climate while continuing to provide this high-quality, high-impact HIV prevention intervention to all communities.

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## Revising PSI's South African strategy on primary healthcare

Genesis was contracted to assist Population Services International (PSI) in revising its South African strategy to reach the 10-year goal of universal health coverage in line with its global strategy. PSI is an organisation that optimises health impact by developing targeted solutions that increase consumer choice and improve access to quality, affordable health products. Drawing on our extensive understanding of the South African health system, we were responsible for completing a landscaping exercise that consisted of a desktop review and key informant interviews with stakeholders in the public and private health sectors to fill the gaps identified in the desktop review. The findings were used to inform PSI's strategy development, through a consultative process that resulted in the development of recommendations for PSI and Society for Family Health's future role in the primary healthcare sector in the country.





## Assessing the sustainability of community-based PrEP in South Africa

We conducted a landscape analysis of the policy and implementation environment for community-based services in South Africa to inform the Bill & Melinda Gates-funded HIV Pre-Exposure Prophylaxis (PrEP) demonstration projects in South Africa. Our research uncovered structural and implementation barriers impeding the successful expansion of the PrEP programme into communities, as well as opportunities to systematically integrate PrEP into routine community-based services through the strategic use of appropriately trained, remunerated and empowered community health workers. These findings prompted BMGF to reposition its community-based PrEP delivery investments to complement the South African community health workers programme, while disseminating implementation good practices and learnings for scale and replication to improve programme effectiveness.

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## Evaluating NHI Phase 1 implementation for the National Department of Health in South Africa

Universal healthcare is being pursued through National Health Insurance (NHI) in South Africa. Genesis evaluated whether the strengthening interventions in primary healthcare in 10 pilot sites of NHI Phase 1 had achieved its objectives over the past five years. This was complemented by primary research undertaken through data collection at national, provincial, district and facility levels to gain insights into the successes, challenges and lessons learnt from Phase 1. We also analysed quantitative data from the District Health Information System to assess the NHI indicators in primary healthcare in the last five years. The final deliverable was an in-depth report on the successes and challenges of NHI implementation that made recommendations for future implementation. Genesis presented the findings and recommendations to the then Minister of Health, Dr Aaron Motsoaledi, in 2018.



# DIGITAL HEALTH

The Genesis team leverages its experience and skills to support the use of digital applications and services to collect and integrate diverse datasets to conduct innovative analysis for improving access to, and quality of, health services.

We conduct landscape assessments of national or specific health information systems, and develop health sector specific strategies or policies to ensure that health information systems are integrated and able to share information in an efficient manner. We also co-ordinate and manage digital project implementation, and provide specific technical support for data analytics and data management.

To support South Africa in reaching its 90-90-90 targets, we developed behaviourally informed messaging for a low-cost messaging platform that is used to engage all HIV-positive patients as part of a GP network.



## HOW WE HAVE UNLOCKED VALUE

### Scoping of national tech transformation opportunities in South Africa and Malawi

We supported the South African government to develop an ICT and Digital Economy Masterplan for the country. The masterplan identifies the market opportunities for delivering growth, jobs and economic transformation in the digital economy through the application of emerging technology, digital platforms and digitally traded services. Genesis also led similar interventions in other PEPFAR-supported countries as they developed the Digital Economy Strategy for Malawi and the 4IR strategy for the Ugandan government.

## Supporting Lesotho with its national digital transformation strategy

Genesis has partnered with Digital Pathways at Oxford University to support the Government of Lesotho to develop a national digital transformation strategy for the country. Drawing on our experience in developing similar strategies for the health sector, Genesis is working with the government, private sector and civil society to determine the key opportunities for digital transformation to support the realisation of Lesotho's development objectives, as set out in its second National Strategic Development Plan, and formulate a roadmap for putting in place the required enablers to achieve these objectives.

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## Opportunity to transform public healthcare service delivery in Ghana

We partnered with a private foundation and key stakeholders in the public, private and NGO sectors in Ghana to develop a transformational vision for the use of digital technologies, especially in the north of the country, which suffers serious backlogs in healthcare services and health indicators. We identified three telemedicine use cases, namely a chatbot messaging platform to deliver behaviourally informed healthcare information to patients and pregnant women specifically, patient support from a telehealth contact centre, and thirdly, specialist support for primary healthcare workers. Collectively they address the three main determinants of high maternal and infant mortality in Ghana, namely delays at home, delays on the road and delays at the facility.





## CALCULATING THE HEALTHCARE RISK

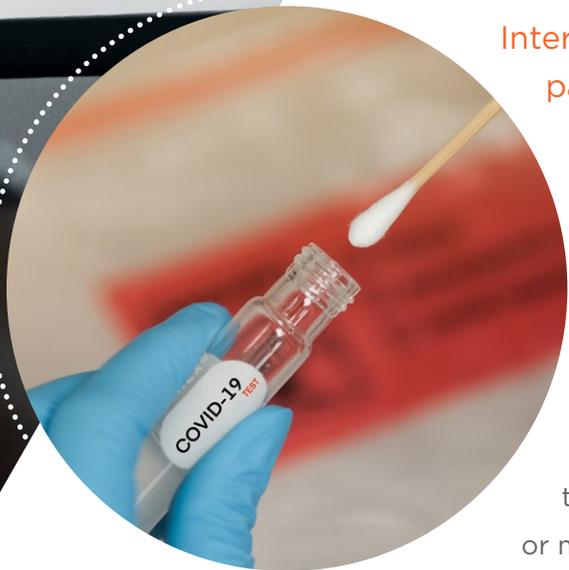


### Analysing and visualising data to support COVID-19 vaccine rollout in South Africa

Genesis is funded by the Bill & Melinda Gates Foundation to provide technical assistance to the National Department of Health's COVID-19 vaccination programme in South Africa. We have developed a service-planning dashboard to monitor the vaccination programme and inform strategies for implementation. This has involved establishing a large database, defining programmatic indicators, and building user-friendly, customisable visualisations in Power BI to reveal vaccination patterns across different population groups and geographies. The dashboard provides a platform to analyse gaps in vaccination coverage and identify what is needed to accelerate achievement of programmatic targets. We used an iterative, agile development process to allow us to incorporate stakeholder feedback in real time so that the dashboard serves a wide range of users.

### Interactive COVID-19 monitoring tools to understand the pandemic and its strain on the health system

Genesis developed two products to enable better understanding and monitoring of the COVID-19 pandemic: The Healthcare Risk Calculator and Is Africa Flattening the Curve: an interactive dashboard to view COVID-19 data across Africa. The Healthcare Risk Calculator forecasts the number of ICU or critical-care beds that would be needed over the next two weeks, based on the number of cases in an area over the previous two weeks, and the number of beds available. The COVID-19 calculator can be a useful tool for understanding the likely short-term strain on health services. The Is Africa Flattening the Curve dashboard reports on the spread of the virus, its fatality rate, and the response in testing across all African countries, and some international benchmarks, that have 100 cumulative cases or more. The dashboard also shows how South Africa is managing the pandemic at a provincial level.





# TECHNICAL SUPPORT SERVICES

We work with governments, UN agencies, civil society partners and development partners to support the provision of high-quality technical support across the East and Southern Africa regions. We source the required expertise and deploy and manage consultants as required by our clients.



Image Credit Testalze Me on Unsplash

## HOW WE HAVE UNLOCKED VALUE

### Co-managing the UNAIDS Technical Support Mechanism (TSM)

As part of the Oxford Policy Management-led consortium, Genesis manages the provision of technical support to countries across the East and Southern Africa regions on behalf of UNAIDS. The technical support provided by consultants helps to secure funding each country can access through the Global Fund for AIDS, TB and Malaria, and facilitates country HIV programme stakeholders to work together and determine how this funding should be used to advance each country's HIV programme. A key element is to ensure populations that have been left behind in the country's HIV response are cared for with dignity. Technical support unlocks bottlenecks in programme planning and implementation, builds national capacity and positions countries towards the global goal of ending AIDS in 2030. Between 2018 and 2022, Genesis facilitated TA to 19 countries across the region. We managed over 6,000 consulting days valued at \$3.67 million.

## Support to the Solidarity Fund in South Africa

Genesis was contracted by the Gates Foundation to provide technical advisory support to the Solidarity Fund.

Starting in June 2020 we used our multi-sectoral knowledge and experience to advise the fund across a wide range of investment decisions:

- Food vouchers for emergency food relief, which culminated in 128,656 vouchers being distributed
- Ways to support small farmers, resulting in over 46,934 vouchers distributed
- An approach to tackling gender-based violence, by providing support to 332 community-based organisations
- Supporting the design of three rounds of communication campaigns
- Providing extensive support to the COVID-19 vaccination rollout.



# OUR TEAM

Our team is well qualified with more than 150 years of public health experience between them.



**Dr Saul Johnson**  
Managing Partner



**Sarah Magni**  
Partner



**Steve Cohen**  
Principal



**Carl Schutte**  
Associate Principal



**Dr Vincent Shaw**  
Principal



**Dr Lisa Mulenga**  
Programme  
Director:  
MMC Sustain



**Kerry Mangold**  
Programme  
Director: South-South  
Learning Network



**Adjoa Kwarteng**  
Programme  
Manager:  
MMC Sustain



**Bridget Dube**  
Manager



**Puveshni Crozier**  
Manager



**Thomas Ofem**  
Senior Technical  
Adviser



**Ayesha Ismail**  
Senior Associate



**Dr Sue Aitken**  
Senior Associate



**Lulama Lunika**  
Associate



**Mohamed Khan**  
Associate



**Tetelo Maakamedi**  
Associate



**Allison Pieterse**  
Associate



**Madonna Emmanuel**  
Associate



**Jani Swart**  
Associate



**Dr Motlatso Godongwana**  
Associate



**Akim Lukwa**  
Analyst



**Elise Smith**  
Analyst



**Tessa Nyirenda**  
Analyst



**Patience Mushamiri-  
Kuzviwanza**  
Analyst



**Sukuluhle Pilime**  
Analyst



**Ayesha Isaacs**  
Senior Project  
Co-ordinator



**Karabo Skosana**  
Project  
Co-ordinator



**Mncedisi Mvelase**  
Assistant Project  
Officer



**Katlego Motlogelwa**  
Technical Support  
Consultant



**Lebalang Molobele**  
Project Administrator

## Some of our qualifications include post-graduate degrees in

MBBCH | Epidemiology and Biostatistics | Applied Economics | Health Information Systems | Public Health Economics | Management of Health Systems | Science (Mass Communication) | Medicine (Community Health) | Public Health (Social and Behaviour Change Communication) | Neuropsychology | Demography and Population Studies | Epidemiology (Implementation Sciences) | Sociology | Business Administration | Environment and Development | Public Health (Health Policy and Management) | Anthropology | Medicine (Human Genetics) | Chartered Accountant (SA) | Chartered Global Management Accountant | Population Studies | Molecular Physiology | Public Health (Disease Control) | Philosophy in Medicine | Development Theory and Policy | Public Health (Epidemiology)

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