



HEALTH

We work to improve the health of populations throughout Africa

G:ENESIS
UNLOCKING VALUE

ABOUT GENESIS

More Info
on **GENESIS** 

Genesis Analytics is a global African firm that has worked in more than 100 countries across the world. Our roots are firmly in Africa, having worked in 46 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.

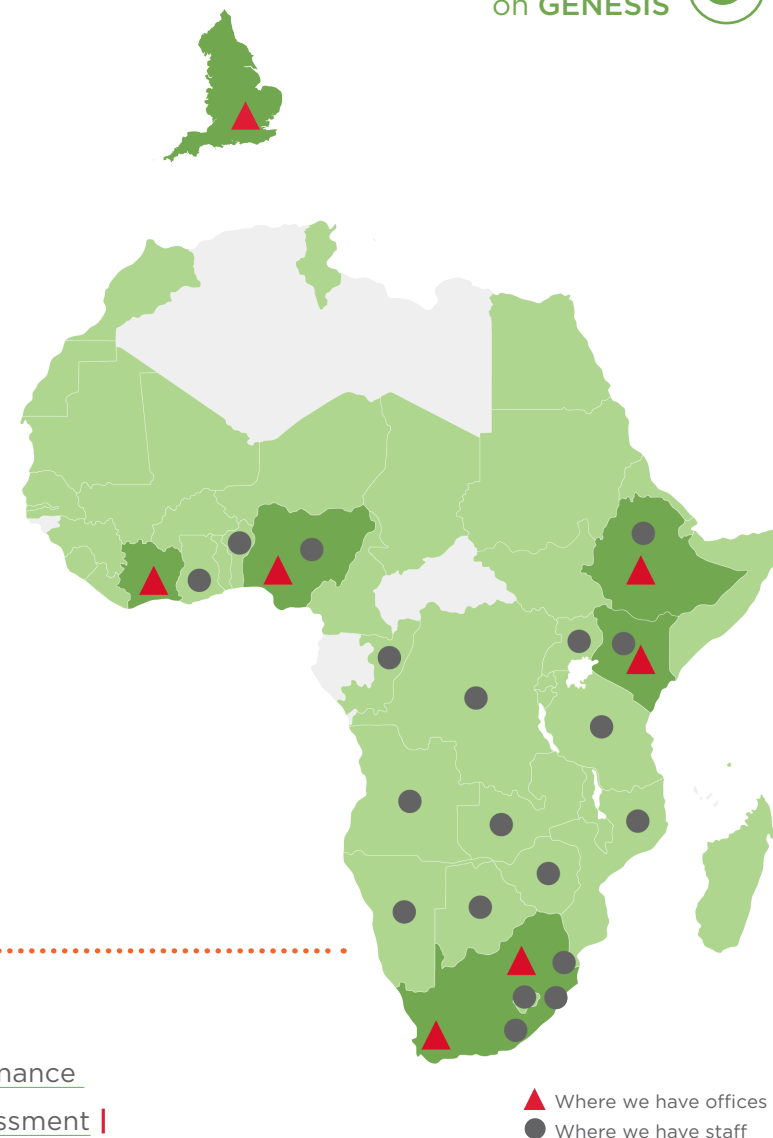
Established in 1998, Genesis is headquartered in Johannesburg and our operations include corporate offices and representation locations in Abidjan, Addis Ababa, Cape Town, Lagos, London and Nairobi. We also have representation in Botswana, Ethiopia, India, Israel, Lebanon, Portugal, and eight Southern African Development Community countries so we can work closely with our clients in finding scalable solutions that will work in the real world.



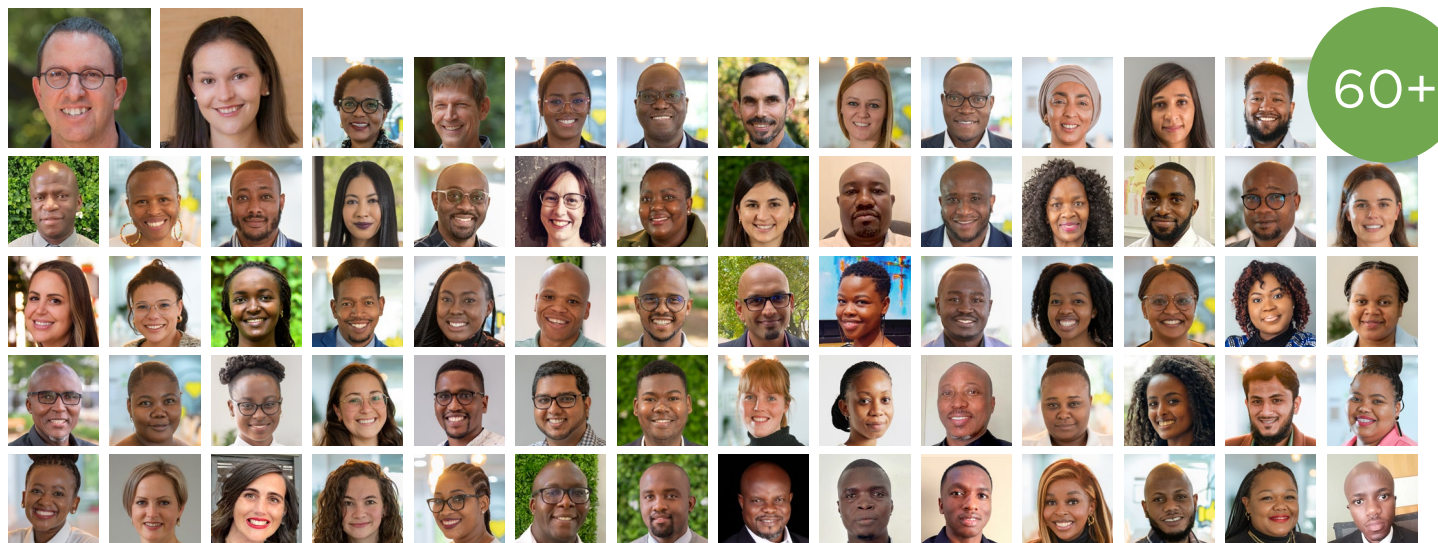
As a firm we work across various areas of expertise

[Africa's Youth](#) | [Applied Behavioural Economics](#) | [Behavioural Solutions](#) | [Climate Finance and Economics](#) | [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](#)

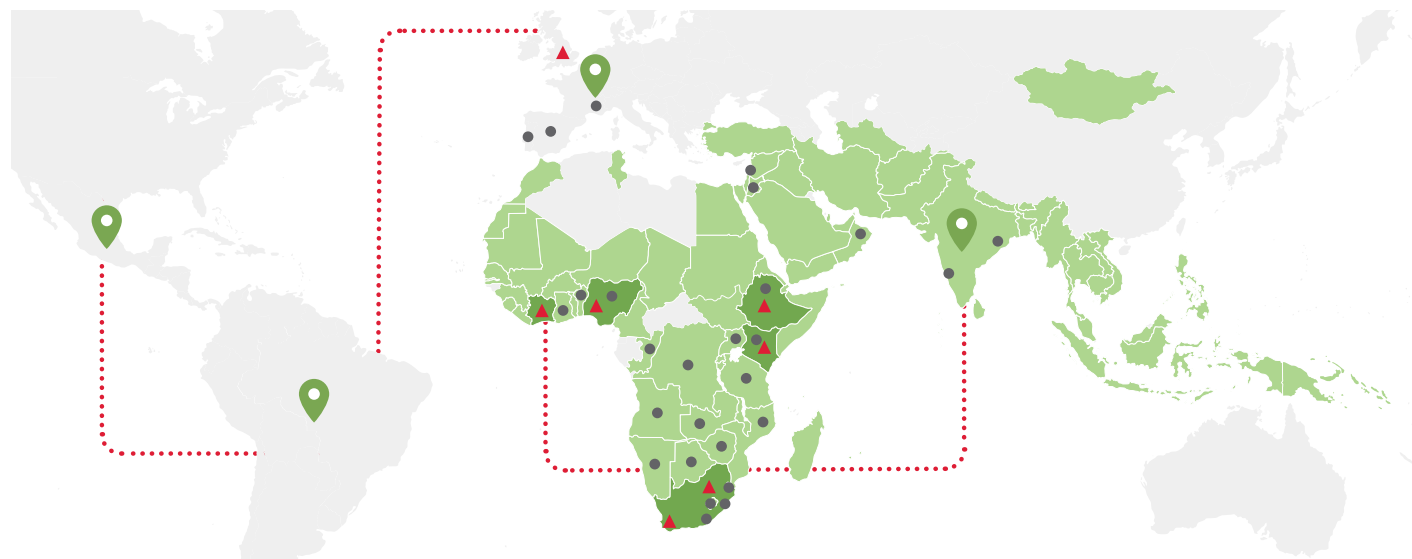
Some of our best work has been through combining our complementary areas of expertise to find fresh solutions.



OUR TEAM



Celebrating our growth to over 100 countries, and a dynamic and evolving team of experts from across the globe.



Some of our qualifications include post-graduate degrees in

MBBCH | Epidemiology and Biostatistics | Applied Economics | Health Information Systems | Management of Health Systems | Mass Communication | Community Health and Tropical Medicine | Social and Behaviour Change Communication | Demography and Population Studies | Epidemiology (Implementation Sciences) | Business Administration | Health Policy and Management | Anthropology | Clinical Health and Child Psychology | Health Services Management

Our team is well qualified with over 600 years of public health experience between us.

ABOUT OUR HEALTH PRACTICE

We help to build strong and well-financed health systems that result in healthy populations across 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, our purpose is to co-create solutions to some of the African continent's most pressing health challenges, with a focus on infectious diseases, sexual and reproductive health, and strengthening health systems.

We do this through combining our deep contextual understanding with innovative and specialist technical expertise.



Our health work is bolstered by in-house specialists in

Applied Behavioural Economics, Digital Excellence, Human Development and Monitoring, Evaluation and Learning.

We utilise our extensive expertise in health financing and economics, research, monitoring and evaluation and programme implementation, to provide value-based innovative and integrated solutions that drive decision-making and change. 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 African continent.



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.



USAID
FROM THE AMERICAN PEOPLE



INTERNATIONAL
PARTNERSHIP FOR
MICROBICIDES



PEPFAR
U.S. President's Emergency Plan for AIDS Relief



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Global HIV
Prevention Coalition



for every child



BILL & MELINDA
GATES foundation



Project
Last Mile



EAST, CENTRAL AND SOUTHERN
AFRICA HEALTH COMMUNITY
Fostering Regional cooperation for Better Health



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 ranging from national household surveys to discrete and focused programme reviews, formative research, as well as process and end-of-programme evaluations.

We have specialist expertise in research translation and utilisation.



HEALTH FINANCING & ECONOMICS

Our team draws on multidisciplinary skills in public financial management, health finance, costing, efficiency studies and other economics analyses to inform policy, build resilient health systems and facilitate efficient implementation of health programmes to improve healthcare in the region.



PROGRAMME IMPLEMENTATION SUPPORT

We help unlock value and maximise impact in health delivery across Africa by addressing the technical challenges of programme implementation. We do this by providing technical assistance, capacity strengthening and harnessing knowledge management and learning.



GENDER LENS

We are committed to equity, diversity and inclusion. We are skilled at applying a gender lens to our projects, which enables us to find opportunities for gender equity and address the barriers that keep women and girls from being fully active in their societies and making choices about their health.



RESEARCH, MONITORING & EVALUATION

[Read more...](#)

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 and qualitative research methodologies and understand how to apply these in a practical way. This ensures that commissioning companies and organisations can confidently use our findings.

We work with clients on the design of appropriate evaluations for their programmes, using robust methods and a cost-effective approach. We jointly develop user-friendly M&E frameworks and plans. We find ways to represent routinely collected data to encourage better decision making.

Our work on research translation and utilisation has positioned our clients as leaders in the use of evidence-based approaches for adaptation, innovation uptake and programme improvement.



HOW WE HAVE UNLOCKED VALUE

Query - Delivering quality health surveys for data-driven decision making

Genesis' experience in conducting complex public health surveys has shown us that a one-size-fits-all approach to data collection does not work. As a result, we launched the Query initiative to deliver quality health surveys for data-driven decision making.

Query streamlines key processes along the data-collection pipeline to ensure that health surveys are tailored to the needs of the client, that they are fast, and result in data that is accurate, valid and responsive to information needs. We achieve this by using advanced technologies along all items of the data-collection pipeline. This ensures that data quality is monitored, understood and controlled throughout the process. This leads to results that are more accurate, to more timeous corrective action, and shorter analytical tails. The result? High quality data to inform health decision making.

The impact of the HIV epidemic has been pronounced among adolescent girls and young women (AGYW) aged 15 to 24 years

Genesis was contracted by the Bill & Melinda Gates Foundation and is working with the Population Council to synthesise and contextualise evidence to guide countries in managing and implementing comprehensive HIV prevention responses for AGYW.

Synthesise, contextualise and disseminate (Sycona) aims to support country HIV prevention teams to strengthen their AGYW HIV prevention programming through facilitated learning and application of promising practice. This initiative is being implemented in Kenya, Malawi, Mozambique, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. The evidence produced is widely disseminated in a format that enables key stakeholders to take prompt action. The focus is on knowledge translation and brokerage for policy decision making.

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.





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

Genesis is working with the International Planned Parenthood Federation (IPPF) to conduct a series of client-exit interviews (CEIs) with family-planning clients in 17 countries as part of the Women's Integrated Sexual Health (WISH) programme. The aim is to determine whether WISH is reaching the most underserved populations and to track progress against key programmes and payment indicators.

We have developed the research protocol and questionnaire, obtained ethics approval at a global level and overseen ethics approval in all 17 countries. One of the key metrics of the CEIs was to understand the proportion of users who were living in poverty, as characterised by the multi-dimensional poverty index, especially for adolescents. For example, during the third round of the CEIs, we conducted a nested study on adolescents aged 15-19 in South Sudan and Tanzania to understand whether they were accessing family planning services before or after childbearing. We developed a distress protocol to ensure that enumerators would handle adolescents and/or people living in refugee camps with appropriate levels of sensitivity and use the correct referral mechanisms.

The CEIs are ongoing and provide the IPPF with useful insights that improve its Sexual and Reproductive Health Rights work in fragile and contextually challenging environments.



HEALTH FINANCING & ECONOMICS [Read more...](#)

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.

Developing sustainability roadmaps for HIV/AIDS and TB in SA

Sustainability and transition planning has become essential for African countries in the context of an evolving global health financing agenda. The South African National AIDS Council, with support from The Global Fund, appointed Genesis to revitalise the national Sustainability Technical Working Group; develop a National Sustainability Framework for HIV and TB; undertake sustainability assessments and action planning for priority national HIV systems and programmes; and develop provincial sustainability roadmap tools to guide multi-sector planning, management and monitoring of sustainability commitments.

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Supporting the HIV Conditional Grant funding mechanism

The South African HIV/AIDS Conditional Grant Unit allocates R30 billion annually to provincial health departments. We have been working with the National Department of Health since 2020 to identify and realise efficiency savings and optimise use of available resources given a constrained fiscal environment and declining donor funding. Using a collaborative approach, we have identified budget planning risks and inefficiencies, and designed practical solutions to realise efficiency savings worth tens of millions of rand by leveraging digital solutions (for example, Power Query and PowerBI) to analyse anomalies across provincial budgets. This process has strengthened capacity in the department to utilise advanced analytical insights to improve routine budgeting.





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

External financing for health is declining, and SIBs offer an innovative financing method and partnership model, to leverage risk capital from social investors. Together with the SA Medical Research Council and a consortium of partners Genesis designs, mobilises and implements a social impact bond (SIB) which has raised R92m in outcomes funding to address the health of vulnerable adolescent girls in 14 South African schools. Genesis was responsible for estimating and refining the cost of providing a package of services for adolescent girls and aligning financial performance with measurable programme milestones. In the implementation stage currently underway, Genesis is responsible for the economic evaluation of the intervention and facilitating a SAMRC-led learning agenda for outcomes-based contracting.





PROGRAMME IMPLEMENTATION SUPPORT [Read more...](#)

We help unlock value and maximise impact in health delivery across Africa by addressing the technical challenges of programme implementation. We do this by providing technical assistance and capacity strengthening, and by harnessing knowledge management and learning.

We aim to:

- Equip institutions with the insights, tools and methodologies needed to boost their capacity to effectively deliver sustainable health programmes.
- Identify and address root causes and underlying system behaviours that negatively impact programme implementation.
- Build the competencies of programme and policy stakeholders to implement and adapt best practices and strategies to optimise programme performance; establish and coordinate collective learning networks; harness social capital; disseminate good practices; and influence the conversion of learnings into action – from diagnostics through design and delivery.
- Develop communities of practice from various geographies and thematic areas to document cases of good practice.





**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, is implementing the South-South Learning Network (SSLN) which supports peer learning in a network structure to improve HIV prevention programming in 15 African countries. This initiative provides a space for African countries to come together and share best practices in support of greater HIV prevention outcomes. This is critical as countries seek to fast-track progress towards meeting the 2025 target of reducing annual new HIV infections to below 370 000.

The SSLN's vision is to be the most trusted South-to-South learning and collaboration platform for HIV Prevention. We place a large emphasis on building trust and reciprocity between over 500 nominated Country Champions. We connect Champions and support south-south collaboration through facilitated self-reflection, shared learnings and application of good practices. We help countries to build their social capital, leverage resources and optimise country actions towards achieving the global HIV prevention agenda.

Country Champions, through the external mid-term evaluation have reported better multisectoral alignment, improved knowledge, enhanced skills and an increased demand for learning. The evaluation also recognised the SSLN as instrumental in informing prevention funding proposals and advocating for prevention in the region.

On the SSLN's website you can access **1)** synthesised and visualised country prevention self-assessment data **2)** country summaries, action plans, learning agendas and technical assistance plans **3)** a document repository and **4)** links to our YouTube channel, social media pages and photos/videos of all our learning events.

The SSLN is supported by funding from the Bill & Melinda Gates Foundation and is in its fourth year of implementation.



Genesis Analytics was awarded a three-year investment grant by the Bill & Melinda Gates Foundation (BMGF), with the aim to fast-track the effective implementation of the TB Recovery Plan and the new National TB Strategic Plan 2023-2028)

The TB Technical Support Unit (TSU) provides technical support through the secondment of its staff to the National Department of Health TB Control and Management Cluster.

Poor performance of NTPs are compounded by gaps in central coordination, poor planning with technical support partners, a lack of accountability of the provinces to the national programme, and inadequate management capacity at all levels, resulting in suboptimal implementation. The TB TSU will ensure that there is a resilient TB programme in place by strengthening routine processes, using innovative mechanisms to create sustainability where possible, at national and sub-national level.

- **National:** We're enhancing the NTP's impact by improving governance and accountability; planning, monitoring and evaluation; TB data systems; innovative approaches to advocacy, communication and social mobilisation, and capacity building.
- **Provincial:** Our provincial focus includes developing impactful, data-driven TB management plans and conducting thorough programme reviews to align with national goals and address unique provincial needs. Our approach includes ongoing monitoring, learning and adaptation to ensure goals are achieved.
- **District and sub-district:** "Thuthuka" is an isiZulu word that means to grow, to progress, to develop or to become influential. Through the TB Thuthuka programme, we aim to **(a)** develop strong leadership, management and governance skills among district and sub-district TB coordinators; **(b)** provide practical tools and approaches for addressing NTP challenges; and **(c)** foster a positive team climate for improved implementation and providing mentorship to establish a sustainable health programme for the future.



TB THUTHUKA
PROGRAMME





Strategic and Analytical Support to the Bill & Melinda Gates Foundation

Genesis Analytics has offered strategic and analytical support to the Southern African team of the Foundation. The collaboration commenced in 2021 amidst the peak of the COVID-19 pandemic, aiming to reinforce the Foundation's dedication to aiding the South African Government. During the pandemic's peak, we delivered regular updates on emerging trends, and our strategic input played a crucial role in formulating the COVID-19 vaccine rollout strategy and campaign. Beyond this, our support extended to shaping internal strategies, notably contributing to the refinement of the Foundation's Africa Team's existing Country Plan for South Africa and the Coordinated Plan for the Democratic Republic of the Congo (DRC).

Currently, our focus is directed towards providing direct assistance to the regional representative of the Southern African Office. Our overarching goal is to align all investments in the Southern Africa portfolio with the Foundation's objectives and local government priorities. This strategic alignment ensures the maximisation of impact within the region.

Our collaborative efforts have facilitated the submission of numerous investments, all securing internal approval from the Foundation's Africa leadership team. This support has empowered the Southern Africa office to plan and execute investments effectively, align these initiatives with critical priorities, and champion diversity within the Foundation's grantee pool.

Genesis Analytics is proud to contribute to the Foundation's impactful endeavours in Southern Africa, marking a testament to our commitment to excellence in strategic and analytical assistance.

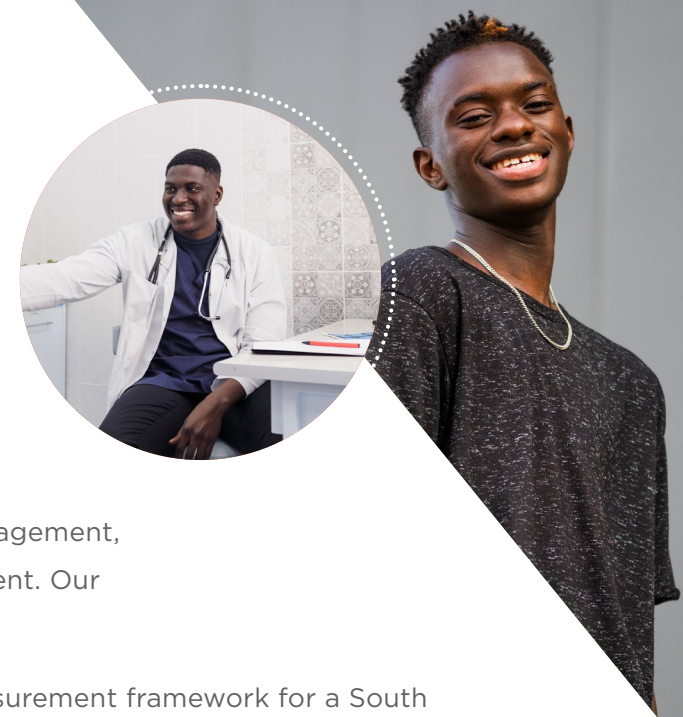


Strengthening South Africa's capacity to deliver sustainable, integrated HIV prevention services for men

Genesis is a key technical partner of South Africa's integrated Voluntary Medical Male Circumcision (VMMC)/men's health programme through its Medical Male Circumcision Scale and Sustainability to Avert New HIV Infections (MMC SUSTAIN) programme. MMC SUSTAIN is a health systems strengthening-oriented technical assistance project that aims to build the capacity of South Africa's Health Department to implement a sustainable, high-quality VMMC programme, independent of donor support.

We offer a customisable suite of technical advisory services, including stakeholder coordination, data management, quality assurance, capacity building, and sustainable financing, all geared towards performance improvement. Our interventions are co-created by and delivered through government officials to foster ownership.

Together with the Department of Health, we have developed the first-ever sustainability strategy and measurement framework for a South African HIV prevention programme, redesigned data management protocols to aid evidence-informed decisions, introduced locally-led continuous quality improvement programme monitoring, and facilitated the expansion of VMMC into a comprehensive men's health programme. Visit our program's [Learning Library](#) to access a repository of VMMC tools, reports and implementation guidelines.



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 in East and Southern Africa on behalf of [UNAIDS](#). The technical support provided by consultants helps to secure funding that each country can access through the Global Fund for AIDS, TB and Malaria. It also facilitates country HIV programme stakeholders to work together and determine how this funding should be used to advance each country's HIV programme. 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 2023, Genesis facilitated technical assistance (TA) to 19 countries across the region. We have managed over 32,000 consulting days valued at \$13.47 million.

Genesis also leads the M&E function of the TSM, as well as the Strategic Learning and Capacity-Building Team. This enables us to bring deep lessons on TA to build the capacity of consultants and partners and in this way improve the effectiveness of the TA provided. To date, the team has worked with over 800 consultants using webinars, peer-learning sessions, training, and dissemination of learning briefs and resources.

Genesis is a USAID prime partner for the Long-Term Exceptional Technical Assistance Project (LEAP) being implemented in 17 countries in Africa

The overall goal of the project is to provide national Ministries of Health (MoH) with locally relevant long-term and short-term technical advice on infectious diseases and health systems as well as management expertise.

To achieve this goal, Genesis Analytics aims:

- To increase the capacity of the MoH to establish more efficient, effective, and self-reliant, inclusive, and transparent systems
- To improve the quality and preparedness of Infectious Diseases (ID) programs to ensure quality services for all populations, and
- To improve in-country coordination between ID program's stakeholders and cross-country sharing of evidence-informed approaches.

We enable countries to effectively engage and coordinate stakeholders to implement solutions that are evidence based and locally relevant. We help countries build and coordinate the various technical, financial and human resources to promote shared ownership, quality services and epidemic preparedness. The LEAP project will be critical to countries' ability to adopt the latest global best practices in prevention, diagnostic tools and treatment. It will help them access these novel tools (improved/shorter treatment regimens, chemoprophylaxis, immunisations, diagnostic tools) for current and future infectious disease responses. Year One of LEAP Local focuses on TB through support, with expansion to other health focus areas thereafter.





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