



G:

HEALTH

Better analysis
Better decisions
Value unlocked for our clients

Africa's largest economics-based consultancy

G:ENESIS
UNLOCKING VALUE

ABOUT US

Genesis Analytics is a global African firm that has worked in more than 84 countries across the world. Our roots are firmly in Africa, having worked in 42 countries on the continent.

OUR PURPOSE IS TO UNLOCK VALUE IN AFRICA.

Our purpose as a firm is to unlock value through seeking solutions with our clients. The foundation 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 Nairobi, Lagos and London. We also have representation in Côte d'Ivoire, India, the UAE and Canada 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

African Youth Wave | Applied Behavioural Economics | Behavioural Sciences | Competition Economics | Digital Economy | Economic Impact Assessment | Financial Services Strategy | Health | Human Development | Infrastructure | Monitoring and Evaluation | Regulatory Accounting and Economics | Shared Value and Corporate Impact | Youth Economic Opportunities

[READ MORE ABOUT GENESIS ON OUR WEBSITE](#)

ABOUT OUR HEALTH PRACTICE

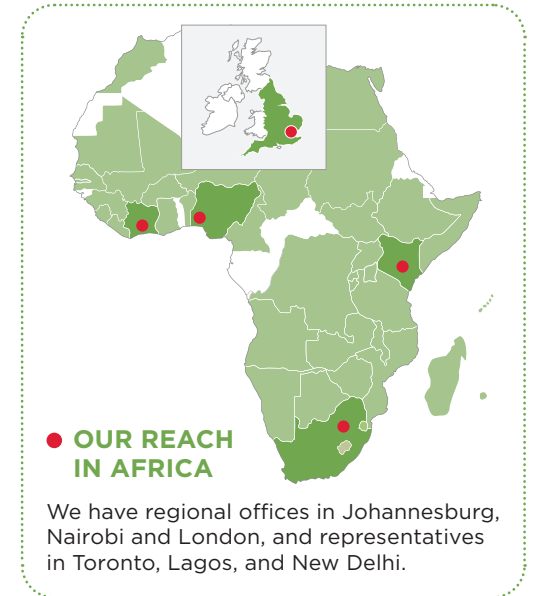
We work with our clients to develop solutions aimed at improving the health of populations throughout sub-Saharan Africa. Our region faces the challenges of the quadruple burden of disease, which includes both communicable and non-communicable diseases, as well as violence and injury. Coupled with this are relatively weak health systems, heavy reliance on donor funding and inequitable public and private sectors. Within this context, we provide experts with decades of experience in the design, implementation, costing and evaluation of health programmes, and strengthening of sustainable health systems.

OUR HEALTH EXPERTISE LIES IN:

Research, monitoring and evaluation | Behavioural sciences | Health economics and costing | Sustainable health systems





Our public healthcare work is bolstered by in-house specialists in Behavioural Sciences, Competition and Regulatory Economics, Human Development, and Monitoring and Evaluation. 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.




WHY CLIENTS CHOOSE GENESIS

 <p>health Department: Health REPUBLIC OF SOUTH AFRICA</p>	
	
	
	
	
	
	

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Our **FOCUS** is on public health in Africa.
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We develop **CUSTOMISED SOLUTIONS** to improve the health of people throughout Africa.
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We deliver **ROBUST ANALYSIS** for clients across the Health sector.
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Our **DEEP TECHNICAL EXPERTISE** and experience enable our clients to make better decisions



[READ MORE ABOUT OUR PRACTICE](#)

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





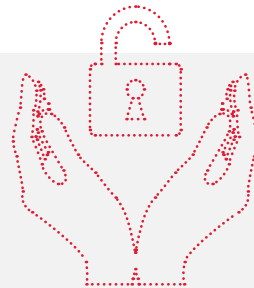
RESEARCH, MONITORING & EVALUATION

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

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

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

HOW WE HAVE UNLOCKED VALUE



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 client exit interviews (CEIs) with family-planning clients in Burundi, Cameroon, Côte d'Ivoire, Chad, Democratic Republic of Congo, Ethiopia, Malawi, Mauritania, Mozambique, Nigeria, Pakistan, Somalia, South Sudan, Sudan, Tanzania, Uganda and Zambia. This project forms a core part of the UK Department for International Development's (DFID) flagship family-planning programme, Women's

Integrated Sexual Health (WISH). The CEIs were conducted to determine whether the programme is reaching the most underserved populations as well as tracking progress against key programmes and payment indicators. Genesis was responsible for the development of the research protocol and questionnaire, obtaining ethics approval at a global level and overseeing ethics approval in all 17 countries, managing fieldwork, as well as the cleaning, analysis and presentation of data at a country and global level. Findings were used to determine progress towards milestones, to inform implementation and as payment indicators.

Establishing the positive impact of Soul Buddyz clubs on young women's health

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 was engaged by the Soul City Institute for Social Justice to conduct a long-term evaluation of the impact of being a member on 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 the study proved that school-based programmes can have a lasting impact on HIV – an area where there is not much evidence ¹.



¹ Johnson, S., Magni, S., Dube, Z., Goldstein, S. (2018). Extracurricular School-Based Social Change Communication Programme Associated with Reduced HIV Infection Among Young Women in South Africa. Journal of Health Communication, 23 (12).

Measuring programmatic success for the Merck Group

Merck has been supporting global treatment efforts for Schistosomiasis, a neglected tropical disease (NTD), 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 the target populations to achieve full coverage in endemic areas. Genesis was contracted by Merck to support the PZQ programme by developing programme key performance indicators and piloting these in key African countries. We reviewed the various reporting forms currently being used in the programme to determine the quality and frequency of reporting. We 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 DRC. The final M&E framework was presented to the Merck Group and the Extended Special Project for Eliminating NTDs (ESPEN).

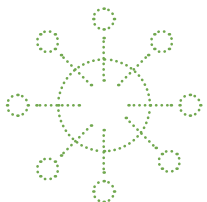
Evaluating NHI Phase 1 implementation for the National Department of Health in South Africa

Universal healthcare is being pursued through National Health Insurance (NHI) in South Africa. NHI Phase 1 focused on primary healthcare with strengthening interventions in 10 pilot districts. Genesis evaluated whether these interventions had achieved their objectives by assessing the performance of the NHI interventions in primary healthcare over the past five years and summarising previous NHI assessments. This was complemented by primary research undertaken through data collection at national, provincial, district and facility levels to gain insights of the

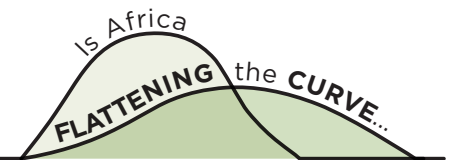
successes, challenges and lessons learnt from Phase1 implementation in South Africa. We also analysed quantitative data from the DHIS to assess the performance of the NHI indicators in primary healthcare (PHC) in the last five years. The final deliverable was an in-depth report on the successes and challenges 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 November 2018 and the report was launched by the current Health Minister, Dr Zweli Mkhize, in July 2019.

Developing 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: (1) *The Healthcare Risk Calculator* and (2) *Is Africa Flattening the Curve: An Interactive Dashboard* to view COVID-19 data across Africa. This comes amid daily predictions and models that tell us how severe the COVID-19 pandemic will become in South Africa, as well as the rest of the continent. *The Healthcare Risk Calculator* forecasts the number of ICU or critical-care beds that will be needed over the next two weeks, based on the number of cases in an area over the last two weeks, and the number of beds available. As the number of new infections rises, 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 allows you to view how South Africa is managing the pandemic at a provincial level.



**CALCULATING THE
HEALTHCARE RISK**



FOR MORE INFORMATION AND CREDENTIALS



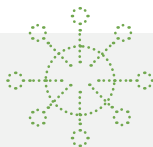
BEHAVIOURAL SCIENCES

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 health programmes which are evidence-informed and designed for maximum impact.

We keep an eye firmly on the views and lives of target populations to design interventions that resonate with them, and which are aligned with regional health priorities. We co-create solutions that are focused on addressing the behavioural barriers that different stakeholders face. Our work delivers across the full impact pathway - from understanding behavioural barriers all the way to building capability to apply behavioural insights and interventions sustainably in any context. We therefore also contribute to the work of Sustainable Health Systems.

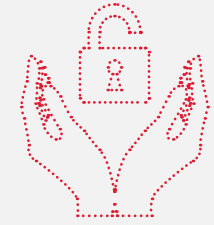
Our behavioural scientists typically use their expertise to determine any behavioural barriers to a desired outcome and then design interventions accordingly. Behavioural interventions, though usually low-cost, can easily result in high-impact results.

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



At the time that COVID-19 peaked in places like Italy and Spain, 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

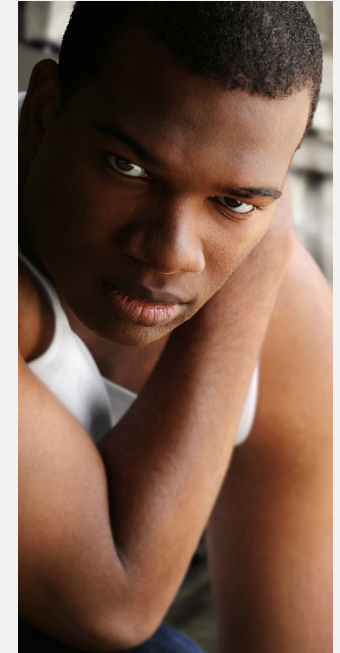
HOW WE HAVE UNLOCKED VALUE



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, and 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 currently being piloted across South Africa.

MenConnect sends staged-based messages specific to where the man is on his test-and-treat journey. The content, for which Genesis is responsible, is tailored to both their journey stage as well as a man's psychographic segment. We are also monitoring progress of the pilot.



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.

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% and the South African Department of Health plans to circumcise two million men by 2020. Although many intend to be circumcised, a large proportion do not get circumcised. We aimed to reduce 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 use the new materials that were piloted. Genesis used a difference-in-difference approach to measure the improvement. In the call centre, booking conversions (the number of calls converted into booked appointments) increased by 21% ($p < 0.05$). This translates into 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%.

Communications plan to tackle TB for SADC miners

Genesis was part of a consortium that developed a communication strategy targeting tuberculosis and related illnesses affecting mineworkers, ex-mineworkers, their families and communities in Southern Africa. Genesis was responsible for pre-testing the “starter pack” of communication materials with target audiences (mineworkers, ex-mineworkers, and families and communities) in South Africa and Zambia. These communication materials (videos and flipcharts) were tailored per country to reach the targeted populations and ultimately relieve the HIV, TB and silicosis burden in the region.



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.

FOR MORE INFORMATION AND CREDENTIALS



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.

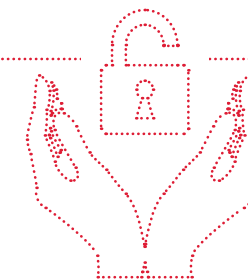
At a time when many countries face large cuts in donor funding, and competing demands for domestic resources, we provide technical support to decision-makers in navigating this new reality.

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.

Through our quality service offering, we support stakeholders by answering questions such as:

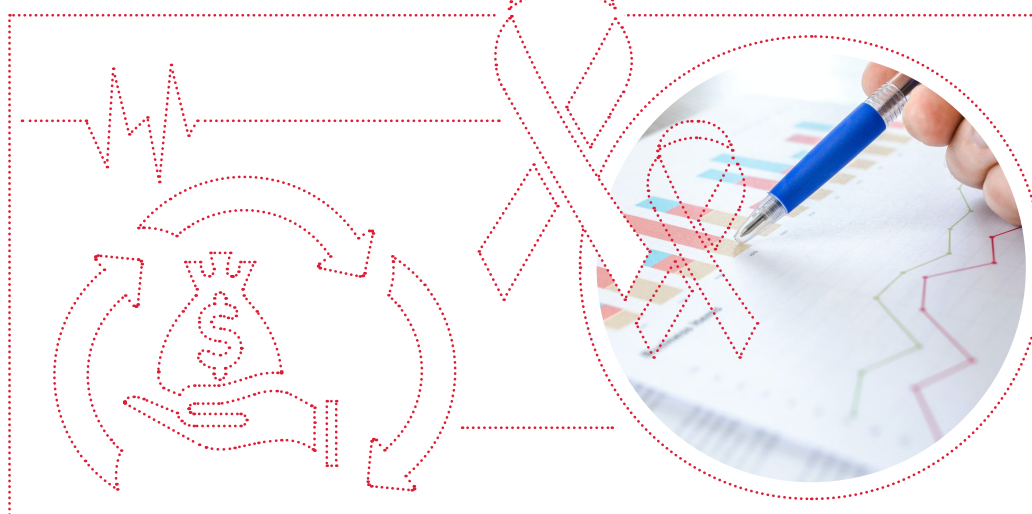
- What will it cost to scale up priority health programmes in an integrated setting?
- What are the costs and benefits of public-sector investments in under-resourced health programmes?
- How can a country become more accurate and efficient with its public-health investment decisions, using insights packaged from expenditure tracking and resource-mapping surveys?
- How can we make lifesaving services more efficient, without compromising on quality?
- Which service delivery model offers the best value for money in improving health outcomes?

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 leverage off a number of HIV/TB and PHC costing studies currently unfolding in several countries. Ultimately the findings from this work will assist 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 incremental cost of expanding community-based malaria control

Genesis calculated the incremental cost of implementing and scaling up community-based interventions in southern Angola to reduce the spread of malaria to neighbouring countries. The analysis provided valuable insights to the key cost drivers and identified the significant loss of time recorded by community activists travelling between villages, and the potential for significantly increased supervision costs in deep rural settings.

Estimating resource needs and fiscal space to implement national and sub-national strategic plans for HIV and TB

We led a national process to estimate the resource needs to implement South Africa's National Strategic Plan for HIV/AIDS, TB and STIs 2017-2022 and explored the funding landscape and gaps, before making recommendations on financing the national response over the five-year period. We subsequently supported the Mpumalanga Provincial AIDS Council (MPAC) to estimate the financial resource needs to implement the five-year multi-sector provincial implementation plan for HIV/AIDS, TB and STIs. Genesis further supported the MPAC to map and cross-walk funding from domestic and external sources to each strategic objective area of the provincial plan, which allowed for analysis and commentary of funding gaps and sustainability considerations at the intervention level.



Testing innovating financing models through a Social Impact Bond for adolescent girls in South Africa

The Health Practice has been working with the SA Medical Research Council and a consortium of partners to design and implement a Social Impact Bond (SIB) for adolescent girls in school. In a global environment where traditional sources of financing are declining, SIBs offer an innovative financing method, 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. The aim of this particular SIB is to, inter alia, reduce new HIV infections and unintended pregnancies and increase HIV viral suppression in adolescent girls. The role of Genesis is focused on developing a cost and budget model for the SIB intervention and to guide value for money considerations in the conceptualisation and co-design of the SIB intervention for adolescent girls in schools. Genesis has also provided financial information to support the investor mobilisation process and in developing a financial model that determines the repayment metrics and amounts for the social investor.

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 was the regional coordinating 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. The results will inform the design of social and financial protection interventions to reduce the barriers for accessing TB services.



FOR MORE INFORMATION AND CREDENTIALS



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.

Strengthening health systems involves managing 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.



HOW WE HAVE UNLOCKED VALUE

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

Genesis was awarded a three-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 of this technical assistance is to assist the NDoH to transition towards sustainability, including developing a definition, framework and measurement tools for programme sustainability within a South African context. Genesis is also supporting 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.

Revising PSI's South African strategy

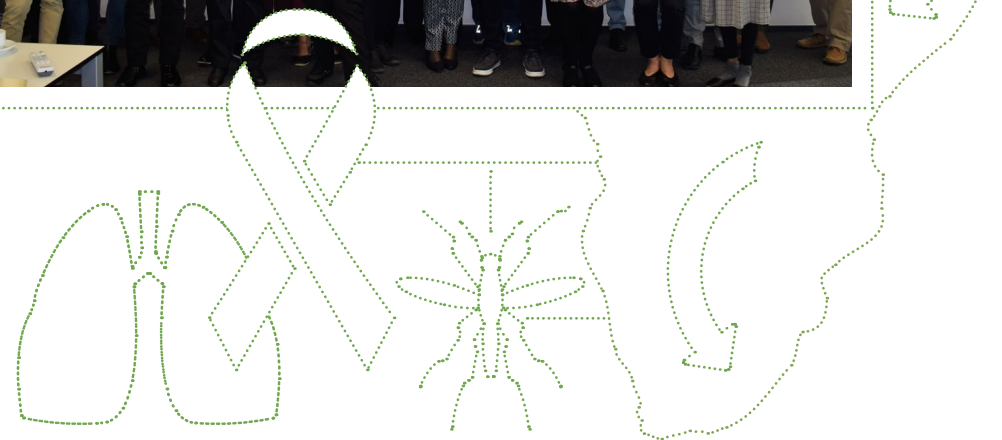
PSI, which builds sustainable solutions for most serious health issues, required an organisation to revise its South African strategy in line with its global strategy to reach the 10-year goal of universal health coverage (UHC) by meeting the needs of low-income South Africans, shaping the policies and funding mechanisms, and focusing on capacity development, both internal and external, in the PHC sector. Genesis was contracted to assist PSI to develop a new strategy using our existing local sectoral experience and extensive understanding of the South African health system. We were responsible for completing a landscaping exercise of PHC in South Africa that consisted of a desktop review and key informant interviews (KII) with stakeholders in the public and private health sectors to fill the gaps identified in the desktop review. The findings were used to inform the strategy development, through a consultative process that resulted in the development of recommendations for PSI and Society for Family Health's (SFH) future role in the PHC sector in the country.

South-South HIV Prevention Learning Network

Genesis and the University of Manitoba are supporting the Global HIV Prevention Coalition to establish an HIV Prevention Learning Network. The Learning Network is supported by funding from the Bill & Melinda Gates Foundation. The aim of the Learning Network is to foster inter-country exchanges between Global HIV Prevention Coalition Network countries in Africa to share best practices for the revitalisation and expansion of HIV prevention programmes. This programme is critical at a time when UNAIDS has recognised that the world has missed the 2020 targets for reductions in annual new HIV infections to fewer than 500,000. It has also demanded a new approach to knowledge sharing and dissemination through a virtual space and opened up the opportunity to share best practice on HIV prevention success in the midst of the COVID-19 pandemic.

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 region 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. The TSM 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.



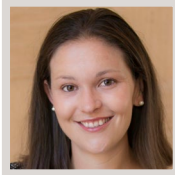
FOR MORE INFORMATION AND CREDENTIALS

OUR TEAM

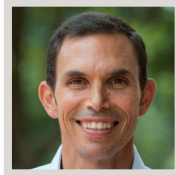
Our team is well qualified with more than 150 years of public health experience between them.



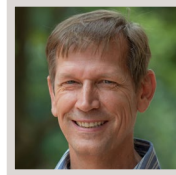
DR SAUL JOHNSON
Managing Partner



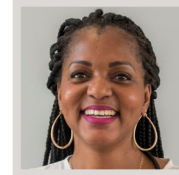
SARAH MAGNI
Partner



STEVE COHEN
Principal



CARL SCHUTTE
Associate Principal



DR LISA MULENGA
Programme Director:
MMC Sustain



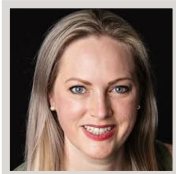
KERRY MANGOLD
Programme Director:
South-South Learning Network



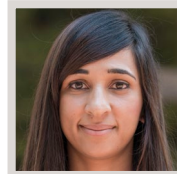
ADJOA KWARTENG
Programme Manager:
MMC Sustain



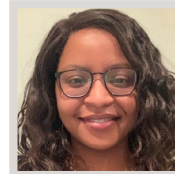
BRIDGET DUBE
Senior Associate



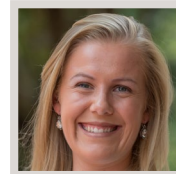
DR SUE AITKEN
Associate



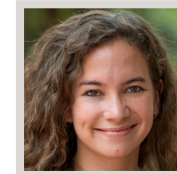
AYESHA ISMAIL
Associate



LULAMA LUNIKA
Associate



JULIA STANDISH-WHITE
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TAMIKA FELLOWS
Analyst



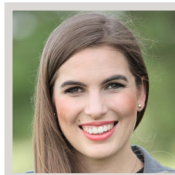
MOHAMED KHAN
Analyst



TETELO MAAAMEDU
Analyst



ALLISON PIETERSE
Analyst



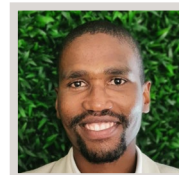
JANI SWART
Analyst



AYESHA ISAACS
Project Coordinator



NONTO MOKOENA
Project Coordinator



MNCEDISI MVELASE
Assistant Project Officer



KATLEGO MOTLOGELWA
Technical Support
Consultant



SINDISIWE NTOBELA
Practice Administrator

SOME OF OUR QUALIFICATIONS INCLUDE

MBBCH | Master of Science in Epidemiology and Biostatistics | Master of Science in Medicine | MBA | Master in Biotechnology | Master of Public Health | Master of Science in Genetics | Master of Arts in Demography and Population Studies | Masters in Molecular Physiology | Master in Environment and Development | CA (SA) | ACMA (CIMA) | Masters in Population Studies | Masters in Anthropology | Masters in Applied Economics | Masters in Evidence-based Social Intervention and Policy Evaluation | Masters in Virology | PhD Medicine

We are here to help YOU make better decisions

[FURTHER INFORMATION ON OUR TEAM >](#)

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