

Emergency Medical Services

MARKET

E-Plus provides premium private ambulance (land and air) and pre-hospital care services for their members. In addition to that, they cover standby events, patient transportation, ground and air evacuation/rescue services, home based care services and First Aid kits.

Their target audience is individuals as well as families, education establishments, corporations and government bodies.

E-Plus' annual turnover for the last financial year was – KSh. 617 million and with a market share of 75%. As needs increase so does their growth, with expectation to reach 95%.

E-Plus earned income for the different segments is:

- Membership 25%
- First aid kits 2.5%
- Air evacuations
- Ground evacuation, event coverage and standby services 72%

ACHIEVEMENTS

E-Plus greatest pride is provision of efficient top

quality medical assistance to their members. The success rate of the program is their highest accolade. In addition to that they have also received the following achievements:

- Superbrands 2017

- Association of Kenya Insurers 9th Annual Road Safety Award
- Gained a large geographical coverage in 2014
- Pioneered and influenced policy development process for EMS



HISTORY

E-Plus was founded on 23rd March 2010 in Kenya, Africa. It is a commercial company fully owned by Kenya Red Cross Society, with the mandate to provide ambulance and pre-hospital care services.

The concept of E-Plus was born from a tragedy in 2006, when a senior staff of Kenya Red Cross Society was involved in an accident in the Upper Eastern Region of Isiolo County. Kenya Red Cross Society staff had excellent medical coverage that included air evacuation. However, when the insurer was called at the time of the accident they could not respond as it was past 6pm.

The only option was to use their own ambulance that was an urban vehicle and not equipped, to drive to Isiolo

County. This one event triggered the idea of Basic Life Support Ambulance. However, it took three years to become a reality.

In 2009, with the help of the IFRC, the design for a Basic Life Support Ambulance, adhering to global standards, became a reality. The Secretary General was involved, as was the Head of Health & Social Services, General Manager, Supply Chain and First Aid Project Manager.

The initial premises were at the Kenya Red Cross Society headquarters.

PRODUCT

When we think of E-Plus they automatically think of state of the art, lifesaving ambulances that are available in every part of the country. What they don't realise, is that in addition to that, E-Plus also provides First Aid Kits, training, air evacuations and home based care services.

RECENT DEVELOPMENTS

E-Plus has undergone significant expansion in the



last 7 years, increasing its fleet base from 5 state of art ambulances, to 128 ambulances spread across the country. The scope of services they provide has also expanded from membership subscription services, to standby events coverage, county ambulance services and government

ambulance services provision. In addition to that, they have also the following services:

- Medical Taxi
- Home Based Care
- Medical Escort
- Air Evacuation Services



PROMOTION

E-Plus doesn't really need to "promote" their brand in the traditional way in terms of advertising. Their greatest promotion comes from recognition of what they do. Their distinctive vehicles with their logo are recognised by all and are a beacon of help and hope. They do get a lot of high profile coverage in the media for the work they do and their social responsibility. In addition to that, they attend different events, shows and exhibitions.

BRAND VALUES

E-Plus has the highest of brand values. Their values save lives and are so much more than just words.

- Professionalism
- State-of-art facilities
- Timely response
- Quality services

www.eplus.co.ke

Things you didn't know about E-Plus

- E-Plus is often confused with Kenya Red Cross even though they are totally different entities.
- E-Plus ambulances are not used to transport corpses.
- E-Plus offers land and air evacuation.
- E-Plus ambulances have the capacity to handle ICU patients.
- E-Plus was conceptualized when one of their own staff met with an accident and there were no facilities to rescue her.
- E-Plus is the first Emergency Medical Service Provider to be outsourced by the National Hospital Insurance Fund to provide emergency ground rescue services to its members.
- E-Plus has the largest fleet of ambulances.
- E-Plus vehicles are custom made and imported from Dubai.
- E-Plus only buys from suppliers that are registered and recognized by state agencies.
- E-Plus First aid kits are approved in accordance to KEBS standards.