



THE NAIROBI HOSPITAL

MARKET

The Nairobi Hospital provides every type of medical care including:

Acute and critical care; cardiac surgical procedures; oncology; renal dialysis and kidney transplant, paediatrics, trauma care, endoscopy; general medical and surgical care; complex maternal deliveries and outpatient services.

Their largest target client is the regular Kenyan who most often is covered by insurance. In addition to this, they also target patients from the wider East Africa region.

In 2017, The Nairobi Hospital turnover was Kshs 10 Billion.

The population is now more health conscious and there is a shift to people having health seeking behaviours in pursuit for more information about their treatment and the options available. This has informed the specialty clinics at Anderson Centre.

The Nairobi Hospital is optimistic about the future and this is reflected in the human capital, advance technology in both diagnostic and curative equipment they have invested in.

ACHIEVEMENTS

The Nairobi Hospital has committed itself to continuously work on quality improvement as one of the desired pillars of excellence in Healthcare. Their plan is to receive certification in every sector. Their achievements are as follows:

Systems and processes

The Nairobi Hospital systems and processes are continuously evaluated, monitored, improved and re-engineered to provide excellence in healthcare in an atmosphere of trust and comfort. They are ISO Certified for:

- Quality Management System (ISO 9001:2008)
- Environmental Management System (ISO 14001:2004)
- Food Safety Management System (ISO 22000:2005).
- Laboratory (ISO 15189).

They are in the process of upgrading their certification for the first two standards to ISO 9001:2015 and ISO 14001:2015 respectively.

Medical practices, facilities and infrastructure

The Nairobi Hospital, from its inception has been a 'groundbreaker' medically, as well as socially as follows:

1961: Dr. Chris Obura was the first African Doctor to practice at The Nairobi Hospital, with the removal of a wisdom tooth on a European patient.

1973: The first blood counter computer was added to the lab this was the first of its kind in Kenya.

1974: North Wing – A premium ward for patients. It was the first of its kind in Kenya.

1978: The first kidney transplant in Africa was performed at The Nairobi Hospital.

1980: During the Marburg Fever outbreak containment, The Nairobi Hospital was internationally benchmarked as the leading health care institution in Africa (International Medical Map).

1988: 314 doctors practiced at The Nairobi Hospital, making it the largest number of Doctors to be associated with a private hospital in East Africa

1992: The Nairobi Hospital introduced the first Hydrotherapy pool in the region.

1993: the first Coulter Counter Machine in Kenya was added to the lab; as was the first Human Immune Virus HIV Policy and the first two open heart surgeries.

1997: Fully equipped radiology department with only Angio Therapy Machine in East & Central Africa was opened.

2005: Gastroenterology machine (endoscopy) and TB detector Machine that detects TB within 48hrs were both another first for the country and region.

2006: The establishment of the Cecily McDonnell School of Nursing was the first to offer Theatre Nursing courses in the Region. In this same

year, the first insertion of a dual chamber pace maker in East Africa was done by the following Cardiologists: Dr. Parang, V. Patel (from USA), Dr. D. Silverstein (TNH) & Dr. Charles Kariuki (TNH).

2007: The Nairobi Hospital was voted the sixth best Hospital in Africa by African ALMNAC. (The first five were all hospitals in South Africa)

2012: The Cancer Treatment Centre was launched with a 60 bed capacity, the largest in East and Central Africa.

HISTORY

The Nairobi Hospital foundation stone was laid on 20th October 1952 by The Hon. Sir Evelyn Baring, Governor of the Colony of Kenya. It was referred to as European Hospital and was exclusively for the Europeans, the then colonial masters in Kenya. In 1963 though, Kenya gained its independence putting an end to the colonial rule. The institution was then re-named to 'The Nairobi Hospital'. This began a new era for medical health care for both Kenyans and foreigners.

Dr. Chris Obura was the first African doctor to treat a patient in 1961. Since then they have had many firsts including kidney transplants. Currently they, have over 600 doctors with admitting rights to The Nairobi Hospital. Furthermore, have reached a capacity of 310 hospital beds with a master plan to increase the capacity.

Over the years, The Nairobi Hospital has earned the trust of many and has become the leading provider of healthcare services throughout East Africa and beyond. Equipped with the latest technology and highly skilled specialists, they have been able to undertake a wide range of procedures from routine investigations to complex surgeries including: acute and critical care, cardiac surgical procedures, oncology services, renal dialysis and kidney transplant, paediatrics, trauma care, endoscopy, complex maternal deliveries as well as general medical and surgical care.

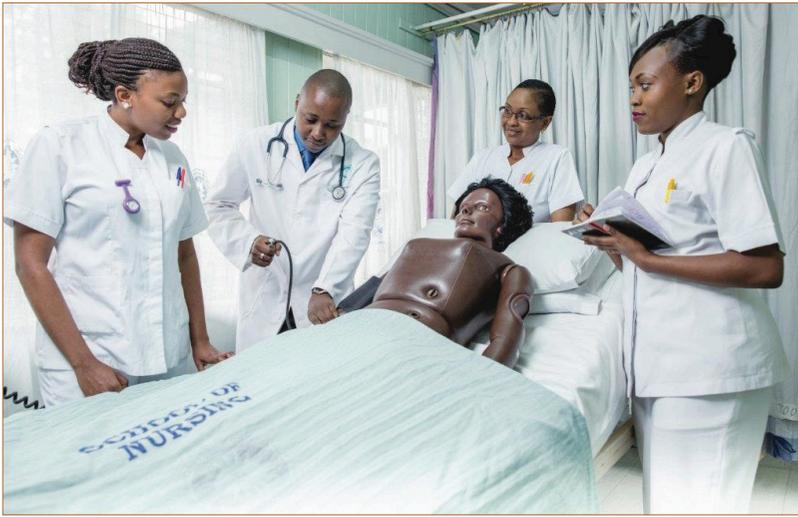
They offer outpatient services to our clients at the Chandaria Accident and Emergency Centre. Due to the growing population of clients seeking specialised medical services, they have the Anderson Specialty Clinic to cater for these needs.

PRODUCT

The Nairobi Hospital offers a wide range of health care services. A patient who comes to The Nairobi Hospital knows they will walk out better than they came in.

They trust the medical condition they are suffering from will be identified and the right treatment regime offered. All this happens in an atmosphere of warmth and safety.





The Anderson Specialty Clinics are designed to offer specialised treatment ranging from weight loss clinic, to reconstructive and plastic surgery, to pain management, orthopaedic, and many more.

To get closer to the patients' additional outpatient centres have been added in Warwick Centre, Galleria Centre, and Capital Centre on Mombasa Road and Rosslyn Riviera on Limuru Road.

RECENT DEVELOPMENTS

The Nairobi Hospital has opened two outpatient centres at Capital Centre Mombasa Road and Rosslyn Riviera on Limuru Road.

Within the hospital, they have opened a new state of the art Maternity Wing and a one-of-a-kind Critical Care Unit.

The key game changer has been the National Hospital Insurance Fund that has signed agreements for various services including MRI, CT-Scan, cancer treatment, and dialysis. Talks are ongoing on kidney transplant between National Hospital Insurance Fund and The Nairobi Hospital.

Corporate Social Responsibility

Giving back to society is in their DNA. This is done through several channels from the Almoners, League of Friends and our Charity



heart fund among other private donors.

The Children Charity fund was established over 15 years ago. So far it has supported over 380 children from needy families from all over Kenya. In 2017 Children Charity Heart fund raised a record Kshs 8.5 Million. It was themed **Giving Little Hearts Big Dreams.**

The Nairobi Hospital conducts health checks and medical camps in low income areas of the country. Needy people who require expensive interventions who have been brought to our attention through the media or good Samaritans have also been assisted.

PROMOTION

The Nairobi Hospital creates awareness through Billboards, Multidirectional signage, Health tips on Capital FM, Interviews on Radio Waumini.

In addition to that, they are involved in community with medical screening in target areas, sponsorship of sports events, charity walks, and other celebrations World Health Organisation calendar. Some of these events include World Kidney Day, Breast Cancer month among many more following the World Health Organisation calendar.

They also have promotional days at their outpatient centres in Galleria, Warwick and Capital.

The introduction of Facebook and Twitter helps bring attention to new services and other promotional activities.

BRAND VALUES

- Quality of healthcare with a difference.
- Empathy, Quality of service, Dedication of our staff.
- To offer patients the best care using advanced technology in an atmosphere of trust safety and comfort.
- Lux in Tenebris - means, Light in Darkness-

when you come to The Nairobi Hospital with whatever is letting you down, we will be the light in your hour of need.

www.thenairobihosp.org

Things you didn't know about The Nairobi Hospital

- The Nairobi Hospital has the largest laundry in Africa.
- The Nairobi Hospital's North Wing is referred to as Hilton on the Hill because of the level of comfort and luxury to the discerning patient. Its presidential suite is the most luxurious suites in Africa.
- The Nairobi Hospital pharmacy has the largest directory of medication and can fill any prescription.
- The Nairobi Hospital Critical Care unit is among the best equipped in critical care units in Africa.
- The Nairobi Hospital's Maia Caberry Floor is named after the first woman to fly solo from Mombasa to Nairobi in her plane which she had imported from England. Her brother Rudolf Anderson became the first chairman of the hospital.
- The Nairobi Hospital's Dr. Chris Obura was the first African to be practice at The Nairobi Hospital in 1965.
- The Nairobi Hospital's Mr. Charles Njonjo was the first African to sit in The Nairobi Hospital's board of management.
- The Nairobi Hospital's Cicely McDonell School of Nursing received accreditation to become a College of Health Sciences in 2016.