



**DIGITAL
HEALTH**

G:ENESIS
UNLOCKING VALUE



GENESIS A LEADING IMPACT FIRM

Genesis is a leading impact and strategy firm that has worked in more than 100 countries, 52 of them in Africa.

Genesis is headquartered in Johannesburg and our operations include offices in Abidjan (Côte d'Ivoire), Addis Ababa (Ethiopia), Nairobi (Kenya), Lagos (Nigeria), Cape Town (South Africa) and London (UK).

We combine our extensive global reach and in-depth local expertise, bringing together networks and deep knowledge to enrich our work.

ABOUT HEALTH PRACTICE

Our Health practice works with clients to improve health outcomes. We leverage our multidisciplinary expertise in health economics and financing, research, monitoring and evaluation, programme implementation support, behavioural sciences and digital health to drive the digital transformation of healthcare systems.

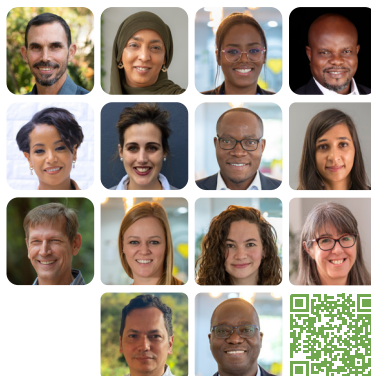
OUR TEAM IS LEAD BY



Dr Saul Johnson, managing partner and head of the Health practice, has worked in healthcare in Africa as a doctor, epidemiologist, researcher and senior manager.
saulj@genesis-analytics.com



Sarah Magni, partner, has experience in research and evaluations, and design of innovative studies to determine programme impact and applies behavioural sciences to her solutions.
sarahm@genesis-analytics.com

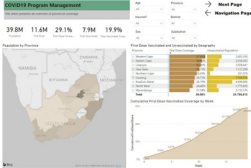


Contact us to find out more about our services in the health practice!

OUR WORK IN DIGITAL HEALTH

We support the adoption of digital solutions that enhance the efficiency, access, and quality of health services, while fostering long-term sustainability and equitable healthcare outcomes.

Access more
of our digital
health projects



Data visualisations to support pandemic response | BMGF

We provided technical assistance to the South African National Department of Health to develop service planning tools and dashboards to monitor South Africa's COVID-19 vaccination programme and inform strategies for implementation.

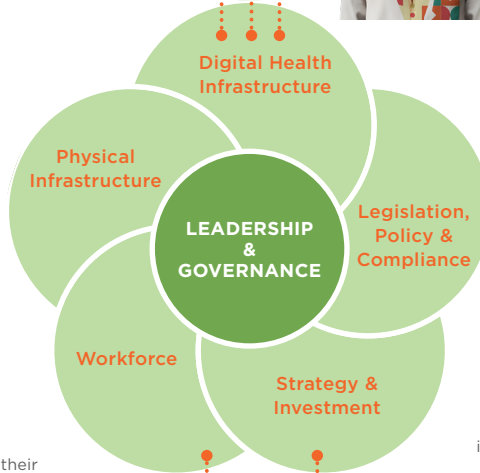


MenConnect: A mobile solution to support HIV treatment adherence among men living with HIV in South Africa | Gilead Sciences

We developed over 800 stage-based messages that were evidence-based and behaviourally-informed. Our messaging was tailored to a client's test-and-treat journey and their psychographic segment. We built in elements of gamification, habit formation and reminders to change health behaviours for better HIV testing and treatment outcomes.

Using digital tools and AI to make HIV prevention evidence accessible to 15 countries across Africa | BMGF

We lead a learning network across 15 countries in Africa to drive south-to-south learning and supporting countries to turn insights into implementation. Using our AI ambassador, Tobi, we are able to communicate complex information in an innovative, easy-to-understand and friendly manner.



Coordinating the digitisation efforts across South Africa's government | BMGF

We have established an Interdepartmental Working Group within the South African Presidency to coordinate digitisation efforts and develop fit-for-purpose standards for technology. This includes piloting data exchange and developing digital identities for digital payments to the most vulnerable populations in the country.



Watch the Video

..... Cure for congestion in Eswatini's bid for digital health | The World Bank

We developed a clear and actionable roadmap for harnessing the power of digital health interventions (DHIs) to achieve universal health coverage by 2030 in Eswatini. This in turn has informed the country's 5-year National Sector Strategic Plan.