

*"The healthcare ecosystem is evolving big time in Kenya.  
A single product catering to all needs of hospital management can hit the mark."*



The Karen Hospital, Kenya has been using Insta to manage its clinical, operational and financial processes since a long time. Lawrence Gichuki, the CT manager at The Karen Hospital speaks about how Insta helps the multispeciality hospital streamline data and automate its various processes all along.

**Q. How do you think that the healthcare ecosystem is evolving in Kenya and Africa?  
What are the healthcare trends there?**

I think that the healthcare ecosystem is evolving big time in Kenya. Especially, after the government's improved healthcare insurance policy, National Hospital Insurance Fund (NHIF). It now covers both inpatient and outpatient charges. It also covers diagnostic tests like MRI and CT Scan. Due to this insurance policy, people suffering from even minor ailments like common cold have started visiting hospitals. As a result, the Kenyan hospitals are generating more revenues. The large amount of patients and revenue due to insurance have driven small hospitals to expand.

**Q. Do you think there is a huge surge in patient data in Kenya and Africa? If yes, then what are the reasons behind it?**

Yes, there has been a sudden rise in patient data. People are becoming more and more aware about visiting a hospital instead of going to traditional doctors. So there has been a lot of growth in the patient data generated. Government has been spreading awareness about healthcare lately, which is a major contributing factor as well.

**Q. Do you think an HMS is going to be helpful in such a scenario? How Insta can help manage the huge patient data?**

It is definitely going to be helpful in managing the huge patient data due to its several advantages. First of all, it is web based. So big amount of data can be safely stored and easily accessed. Secondly, it has great operational speed which saves time. Moreover, it is beneficial to huge medical establishments having multiple branches as it allows easy transfer of patient data from one branch to the other.

**Q. Which features, do you think, make Insta stand out from other HMSs in the market?**

Insta is much more superior than other HMSs available in the market. The feature that I personally like is its almost 100% uptime. Moreover, Insta offers options to enter every tiny bit of information related to a patient from the moment he steps into the hospital to the time he/she is discharged. Accessing reports is pretty straightforward too as they are organised and you can easily find what you are looking for. Remote accessibility and offline work management features are also used by the regular users of Insta at the hospital.

**Q. How has Insta helped you with operations and driving processes?**

I find the chain of processes in Insta to be very simple and streamlined. If a person takes up a task and completes it up to a certain extent, the next user knows where and how to pick it up. Also, there isn't a chance of revenue leakage as Insta has a robust system to check for it, offering greater control over monetary processes. Audits are clearer as well. Insta has transparent processes, so you know that the money is safe. Insta has also reduced the time to check leakages and audits.

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**Q. How helpful and efficient do you think Insta is in calculating, tracking and reimbursing insurance? Has it made financial management easy for the hospital?**

Insta has been good with calculating, tracking and reimbursing insurance, no complaints so far. Connecting with insurance companies and understanding their terms is the only problem that we face.

**Q. According to your estimate, how many hospitals in Kenya have an HMS? Are the smallscale ones using it?**

New hospitals are using HMSs. But many still don't have one. In fact, I haven't seen most of the hospitals using an HMS. They either have manual operations or use Excel sheets for storing data. Local systems are absent for hospital management. Pathology labs especially lack automated management systems.

**Q. What would you say is the #1 key to success in the hospital business in Kenya?**

If a product can provide a single solution for all requirements of hospital management, it can definitely be successful. Feedback from the users can also help. The product basically should have a good quality. It is often observed that while migrating data from one system to the other, some features don't work and the system gives a lot of errors. Such problems should never arise in a system. Low maintenance cost and localization cost will also add value to a product. Kenya is a very young and potential market for such products. People have started appreciating originality of software. Good marketing can win you a lot of clients.

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