



Making micronutrient Powder (MNP) accessible in Kenya

Phillips Healthcare Services Limited (PHSL) joins the Business Call to Action

New York/Nairobi 31 July 2014: Phillips Healthcare Services Limited (PHSL) has announced plans to join the Business Call to Action (BCtA). PHSL brings its expertise in providing affordable and sustainable healthcare solutions to improve nutritional outcomes in Kenya. PHSL plans to expand its pilot nutritional supplement program to reach more than 150,000 young children with Micronutrient powder (MNP) by 2018.

PHSL has two business pillars that guides its business engagement. The first pillar is to provide Pharmaceutical Supply Chain Services to donor funded projects ensuring adherence to good distribution practices (GDP). The second pillar of PHSL is to provide affordable quality healthcare solutions to the working poor-- with the aim to ensure that the population at the base of the pyramid (BoP) has access to quality healthcare. PHSL's core objective through social marketing is to increase affordability and accessibility to quality healthcare products.

“The fact that PHSL is committed to improved nutrition for children under 5 years and to the alleviation of malnutrition and stunting and is working to ensure improved health outcomes for children as part of their business model in Kenya is important and meaningful especially for remote communities and those living at the base of the pyramid. We are pleased to welcome them to the Business Call to Action,” said Sahba Sobhani, Acting Program Manager, Business Call to Action.

Malnutrition is a significant problem affecting approximately 35% of Kenya's population. Medical evidence suggests infant malnutrition in the first two years of life has a lasting impact through physical and cognitive impairment. Food fortification with micronutrients has been shown to be one of the most cost-effective public health interventions available today. Multiple micronutrient powders (MNP) are single-dose sachets containing multiple vitamins and minerals in powder form that can be sprinkled on and mixed into any soft, semi-solid food. The use of MNP for home fortification of complementary foods has been implemented as an intervention for improving micronutrient intake in children under two years of age in several countries worldwide, with demonstrated efficacy and effectiveness. The “1,000 days” window is the most important to have the greatest impact. PHSL aims to avail MNP sachets for 1,000 days for approximately US\$80/-.

“We are committed to expand our micronutrient powder (MNP) program in Kenya to help nourish and thus positively impact the health outcomes of Kenyan children so they can grow to lead healthy and productive lives and become productive citizens

when they grow up.” says Dr. Grace Waiharo, Head of Operations at Phillips Healthcare Services Limited.

Through targeting healthcare workers, and creating a sustainable distribution network, PHSL aims to address this challenge by providing training and information on home fortification and infant and young child feeding practices with an ultimate aim of reaching 1,000,000 malnourished children across East & Central Africa.

For More Information:

BCtA: Karen.Newman, karen.newman@undp.org +1.212. 906-5194

PHSL: Parit Mehta, parit.mehta@phillipsafrica.com +254 738 667717

The Business Call to Action (BCtA): BCtA is a global initiative that challenges companies to develop inclusive business models that offer the potential for development impact along with commercial success. The initiative is the result of a partnership between the Australian Agency for International Development, the Dutch Ministry of Foreign Affairs, the Swedish International Development Cooperation Agency, UK Department for International Development, US Agency for International Development, United Nations Development Programme, the United Nations Global Compact, the Clinton Global Initiative, and the International Business Leaders Forum to meet the Millennium Development Goals by 2015. Companies report on progress toward commitments on an annual basis. @bctainitiative

Philips Healthcare Services Limited (PHSL) PHSL is a wholly owned subsidiary of Phillips Pharmaceuticals Limited which is part of the Phillips Pharma Group present in Kenya, Ghana, Nigeria, Rwanda, Tanzania, Uganda and Zambia. The company is a leading importer, distributor and marketer of pharmaceutical, surgical and diagnostic equipment. PHSL is the corporate social investment arm of the group is focused on projects involved in increasing affordability and accessibility of quality healthcare solutions to the Base of Pyramid (BoP) clients. PHSL is an ISO 9001:2008 certified company.