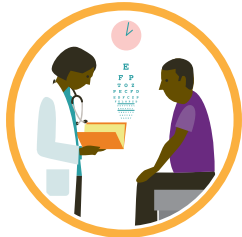


STRATEGIC PLAN 2021-2025



Years of **Service** to
Local Communities
Centre for Health Solutions - Kenya

Goal 1: Health



All of society well-being through a healthy-public approach, adaptive to local evidence

Goal 2: People



Engage inspired and multi-competent individuals in a flexible work environment

Goal 3: Technology



Optimize adaptable, responsive and innovative technology for operational and programmatic excellence

Goal 4: Social Impact



Leverage brand positioning for impact

Goal 5: Business



Grow CHS current business and develop a social enterprise through innovative approaches



Position CHS as the preferred partner in the development and implementation of sustainable health models.



Develop health systems to address existing and emerging health needs through a patient-centred approach.



Position CHS as a leader in health research in Kenya, the region, and globally.



Contribute to global health security initiatives.



Develop and adopt use of innovative e-health solutions in program design, implementation, monitoring, and evaluation.



Establish a flexible work arrangement that facilitates and responds to the novel and future work environment.



Promote a culture of innovations by optimizing individuals who will add value to the organization.



Recruit and retain 95% of a dynamic workforce that will help achieve organizational goals.



Engage people in positioning the CHS brand.



Develop a system that enhances utility and business intelligence.



Enhance responsiveness to emerging market needs by innovating, developing, and adopting new technologies.



Establish a robust information security framework that is responsive to CHS business processes and needs.



Document human interest stories highlighting CHS social impact.



Develop a brand story to optimize CHS brand visibility.



Enhance CHS brand credibility to promote strategic partnerships.



Enhance brand ambassadorship to promote CHS work.



Harness opportunities from the firm foundation in the current business model for continued growth.



Establish a firm foundation for the CHS Institute as a social enterprise and package product offerings.



Grow CHS assets portfolio from USD 430c000 to USD1c 000c000



Brand and market at least eight product packages bc 2022 and the balance bc 2025.

WHO WE ARE

Centre for Health Solutions – Kenya (CHS) is a local, not-for-profit organization that utilizes 100% local expertise as well as strategic partnerships to implement evidence informed solutions and interventions to existing and emerging public health concerns.

VISION

A world of healthy families through universal access to health interventions and services.

MISSION

To optimize the delivery and use of health interventions to communities through evidence informed solutions, innovations and research to address existing and emerging public health needs.