




60 \_ decibels

# ZimbosAbantu

## Impact Performance Report



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## About This Report

This report is designed to provide you with an in-depth understanding about your patients, their profile, the outcomes they experience, how satisfied they are, and how you can improve your impact and business performance.

The insights are based on phone interviews with 294 patients, in Zimbabwe. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your patients – they had a lot to say!

We employed a random sampling method to select patients. To learn more about our methodology, head to the [Appendix](#).

To contextualize your results, you can see how your performance compares to other health companies in Africa in the [Performance Snapshot](#) and [Appendix](#).

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

**294 patients interviewed, 72% were female.**



“

I believe we are in good hands now, in public health facilities the nurses are very rough with patients, we can now take time to explain what is bothering us without being rushed. I can now do regular checkups on health-related issues at the clinic without any transportation cost.

- Female, 33

# 60dB Perspective

## Top Insights

### 1 **ZimbosAbantu is providing a relatively unique service to a previously underserved population.**

The majority of the patients we spoke to are female and reside in urban areas. ZimbosAbantu has an equitable presence in all regions - Northern, Sourthern and Western. The majority of patients are accessing a service like the one ZimbosAbantu provides for the first time, and mostly heard about it by virtue of a direct encounter or word of mouth.

4 in 5 patients say they cannot find a good alternative to it. Of those who could, 68% consider ZimbosAbantu to be better than the alternative, thus indicating its unique value proposition.

See pages: [7](#), [8](#), [9](#).

### 3 **Patients report moderate impact in financial health due to ZimbosAbantu.**

While 46% of patients say their household savings increased and 30% mention the same for household earnings, a larger proportion mention no change for both (47% and 66%, respectively). Financial resilience shows mixed results: 38% say they could easily come up with unexpected emergency funds but 46% say it would be difficult. Females are more likely to report difficulties than males (51% vs. 33%), underscoring their financial vulnerability. Similarly, 38% attribute financial resilience to ZimbosAbantu, but 58% mention the company did not change their ability to come up with emergency funds.

See pages: [14](#) and [15](#).

### 2 **ZimbosAbantu is positively impacting its patients' quality of life and health, but patients want more support.**

90% of patients report their quality of life improved, with 61% mentioning significant improvement. The main self-reported outcomes for quality-of-life improvement are effective treatments (38%) and improved health education (29%). Similarly, 91% say their ability to manage health risks has improved, mainly due to improved health education (52%) and dietary improvements (27%). However, 61% mention medicine costs are hard to meet and 34% say the same about doctors' fees. When asked about what could ZimbosAbantu do that could help, 27% mentioned reducing costs and 16% said offering more comprehensive health services.

See pages: [11](#), [12](#), [13](#).

### 4 **Patients are highly satisfied with ZimbosAbantu, but there is space for improvement.**

ZimbosAbantu has an NPS of 58, which is excellent and higher than the 60dB Benchmark for health in Africa. The main self-reported driver for satisfaction is professional staff (61%), followed by free health checkups (33%). However, 20% of patients report experiencing challenges, particularly around shortage of prescribed medicines. Of these, majority say their challenge remains unresolved.

See pages: [17](#) and [18](#).

## Recommendations

### 1 **Explore financial products to strengthen patients' financial resilience.**

Nearly half of patients (46%) are financially vulnerable, with higher vulnerability among women, and 61% report difficulty affording medicines. Consider introducing payment instalments or expanding coverage options that could help reduce financial barriers to access.

See pages: [13](#) and [15](#).

### 2 **Systematically integrate patient-led recommendations into service design.**

Patients who do not experience challenges report significantly higher satisfaction than those who do (NPS 69 vs. 14). Addressing recurrent issues, such as medicine shortages, and acting on patient suggestions, including price reductions or more comprehensive service offerings, could improve patient experience and drive satisfaction.

See pages: [13](#), [17](#), [18](#).

# Performance Snapshot

The performance column presents how you compare to 60 Decibels Benchmarks in the health sector in Africa. You can find additional insights of your results, in the context of the 60 Decibels Benchmarks, in the [Appendix](#).

Performance vs 60dB Benchmarks



## Benchmark Overview

Africa geographical focus	Health sector focus	25 companies included	11,632 voices listened to
---------------------------------	---------------------------	-----------------------------	---------------------------------

Who are you reaching?	ZimboAbantu Performance	Benchmark Performance
Female	72%	● ● ● ● ●
Accessing service for first time	72%	● ● ● ● ○
Could not easily find a good alternative	81%	● ● ● ○ ○
What impact are you having?		
% seeing significantly improved quality of life	61%	● ● ● ○ ○
How satisfied are your patients?		
Net Promoter Score	58	● ● ● ● ○
% experiencing challenges	20%	● ● ● ○ ○



# 01: Profile

This section helps you understand your patient base, and if you are reaching a previously underserved population.

The key indicators in this section are:

- **First Access:** What proportion of your patients are accessing a similar service for the first time?
- **Alternatives:** Do your patients have access to alternatives? Is there competition in the market? Is ZimbosAbantu better or worse than its alternatives?
- **Acquisition Channel:** Where did your patients first hear about you?

Profile

A typical ZimbosAbantu patient we spoke to is female and living in a household of 5 people. The patients were evenly distributed across the North, South and Western Districts.

Demographics  
(n = 294)

Gender Breakdown	
Female	72%
Male	28%

●●●●●  
TOP 20% - 60dB Benchmark

District	
Southern District	35%
Western District	34%
Northern District	31%

Location	
City	64%
Town	29%
Village or countryside	7%

Age Distribution	
Household Size (Average)	
5 People	
3 Adults	
2 Children	



“  
The mobile clinic is easily accessible to everyone. You don't have to walk longer distances to reach the clinic because there is a clinic where you are. They treat patients with kindness.

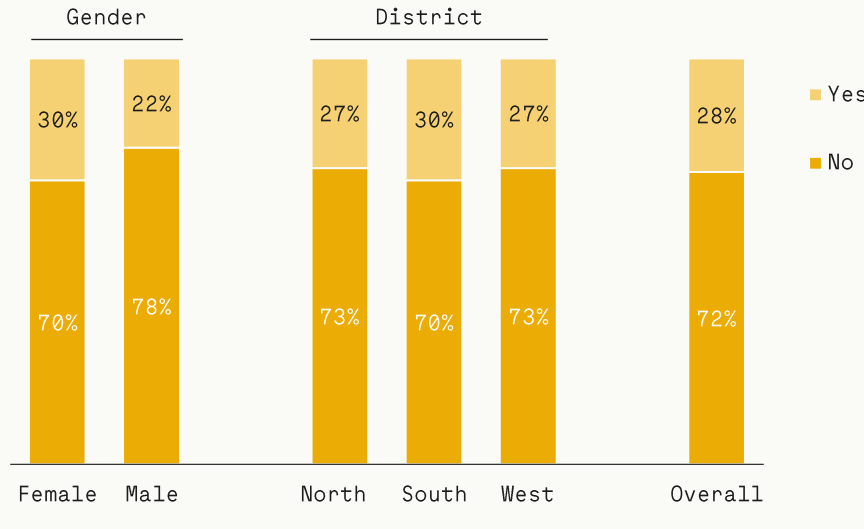
- Male, 45

Profile

# 72% of patients say they had no prior access to a service like ZimboAbantu provides. Males are more likely to say so.

## First Access

Q: Before ZimbosAbantu, did you have access to service like ZimbosAbantu provides?  
(n = 294 | Female = 213, Male = 81 | North = 92, South = 102, West = 100)

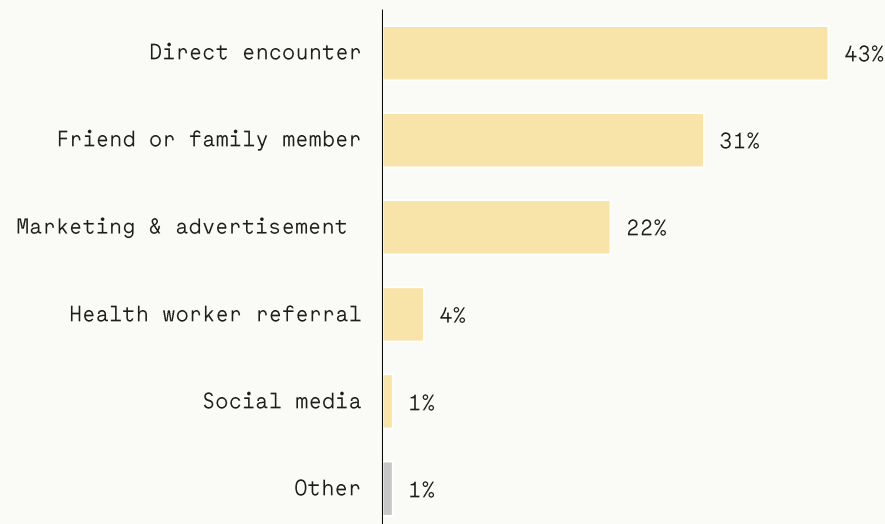


●●●●○  
TOP 40% - 60dB Benchmark

# The most common way patients first hear about ZimbosAbantu is through direct encounters, followed by word of mouth.

## Acquisition Channel

Q: How did you first hear about ZimbosAbantu's service ?  
Open-ended, coded by 60 Decibels (n = 294)



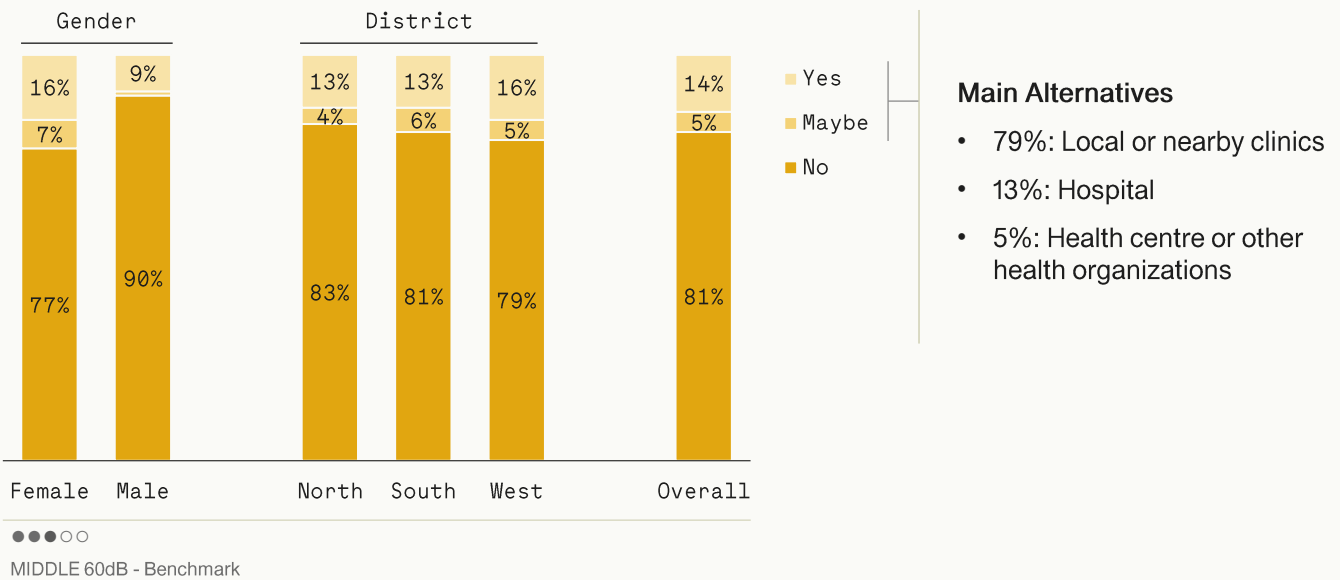
Profile

# 81% of patients say they could not easily find a good alternative to ZimbosAbantu. Those who could, mainly mention clinics.

## Access to Alternatives

Q: Could you easily find a good alternative to ZimbosAbantu service ?  
 n = 294 | Female = 213, Male = 81 | North = 92, South = 102, West = 100

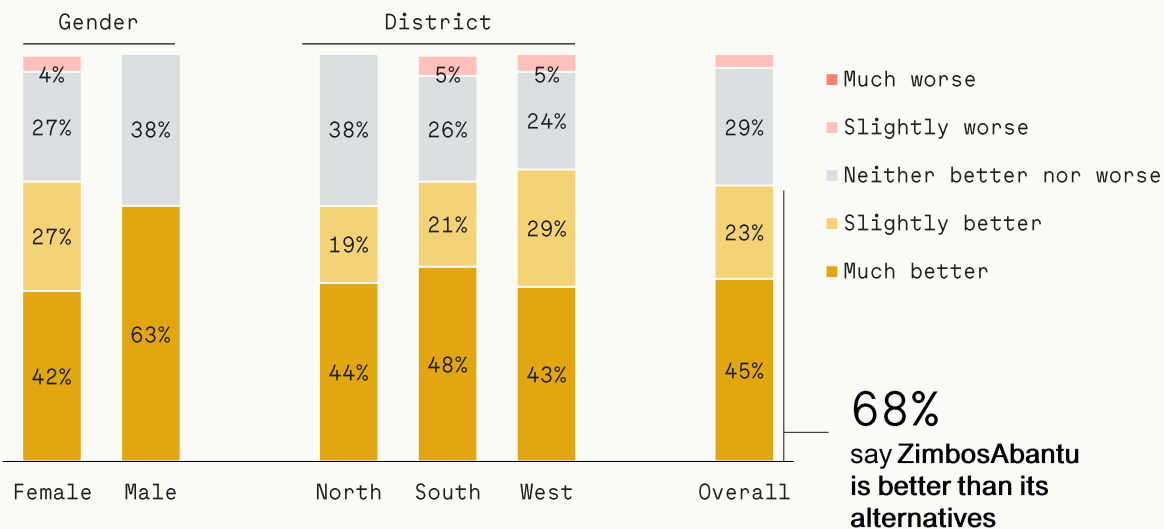
Q: What would that alternative be? (n = 56)

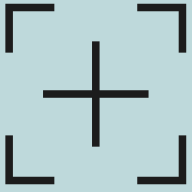


# Of those 19% who could find an alternative, 2 in 3 consider ZimbosAbantu to be better than the alternative.

## Comparison to Alternatives

Q: How would you compare ZimbosAbantu service to this/these alternative(s)?  
 (n = 56 | Female = 48, Male = 8 | North = 16, South = 19, West = 21)





## 02: Impact

We believe that the best way to understand the social impact that you are having, is to simply ask patients whether their quality of life has changed as a result of access to the service, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are patients experiencing, in their own words.

The key indicators in this section are:

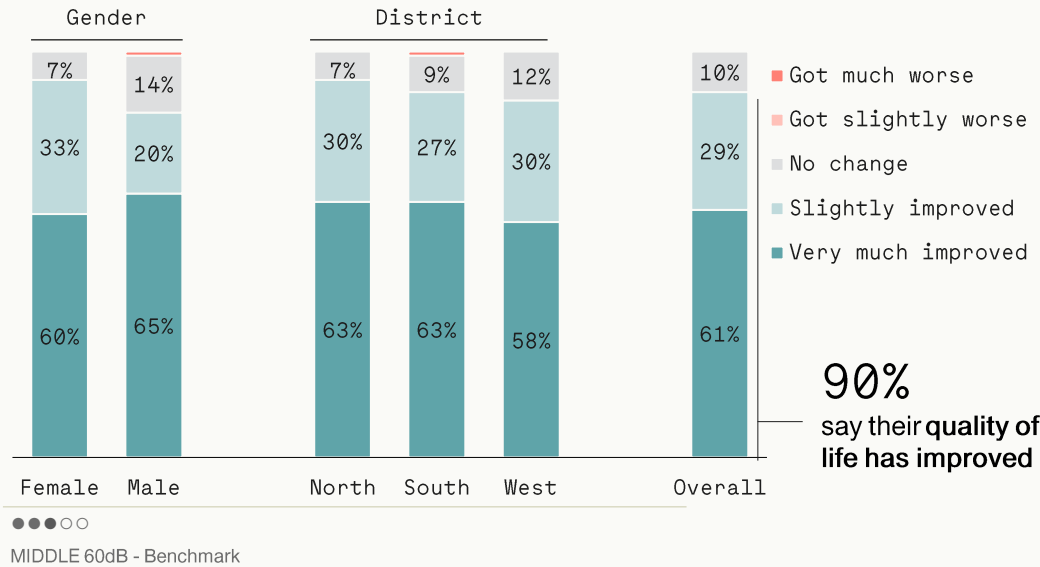
- **Quality of Life Change:** To what extent has the quality of life of your patients changed as a result of your offering?
- **Ability to Manage Health Risks:** Has your patients' ability to manage health risks improved? How so?
- **Financial Health:** Have your patients' income changed due to ZimbosAbantu? And their savings?

[+] Impact

# 9 in 10 patients report that their quality of life has improved as a result of their ZimbosAbantu service.

## Quality of Life Change

Q: Has your quality of life changed because of Zimbos Abantu's services? Has it: (n = 294 | Female = 213, Male = 81 | North = 92, South = 102, West = 100)



## Patients who say their quality of life improved due to ZimbosAbantu, mention effective treatments as the main outcome.

Q: How has it improved? Open-ended question, responses coded by 60 Decibels (n = 266)

**42%**  
talk about effective treatments  
(38% of all patients)

**32%**  
mention improved health education  
(29% of all patients)

**29%**  
report improved access to healthcare  
(27% of all patients)

“  
The medicine they gave me was good and strong. It really worked. I now have less hassles of travelling far to seek treatment. The clinic is not far and is easily accessible.

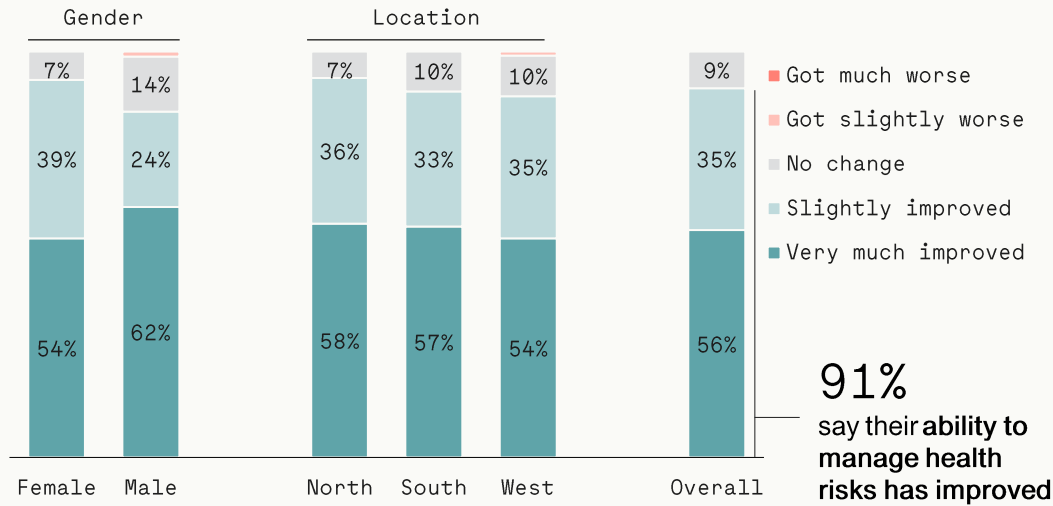
Female, 65

[+] Impact

# 91% of patients report that their ability to manage health risks has improved because of ZimbosAbantu.

## Ability to Manage Health Risks

Q: When thinking about how you manage health-related risks, has your ability to manage these risks improved? (n = 294 | Female = 213, Male = 81 | North = 92, South = 102, West = 100)



●●○○○  
BOTTOM 40% - 60dB Benchmark

## The main self-reported driver for improved health-risk management is improved health education, followed by dietary improvements.

Q: How has it improved?  
Open-ended question, responses coded by 60 Decibels (n = 267)

**57%**  
say improved health education  
(52% of all patients)

**30%**  
mention dietary improvements  
(27% of all patients)

**29%**  
report being able to have regular health check-ups  
(26% of all patients)

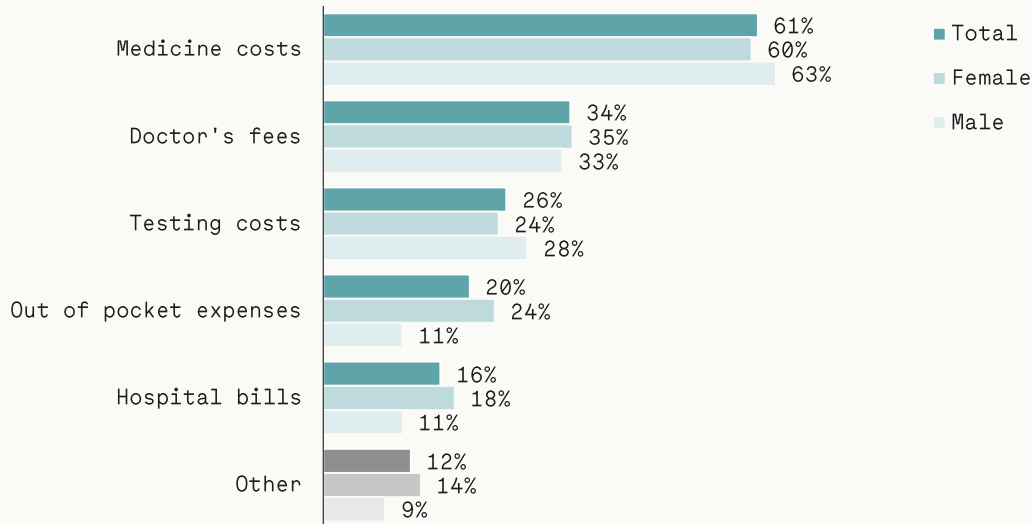
“  
Before I met ZimbosAbantu, I didn't know my status. I had never been tested for HIV, but they educated me on the importance of getting tested. Now, I get tested after every 3 months.  
- Female, 25

[+] Impact

## 61% of patients report difficulties affording medicine costs, and 34% report difficulties affording doctor fees.

### Hard-to-Meet Health-Related Expenses

Q: Which specific health related expenses – if any – are hard for you to meet?  
(n = 294 | Female = 213, Male = 81)



## The main suggestions for support are around cost reduction and offering more comprehensive services.

### Top Helpful Actions for Patients

Q: What could Zimbos Abantu do at this time that would be helpful to you?  
Open-ended, coded by 60 Decibels (n = 294)

**27%**  
talk about cost reduction

**16%**  
mention wanting more comprehensive health services

**12%**  
would like more mobile clinics

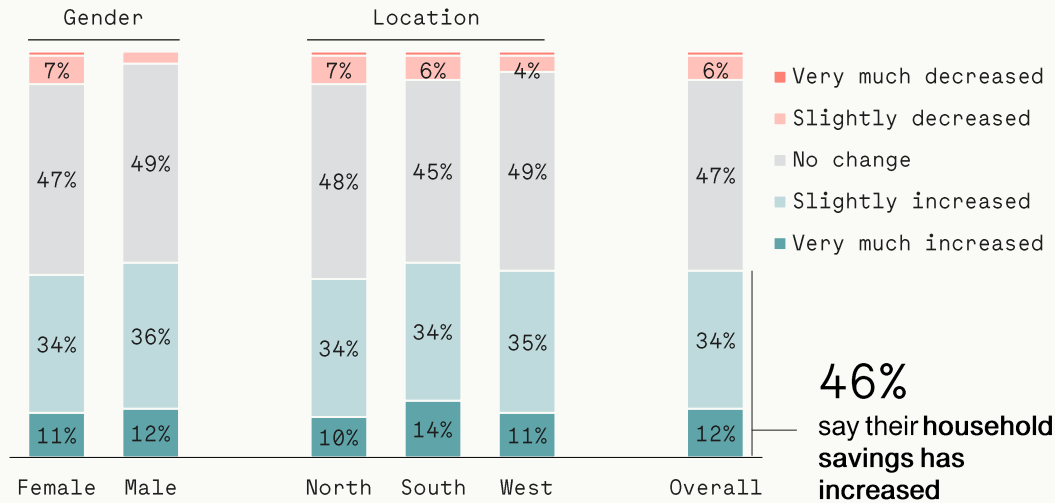
“  
I believe that ZimbosAbantu could help by introducing more affordable services or allowing patients to pay in monthly instalments.  
- Male, 55

[+] Impact

**46% of patients report that their household savings increased as a result of ZimbosAbantu and 47% mention no change.**

**Household Savings**

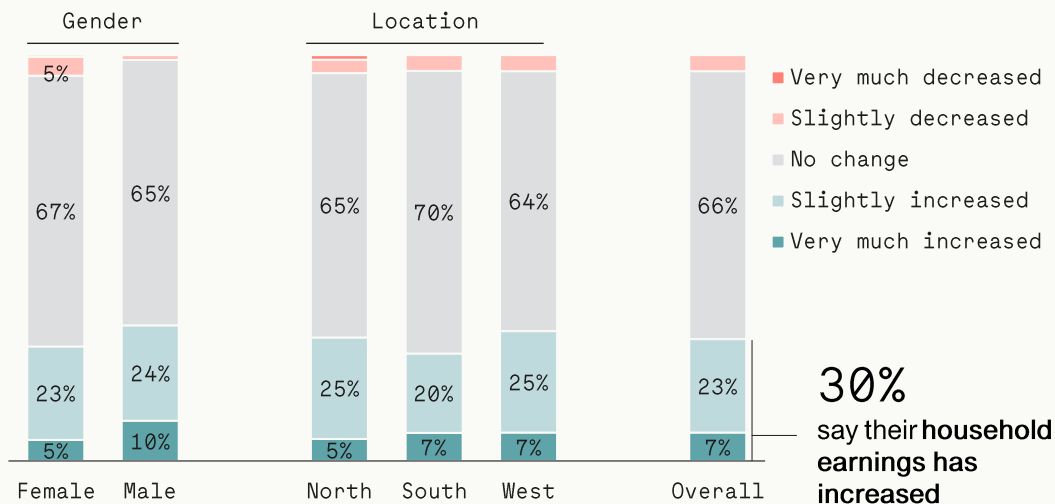
Q: Has the amount you save as a household changed because of Zimbos Abantu?  
 (n = 294 | Female = 213, Male = 81 | North = 92, South = 102, West = 100)



**Two thirds of patients mention that their household earnings did not change due to ZimbosAbantu. Around one third report an increase.**

**Household Earnings**

Q: Has the money you earn as a household changed because of Zimbos Abantu?  
 (n = 294 | Female = 213, Male = 81 | North = 92, South = 102, West = 100)

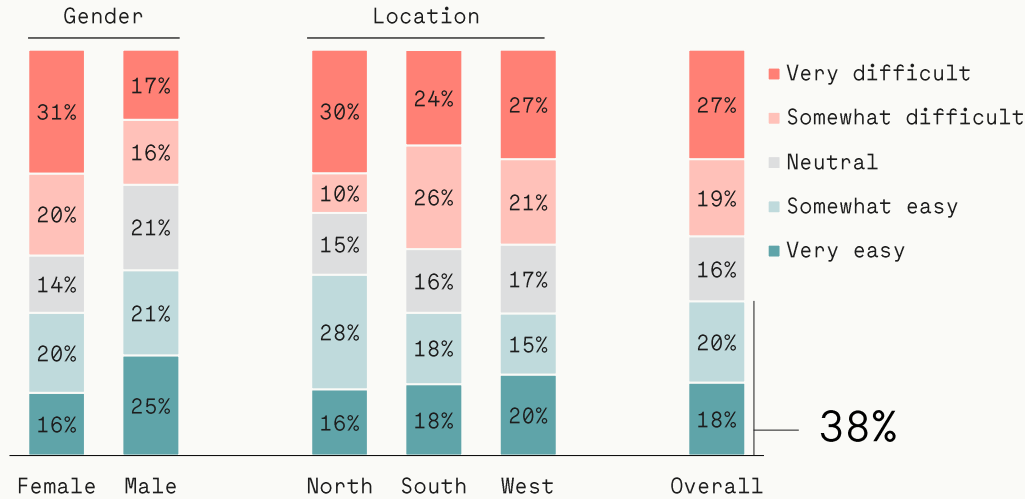


[+] Impact

# 38% of patients say they can come up with funds to face an unexpected emergency expense, particularly males.

## Financial Resilience

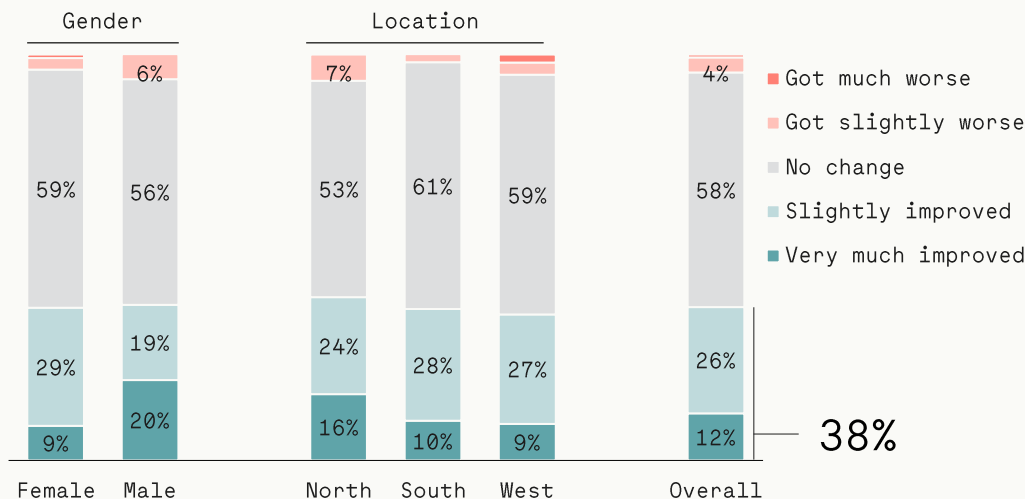
Q: Imagine that tomorrow you have an unexpected emergency and need to come up with 162 ZWG within the next month. How easy or difficult would it be to come up with this money?  
 (n = 294 | Female = 213, Male = 81 | North = 92, South = 102, West = 100)



# 38% say their ability to come up with emergency funds has improved because of ZimbosAbantu.

## Attribution of ZimbosAbantu to Financial Resilience

Q: Has your ability to access 162 ZWG in the event of an unexpected emergency changed because of ZimbosAbantu service? (n = 294 | Female = 213, Male = 81 | North = 92, South = 102, West = 100)





# 03:

## Experience

If your patients are unhappy, it's unlikely they will continue to choose your service or recommend to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of patient satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

- **Net Promoter Score:** How likely are your patients to recommend your company to a friend?
- **% Experiencing Challenges:** What proportion of patients experience challenges with your service? What are the most common challenges? Have they been resolved?

Experience

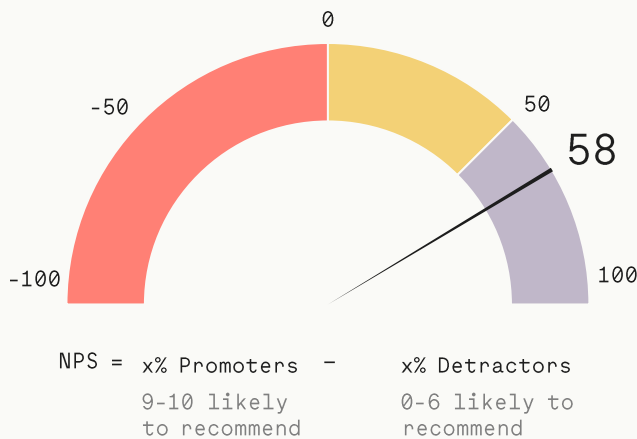
# ZimbosAbantu has an NPS of 58, which is excellent and higher than the 60dB Health Benchmark in Africa.

## Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend ZimbosAbantu to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 294)

The Net Promoter Score® (NPS) is a gauge of patient satisfaction and loyalty. The NPS is the percent of patients rating 9 or 10 ('Promoters') minus the percent of patients rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. ZimbosAbantu in Zimbabwe has a NPS of 58, which is excellent.



Segments	NPS
Female	61
Male	49
North	52
South	66
West	54

●●●●○  
TOP 40% - 60dB Benchmark

## Promoters value professional staff and free health checkups. Passives and Detractors want to see better medicine inventory.

Follow up from NPS question: We ask patients to explain their rating to provide an insight into what they value and what creates dissatisfaction.

**64%** 😊  
are Promoters

**30%** 😐  
are Passives

**6%** ☹️  
are Detractors

**They love:**

1. Professional staff (61% of Promoters / 39% of all patients)
2. Free health checkups (33% of Promoters / 21% of all patients)
3. Effective medical treatment (24% of Promoters / 15% of all patients)

**They like:**

1. Professional staff (60% of Passives / 18% of all patients)
- They want to see:
  2. Lower fees (15% of Passives / 4% of all patients)
  3. Stock of necessary medications (14% of Passives / 4% of all patients)

**They want to see:**

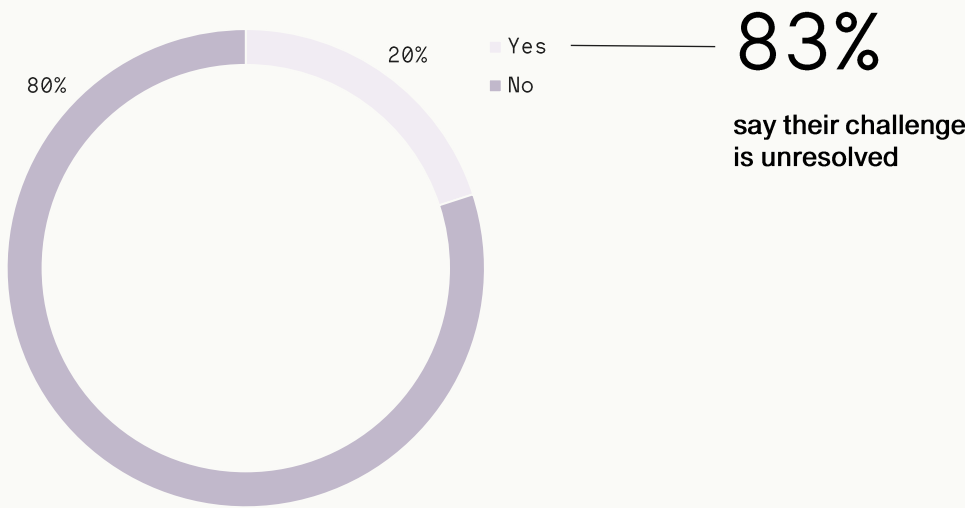
1. Stock of necessary medications (5 patients)
2. Improved patient service (4 patients)

Experience

20% of patients report facing a challenge with ZimbosAbantu. Of those with challenges, the majority say it remains unresolved.

Proportion of patients Reporting Challenges

Q: Have you experienced any challenges with using ZimbosAbantu services? (n = 294)



MIDDLE 60dB - Benchmark

Of the 20% who experience a challenge, the most common one is related to shortage of prescribed medicines.

Most Common Challenges

Q: Please explain these challenges using ZimbosAbantu's services? (n = 58). Open-ended, coded by 60 Decibels.

**33%**  
talk about **shortage of prescribed medicines**  
(6% of all patients)

**17%**  
mention **lack of equipment and facilities**  
(3% of all patients)

**16%**  
say **lack of specific services**  
(3% of all patients)

“  
When I went there with my sick friend who had malaria, they did not have medication available. They also did not offer optometry services when I visited.  
- Female, 41

Note: Patients were asked if they had anything else to share at the end of the survey: 69% had nothing else to add, 10% mentioned the need of additional assistance, and 10% expressed company appreciation.



# Appendix

# Detailed ZimbosAbantu Impact Performance

Performance Relative to Benchmark indicates where ZimbosAbantu falls in the ranking relative to other companies in the health sector.

Performance vs 60dB Benchmark



Benchmark Overview	# Companies	# patients
60dB Health Africa Benchmark	25	11,632

Indicator	Description	Zimbos Abantu	60dB Benchmark	60dB Top 20%	Performance Relative to Benchmark
<b>Profile &amp; Access</b>					
First Access	% accessing for the first time	72%	61%	87%	● ● ● ● ○
Alternatives	% without access to good alternative	81%	82%	89%	● ● ● ○ ○
Female Reach	% females	72%	54%	68%	● ● ● ● ●
<b>Impact</b>					
Quality of Life	% 'very much improved' quality of life	61%	59%	75%	● ● ● ○ ○
<b>Satisfaction</b>					
Net Promoter Score	NPS, on a scale -100 to 100	58	50	69	● ● ● ● ○
No Challenges	% not experiencing challenges	80%	82%	89%	● ● ● ○ ○

# Methodology

## About the 60 Decibels Methodology

In November 2025, 60 Decibels’ trained researchers conducted 294 phone interviews with ZimboAbantu’s patients. The patients were randomly selected from a random sub-sample of ZimboAbantu’s client database. Here is the breakdown of how we collected this data:

Country	Zimbabwe
Contacts Shared	1,588
Interviews Completed	294
Response Rate	49%
Languages	Shona and English
Average Survey Length	4 mins
Confidence Level	90%
Margin of Error	4%

## Calculations and Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this report.

### Metric

### Calculation

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking clients to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of clients rating 9 or 10 out of 10 (‘Promoters’) minus the % of clients rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’.

# Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

## Review Your Results

- Review your results and qualitative patient responses. There's a lot of interesting feedback in there!
- 

## Engage Your Team

- Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
  - Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.
- 

## Spread The Word

- Reach a wider audience on social media & show you're invested in your patients.
- 

## Close The Loop

- We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ' (edited)
  - After reading this report, don't forget to let us know what you thought: [Click Here!](#)
- 

## Take Action!

- Collate ideas from team into an action plan including responsibilities.
- Keep us updated, we'd love to know what changes you make based on these insights.
- Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

## About 60 Decibels

60 Decibels is the world's leading patient insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 1,600+ researchers in 100+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

### Project Team

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## Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here!](#)

### Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

## Acknowledgments

Thank you to Tawanda Mushawedu, Joseph Muramba, and Roy Dhlamini for their support throughout the project. This work was generously sponsored by SwissRe Foundation.