

60 \_ decibels




# Cliniva

## Impact Performance Report



Source: Cliniva

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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 277 patients in Kenya. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your patients – they had a lot to say!

Cliniva provided a list of patients who had consented to have their contact details shared and 60 Decibels drew a random sample from that list. 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 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.

**277 patients interviewed. 79% were female.**



“

Whenever I visit Cliniva, their services are faster and there is no congestion. Their doctors and staff are friendly and care about their patients. They do follow ups about your wellness and remind you about clinic appointments. I love their services.

Female, 39

# 60dB Perspective

## Top Insights

- 1 Cliniva is providing a relatively unique service to a population that had prior access to similar services.**

Most patients we spoke to are women living in the greater Nairobi area. Majority of the patients got to know about Cliniva primarily via direct encounter. Nearly 2 in 3 patients report having prior access to similar services like Cliniva provides; however, younger female respondents report not having adequate level of prior access.

Over half of patients say they could not easily find a good alternative to Cliniva. Among those who could, the majority consider Cliniva to be better than the alternative, largely due to lower costs and faster service.

See pages: [7](#), [8](#), [9](#), [10](#)

- 3 Access to Cliniva has reduced barriers to care, but medication affordability remains a challenge for some patients.**

While most patients say they could rely on savings or insurance if hospitalization were required, over a third report difficulty affording medication costs. Older patients are more likely to report affordability challenges. Some patients note that medication prices at Cliniva are higher than outside options, suggesting cost remains a constraint even when access improves.

See page: [11](#), [12](#), [17](#), [18](#)

- 5 Younger and older patients experience Cliniva differently, with distinct access and affordability dynamics.**

Younger patients are more likely to report accessing a service like Cliniva for the first time, indicating Cliniva's role in expanding access to care for this group. Older patients, while benefiting from improved health management, are more likely to report difficulties affording medication costs. These differences suggest age-related variation in both access pathways and financial pressure points across Cliniva's patient base.

See page: [8](#), [9](#), [11](#), [15](#)

- 2 Cliniva patients are experiencing improved quality of life and better ability to manage health risks.**

87% of patients report that their quality of life has improved due to Cliniva. Patients most commonly attribute this improvement to effective medical treatment, increased peace of mind about their health, and improved productivity. Similarly, 85% report improved ability to manage health risks, mainly due to dietary changes, improved health education, and healthier lifestyles.

See pages: [14](#), [15](#)

- 4 Patients report high satisfaction with Cliniva, though unresolved challenges are affecting the experience for some.**

Cliniva has a Net Promoter Score of 54, which is excellent and in line with the 60dB benchmark for health in Africa. Patients value friendly and caring staff and attentive follow-up care.

However, 16% of patients report experiencing challenges, most commonly related to medication availability, high costs, and communication issues. More than half of these patients with challenges, say their challenge remains unresolved.

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

## Recommendations

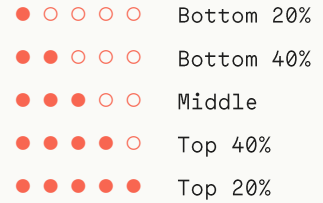
### **Pilot targeted medication affordability and availability interventions at high-demand clinics.**

Medication costs and stock availability are the most frequently reported challenges, particularly among older patients, and over half of these challenges remain unresolved. Piloting measures such as flexible pricing on essential medicines, subsidies for repeat patients, or improved stock planning at high-volume locations could reduce financial pressure, address a key source of dissatisfaction, and strengthen Cliniva's value relative to alternatives.

# 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?

Female

Cliniva  
Performance

79%

Benchmark  
Performance



Inclusivity Ratio

0.64



Accessing product/service for first time

34%



Could not easily find a good alternative

57%



### What impact are you having?

% seeing significantly improved quality of life

51%



### How satisfied are your patients?

Net Promoter Score

54



% not experiencing challenges

84%





# 01: Profile

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

The key indicators in this section are:

- **Inclusivity Ratio:** Are you reaching less well-off patients? How representative are your patients of the national population of Kenya?
- **First Access:** What proportion of your patients are accessing a similar service for the first time?
- **Access to Alternatives:** Do your patients have access to alternatives? Is there competition in the market?

**Profile**

A typical Cliniva patient we spoke to is a 38-year-old woman living in the greater Nairobi area.

**Demographics**

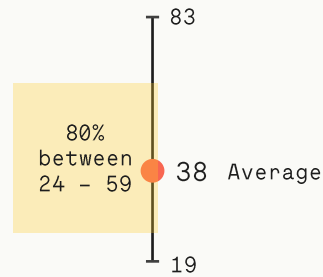
Gender Breakdown	
Female	79%
Male	21%

●●●●●  
TOP 20% - 60dB Benchmark

County	
Kajiado	50%
Nairobi	42%
Other*	8%

\*Other covers the following counties: Busia, Isiolo, Kiambu, Kilifi, Machakos, Makueni, Mombasa, Nakuru, Nandi, Narok, and Uasin Gishu.

**Age Distribution\*\***



\*\*5 respondents (4 female, 1 male) declined to share their ages. In age-segmented charts, their responses are included only for the 'overall' segment.

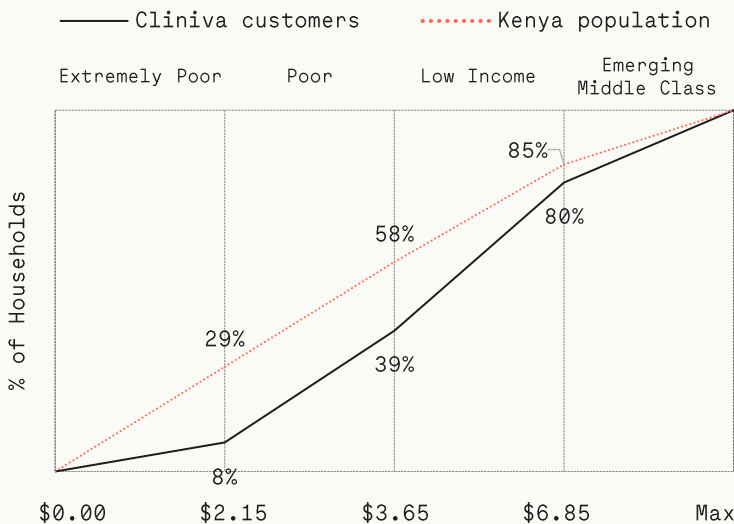
**Location**

Urban	41%
Peri-Urban	55%
Rural	4%

39% of Cliniva's patients we spoke live under \$3.65 per day, compared to 58% nationally.

**Patients' Income Distribution Relative to Kenya Average**

% living below \$X.XX per person per day (2017 PPP) (n = 277)



●●●●○  
TOP 40% - 60dB Benchmark

60\_\_ decibels

**Inclusivity Ratio**

Degree to which Cliniva is reaching low-income patients in Kenya (n = 277)

**0.64**

1 = parity with population;  
> 1 = over-serving;  
< 1 = under-serving.  
See [Appendix](#) for calculation

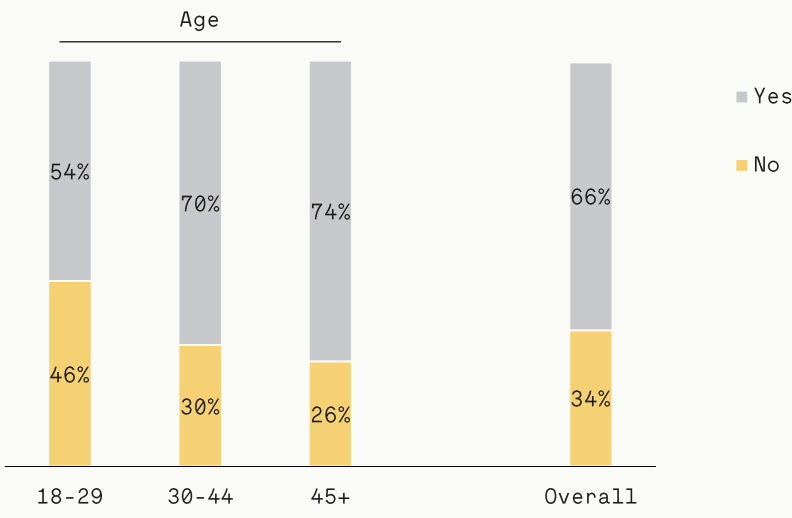
●●●○○  
MIDDLE - 60dB Benchmark

Profile

## A third of respondents say they had no prior access to health services like Cliniva, particularly younger respondents.

### First Access

Q: Before Cliniva, did you have access to a service like Cliniva provides?  
 (n = 277 | 18-29 years = 94, 30-44 years = 97, 45+ years = 81)



### Insight

Younger women were less likely to report having prior access to health services than younger men. 48% of women aged 18-29 years reported no prior access vs. 30% of men in that age group.

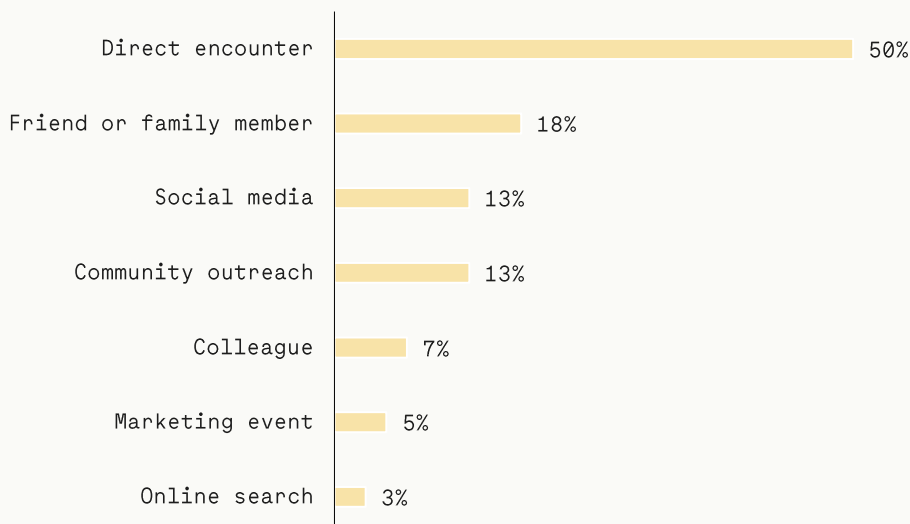
Among older respondents, the trend is reversed - 19% of women over 45 years reported having no prior access to health services like Cliniva, compared to 41% of men in that age group.

●○○○○  
 BOTTOM 20% - 60dB Benchmark

## 50% of respondents learned about Cliniva when they passed by a location or clinic tent.

### Acquisition Channel

Q: How did you first hear about Cliniva's service? Select all that apply. (n = 277)

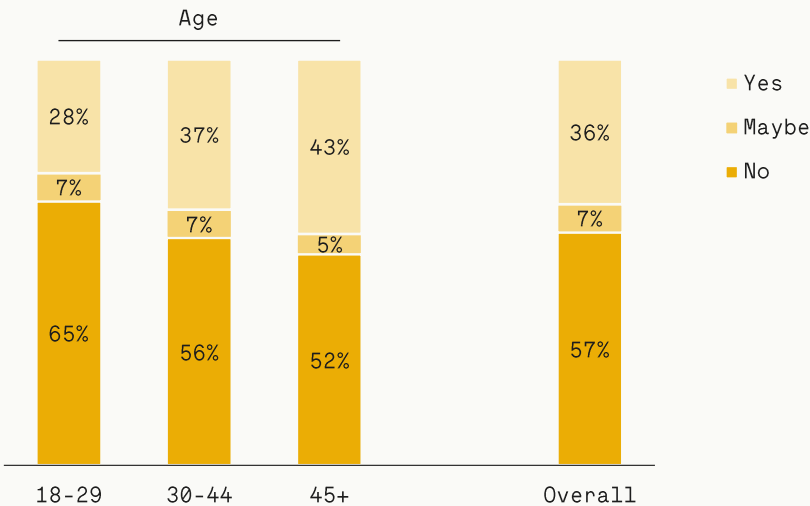


Profile

# Over half of respondents could not find a good alternative to Cliniva, especially younger respondents.

## Access to Alternatives

Q: Could you easily find a good alternative to Cliniva? (n = 277 | 18-29 years = 94, 30-44 years = 97, 45+ years = 81)



### Insight

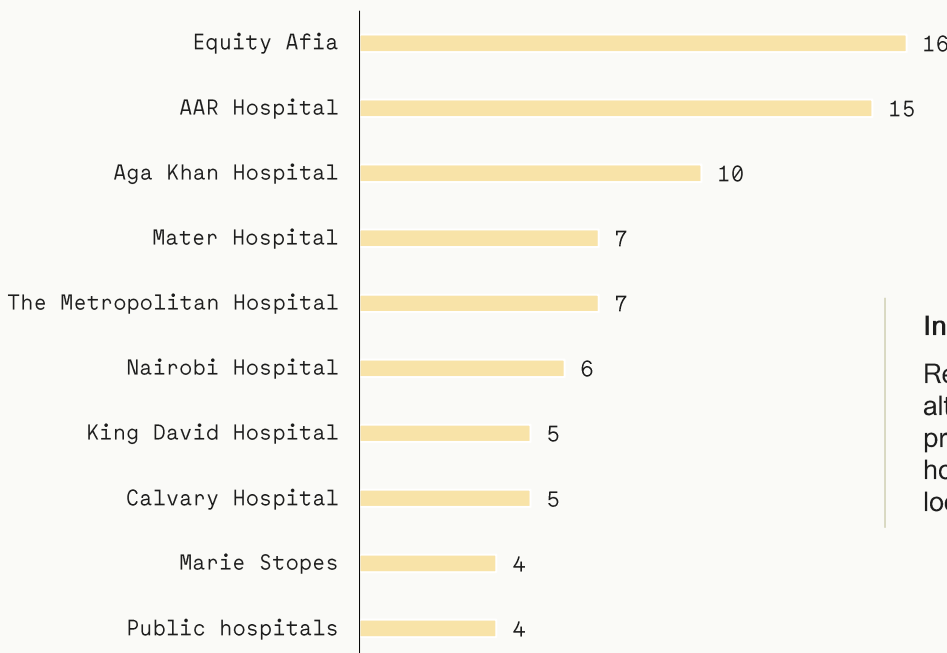
Younger women were less likely to find a good alternative to Cliniva than younger men. 67% of women aged 18-29 years said they could not find a good alternative, compared to 54% of men in that age group.

●○○○○  
BOTTOM 20% - 60dB Benchmark

# The top alternatives to Cliniva are Equity Afia and AAR Hospital.

## Top Alternatives

Q: What would that alternative be? (n = 118) Open-ended, coded by 60 Decibels.



### Insight

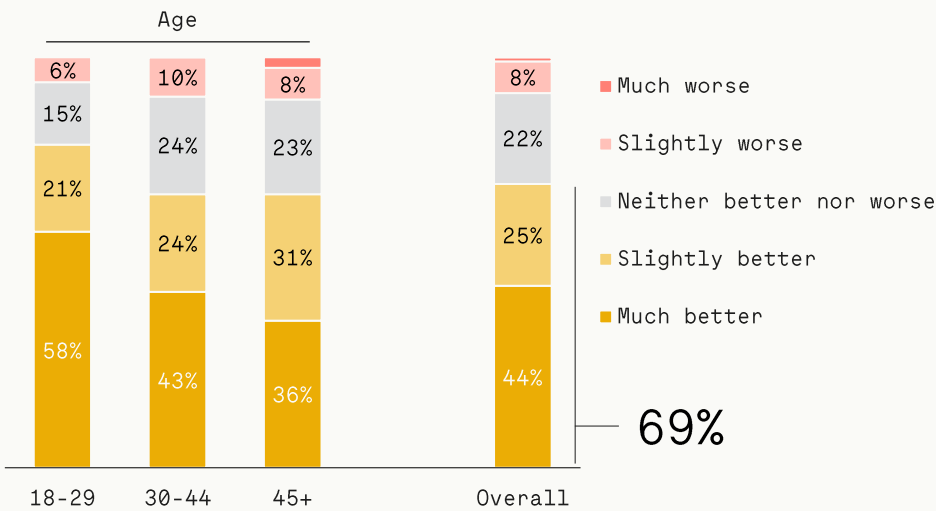
Respondents mentioned 49 alternatives in total, including private hospitals, public hospitals, private doctors, and local clinics.

Profile

69% of respondents said that Cliniva is ‘much better’ or ‘slightly better’ than the alternative, particularly younger respondents.

Comparison to Alternatives

Q: How would you compare Cliniva to this alternative? (n = 277 | 18-29 years = 94, 30-44 years = 97, 45+ years = 81)



Insight

Men of all ages compared Cliniva much more favorably to the alternatives compared to the women – (67% men vs 39% women).



“

I love that Cliniva doesn't charge a co-pay like they do at Nairobi Hospital, Aga Khan, or AAR.

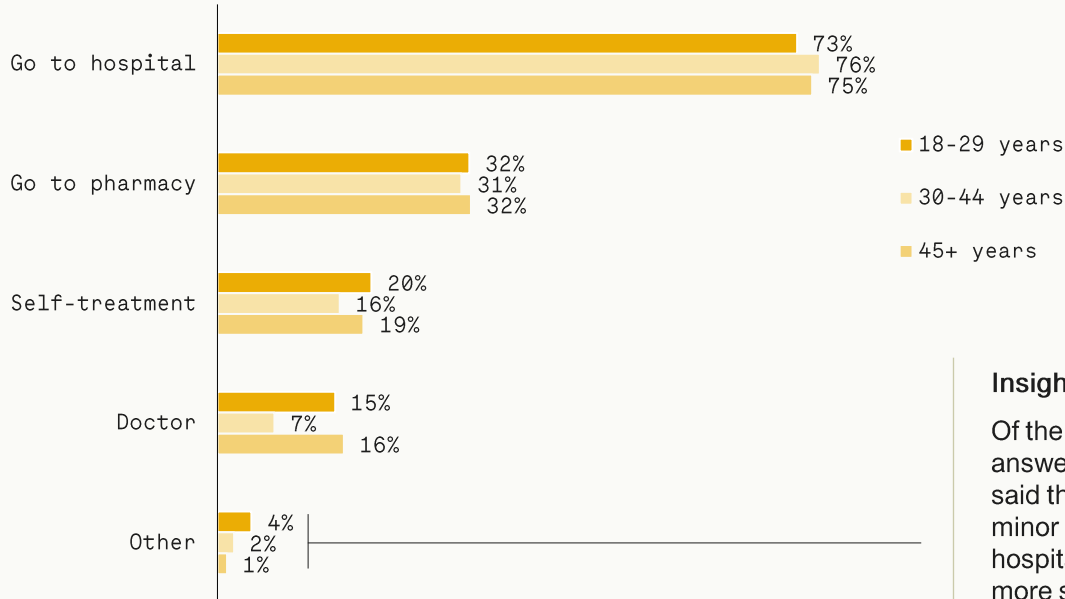
Female, 32

Profile

# Three-quarters of respondents of all ages said they typically go to the hospital when there is a health issue needing attention.

## Health Care Access Profile

Q: When there is a healthcare issue in your household that might need medical attention, what do you typically do?  
 Select all that apply. (n = 277 | 18-29 years = 94, 30-44 years = 97, 45+ years = 81)



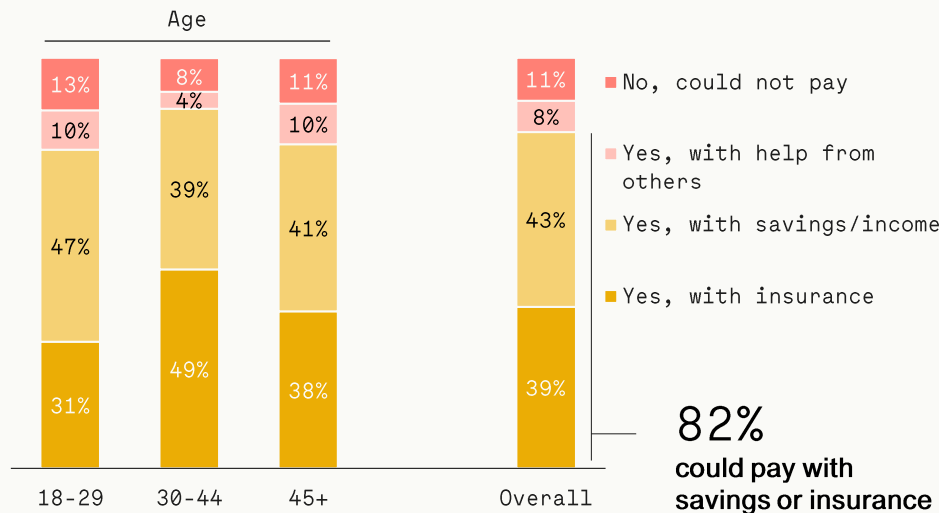
### Insight

Of the 7 respondents who answered 'other,' most said they self treat for minor issues, but go to the hospital for something more serious.

# 82% of respondents said they would rely on their savings or insurance if they needed to be hospitalized tomorrow.

## Ability to Afford Healthcare Expenses

Q: If someone in the family required hospitalization tomorrow, would you be able to pay for the healthcare expenses?  
 (n = 277 | 18-29 years = 94, 30-44 years = 97, 45+ years = 81)



### Insight

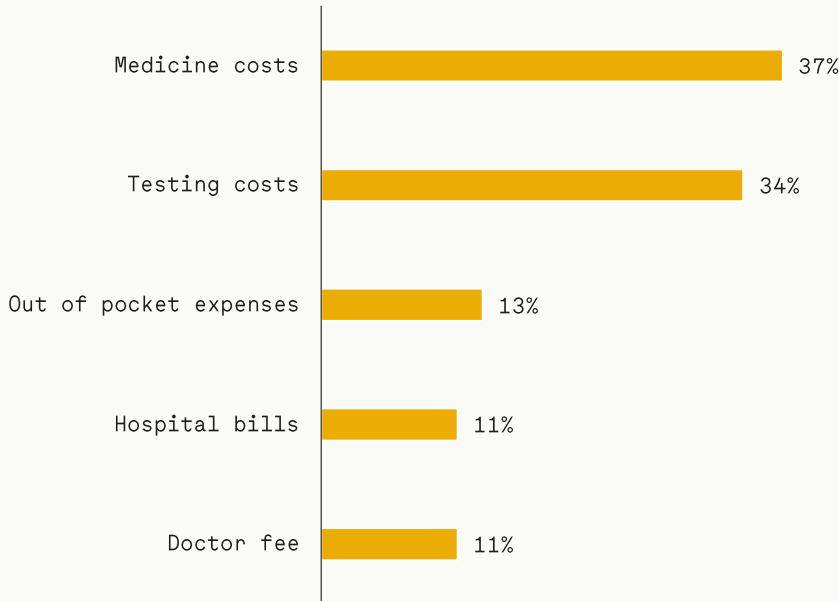
Patients aged 30-44 were significantly more likely to report using insurance to cover medical costs, while younger and older patients were more likely to report using savings or help from others.

Profile

# More than a third of respondents said they have trouble covering medication costs, especially older respondents.

## Difficult to Meet Expenses

Q: Which specific health related expenses –if any– are hard for you to meet? Select all that apply. (n = 277)



### Insight

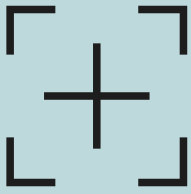
Respondents over 45 years of age were more likely to report difficulty affording medicine costs (43% vs. 35% of respondents aged 18-44 years) and testing costs (44% vs. 30% of respondents aged 18-44 years).



“

I've noticed Cliniva's [medication] prices are higher than when you buy outside. They should make medication costs more affordable.

Female, 35



## 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 Cliniva, 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:

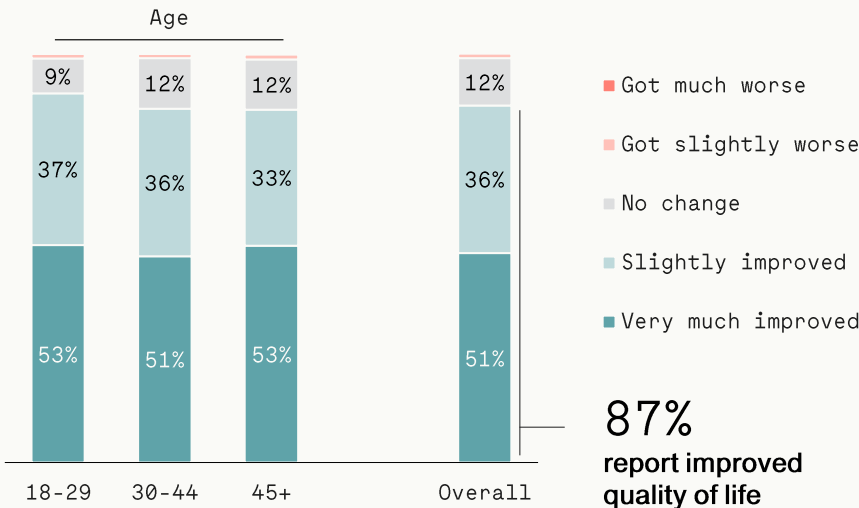
- **Quality of Life Change:** To what extent has the quality of life of your patients changed as a result of your offering?
- **Ability to Manage Health Risks:** Has your patients ability to manage health risks improved and if so how?

[+] Impact

# 87% of respondents report that their quality of life has improved as a result of Cliniva.

## Quality of Life Change

Q: Has your quality of life changed because of Cliniva?  
 (n = 277 | 18-29 years = 94, 30-44 years = 97, 45+ years = 81)



**87%**  
 report improved  
 quality of life

●●●○○  
 MIDDLE 60dB - Benchmark

## Top three self-reported outcomes for 87% of respondents who say their quality of life has improved.

### Respondents Whose Lives Have Improved

Open-ended question, responses coded by 60dB (n = 242)

**47%**  
 talk about effective  
 medical treatment  
 (41% of all respondents)

**36%**  
 mention improved  
 productivity due to  
 better health  
 (31% of all respondents)

**25%**  
 talk about having  
 more peace of  
 mind about health  
 (22% of all respondents)

“

[Knowing] that whenever I have an issue with my health I can go to Cliniva for assistance has given me peace of mind. I know whenever I have a problem, they can sort it out.

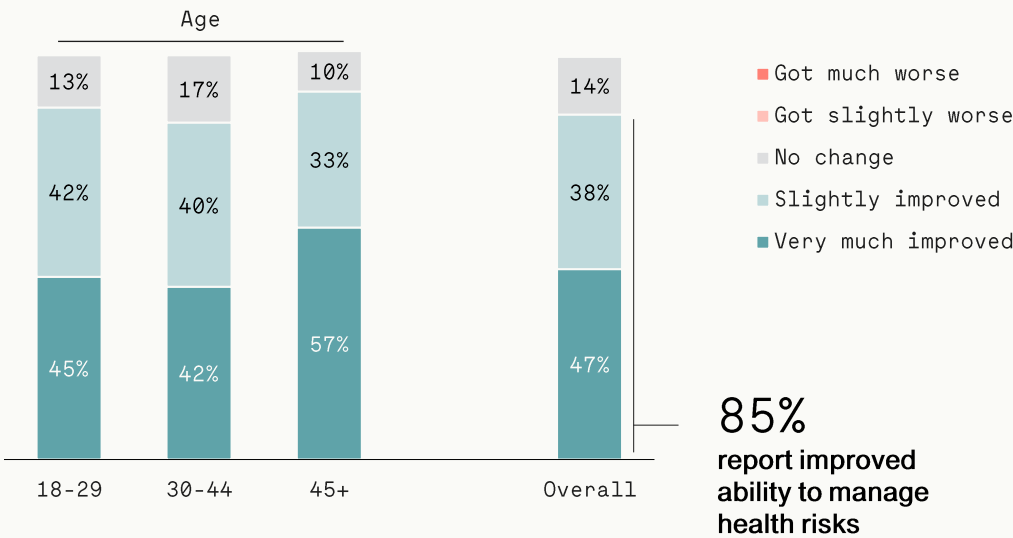
- Female, 39

[+] Impact

# 85% of respondents report an improvement in their ability to manage health risks because of Cliniva, especially older respondents.

## Change in Ability to Manage Health Risks

Q: When thinking about how you manage health-related risks, has your ability to manage these risks improved?  
 (n = 277 | 18-29 years = 94, 30-44 years = 97, 45+ years = 81)



## Top three self-report outcomes for 85% of respondents who say their ability to manage health risks has improved.

### Respondents Whose Lives Have Improved

Open-ended question, responses coded by 60dB (n = 234)

**50%**  
 talk about better health due to dietary changes  
 (42% of all respondents)

**30%**  
 mention improved health because of increased exercise  
 (25% of all respondents)

**26%**  
 talk about improved health education  
 (22% of all respondents)

“

I can now manage my blood pressure even without visiting the hospital. I am taking my diet and weight seriously and eating healthy traditional foods like vegetables.

Male, 59



# 03: Experience

If your patients are unhappy, it's unlikely they will continue to choose Cliniva 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?

Experience

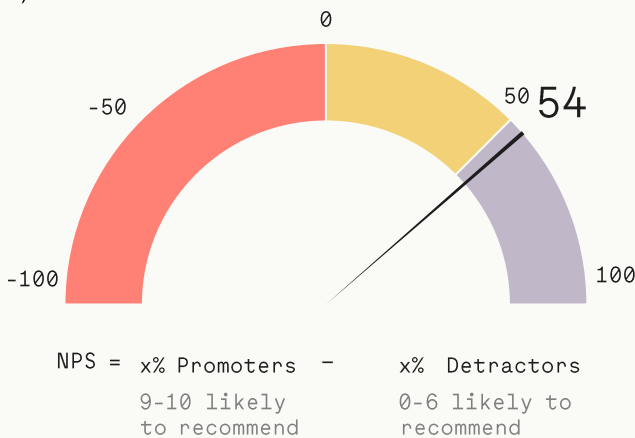
# Cliniva has an NPS of 54 in Kenya, which is excellent and is similar to the 60dB Benchmark.

## Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend Cliniva to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 277 | 18-29 years = 94, 30-44 years = 97, 45+ years = 81)

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. Cliniva in Kenya has a NPS of 54, which is excellent.




Segmentations	NPS
<b>Age</b>	
18-29	65
30-44	50
45+	49
<b>Gender</b>	
Female	55
Male	49

MIDDLE 60dB - Benchmark


## Promoters value Cliniva’s friendly and caring staff and attentive follow-up care. Passives and Detractors want to see a wider range of services.

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

61%   
are Promoters


**They love:**

1. Friendly and caring staff (63% of Promoters / 38% of all respondents)
2. Follow-up care (35% of Promoters / 21% of all respondents)
3. Professionalism and competence (26% of Promoters / 16% of all respondents)

32%   
are Passives

**They like:**

1. Follow-up care (22% of Passives / 7% of all respondents)
- They want to see:
  2. Wider range of service (18% of Passives / 6% of all respondents)
  3. Lower prices (11% of Passives / 4% of all respondents)

7%   
are Detractors

**They want to see:**

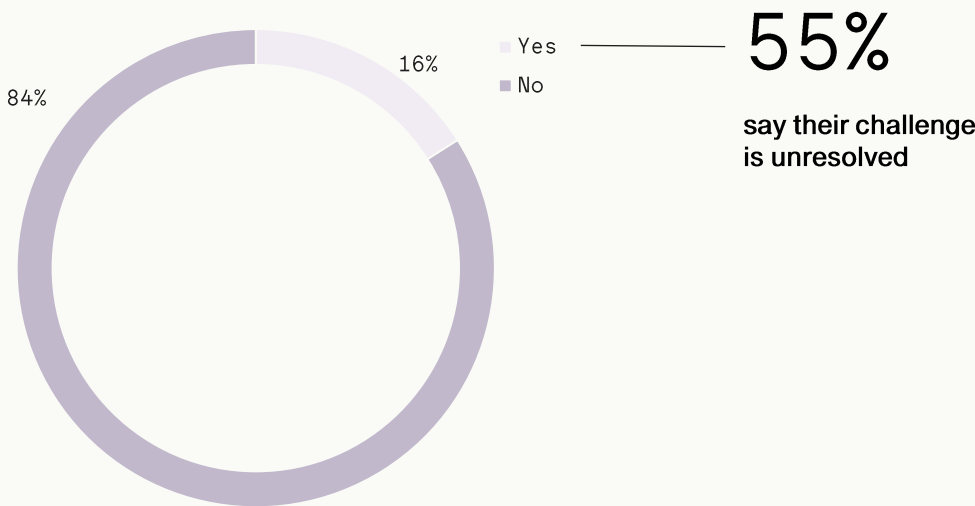
1. More qualified staff (37% of Detractors / 3% of all respondents)
2. Wider range of services (16% of Detractors / 1% of all respondents)

Experience

16% of respondents report facing a challenge with Cliniva. Over half of them say that their challenge remains unresolved.

Proportion of Respondents Reporting Challenges

Q: Have you experienced any challenges with Cliniva? (n = 277)



●●●●○  
TOP 40% - 60dB Benchmark

Of the 16% who experience a challenge, the most common ones are related to lack of prescribed medicine and high costs.

Most Common Challenges

Q: Please explain these challenges. (n = 44).  
Open-ended, coded by 60 Decibels.

**20%**  
talk about **lack of prescribed medicine**  
(3% of all respondents)

**16%**  
mention **high costs**  
(3% of all respondents)

**18%**  
talk about **communication issues**  
(3% of all respondents)

“  
First, my appointment was rescheduled without prior notice. Then, the nurse doing my ultrasound was being guided virtually and there were internet issues. They couldn't connect and I had to come back later.  
- Female, 47

Experience

# Respondents' top suggestion for improvement is expanding the range of services provided. 29% had no specific suggestion.

## Top suggestions for Improvement

Q: What could Cliniva do at this time that would be helpful to you? (n = 277).  
Open-ended, coded by 60 Decibels.

21%

want additional services

“

Cliniva should offer other scanning services like x-rays instead of sending clients to other facilities.

- Female, 30

16%

mention reducing costs

“

I would like if they reduced the price of blood pressure medicines. I could not afford their prices so I went to a different clinic.

- Female, 54

8%

talk about improving equipment availability

“

They should have a lab. Currently they send samples to another facility, then you wait for the results.

- Female, 32



Source: Cliniva



# Appendix

# Detailed Cliniva Impact Performance

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

Performance vs 60dB Benchmark



Benchmark Overview	# Companies	# Respondents
60dB Africa Health Benchmark	25	11,632
60dB Global Health Benchmark	42	30,126

Indicator	Description	Cliniva	60dB Africa Health Benchmark	60dB Health Benchmark - Global	Performance Relative to Africa Health Benchmark
<b>Profile &amp; Access</b>					
Female Reach	% of patients who are female	79%	54%	55%	● ● ● ● ●
Targeted Access	% living below poverty line (\$3.65)	39%	11%	8%	● ● ● ● ○
Equitable Access	inclusivity ratio	0.64	0.62	0.63	● ● ● ○ ○
First Access	% accessing for the first time	34%	61%	69%	● ○ ○ ○ ○
Alternatives	% without access to good alternative	57%	82%	82%	● ○ ○ ○ ○
<b>Impact</b>					
Quality of Life	% 'very much improved' quality of life	51%	59%	49%	● ● ● ○ ○
<b>Satisfaction</b>					
Net Promoter Score	NPS, on a scale -100 to 100	54	50	54	● ● ● ○ ○
No Challenges	% not experiencing challenges	84%	82%	84%	● ● ● ● ○

# Methodology

## About the 60 Decibels Methodology

In November 2025 60 Decibels' trained researchers conducted 277 phone interviews with Cliniva patients. Cliniva gathered consent from a subset of its patients. 60 Decibels received the contacts for those who consented to be part of the survey and we drew a random sample from that list. Here is the breakdown of how we collected this data:

Country	Kenya
Contacts Received	1,378
Interviews Completed	277
Response Rate	42%
Languages	English and Swahili
Average Survey Length	14 mins
Confidence Level	95%
Margin of Error	5%

## 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

Inclusivity Ratio

The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off clients. It is calculated by taking the average of Company % / Country %, at the \$1.90, \$3.20, and \$5.50 lines for low income and low-middle income countries, or at the \$3.20, \$5.50 and \$8.00 lines for middle income countries. The formula is:

$$\sum_{x=1}^3 \frac{([\text{Company}] \text{ Poverty Line } \$x)}{([\text{Country}] \text{ Poverty Line } \$x)} / 3$$

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'.
  - After reading this report, don't forget to let us know what you thought [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 customer 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 85+ 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 Yulia Sidorova and Cliniva Team for their support throughout the project. This work was generously sponsored by SwissRe Foundation.