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Key Drivers and Challenges to consider in Setting up a Successful Healthcare Business in Nigeria and other Emerging Markets.

This session aims to provide information to the aspiring clinician entrepreneur who perhaps having a successful medical career in North America or Europe is considering setting up a viable health care business in Nigeria.

By the end of the session, the entrepreneur should have an understanding of key issues to consider and resources available to increase chances of success.

Introduction:

- Background on the health sector- focusing on the Nigerian private sector and potential contribution of the diaspora to make advancements in terms of financing, human resources, intellectual resources
- What has worked, what has not?...

Identifying the key steps to set up a healthcare facility in an emerging market

- Why do I want to do this? How do I increase likelihood of success?
- What type of healthcare facility? For profit or non-profit
- Are there patients who can afford the services I intend to provide?

Panelist: Nneka Mobisson-Etuk, BS (MIT), MD (Yale), MPH in Global Health (Emory) MBA (Yale)

*Board Certified Pediatrician
Associate at McKinsey & Co., Inc. New Jersey.
Founder, African Health Management Association*

Funding:

- How do I fund my project?
- What options exist for equity financing?
- What are the criteria required to obtain equity financing?

Enoma Alade, BDS (Ibadan) DDS (New York University), MPH in Healthcare Management and Policy (UCLA)

*Founding partner, Anadach Consulting Group, LLC.
Owns a private practice in the US.
Former Consultant, US government funded facility*

Legal Concerns:

- Understanding the legal and regulatory issues involved in setting up and running a healthcare business in Nigeria, as a member of the Medical Diaspora.

Panelist: Segun Dawodu, MBBS (Ibadan), JD (Lond.), MBA (Johns Hopkins)
Board Certified Pain Management, Physical and Rehabilitation Medicine, Spinal Cord Injury Medicine and Electrodiagnostic Medicine.
Owns private practices in the US and Trinidad and Tobago

Financing: Understanding the payer system and structure in Nigeria.

- Now my facility exists? How do I get paid? What do I need to know?
- Should I consider forming alliances with existing healthcare organizations?

Panelist: Kola Awokoya, BSc, ICAN
MD of Hygeia HMO, Nigeria.
Over 20 years experience in the health insurance sector
Postgraduate Alumnus of Lagos Business School and other international programmes.

What it takes to be successful – Real Life Experience?

- Top 10 lessons from my experience
- Mistakes to avoid
- Knowing what I know now, what would I have done differently?

Panelist: Richard Ajayi, MBBS (Lond.), FRCOG, FWACS,
Postgraduate Alumnus of Harvard and Lagos Business Schools.
Managing Director of the Bridge Clinic
Member of the Board of Pathcare, Nigeria

What are facilities are available on now?

- Background on facility
- How can I get involved? Partnerships...?etc

Panelist: Olumide Okunola, MBBS
Postgraduate Alumnus of London School of Economics
Project Coordinator of the Reliance Referral Hospital Project, Abuja.
Former Consultant, World Bank

Conclusion and available resources

- How do I prepare myself to succeed?
- How do I go from idea to implementation?
- Where can I get some help?

Moderator: Enoma Alade, BDS (Ibadan) DDS (New York University), MPH in Healthcare Management and Policy (UCLA)

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Former Associate Clinical Professor, University of Southern California