



ADVANTAGE HEALTH AFRICA'S

Impact Report 2017 - 2024



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A portrait of Oyindamola Ayodeji-Oni, a woman with dark curly hair and glasses, wearing a red top. She is smiling and has her arms crossed. The background is a light, neutral color.

"This impact report therefore delves deeply into the multifaceted impact our initiatives have had across the spectrum of various SDGs. SDG 3 (Good Health and Well-being), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 17 (Partnerships for the Goals)."

Oyindamola Ayodeji-Oni | VP, Quality Assurance and Government Relations, Advantage Health Africa

1. INTRODUCTION AND OVERVIEW

Advantage Health Africa is an ISO 9001:2015 certified Health Solutions company vertically integrated across the pharmaceutical industry.

Our Mission is to improve the wellbeing and quality of life of Africans one person at a time.

Our Vision is to improve access to genuine and affordable healthcare for Africans through Pharma solutions using technology, services and products with a platform approach.

Our Core Values are represented by the acronym A.F.R.I.C.A



In our ongoing pursuit of sustainable progress and societal good, Advantage Health Africa is delighted to present our first ever impact report spanning from 2017 (when we launched our flagship service, myMedicines) to the end of year 2023.

As a forward-thinking for-profit entity, our core mission transcends mere profitability; we are steadfastly dedicated to effecting positive change that aligns harmoniously with the United Nations' Sustainable Development Goals (SDGs).

This impact report therefore delves deeply into the multifaceted impact our initiatives have had across the spectrum of various SDGs. **SDG 3** (Good Health and Well-being), **SDG 8** (Decent Work and Economic Growth), **SDG 9** (Industry, Innovation, and Infrastructure), and **SDG 17** (Partnerships for the Goals). Through a conscious integration of these SDGs into our organizational culture, operations, and strategic planning, we have embarked on a transformative journey aimed at catalyzing tangible, lasting change on the African Continent. Within these pages, you will find a mosaic of data, narratives, and insights illuminating our unwavering commitment to fostering a healthier, more inclusive, and prosperous world. From initiatives promoting accessible healthcare solutions, wellness programs, and disease prevention (SDG 3) to our efforts in driving economic empowerment, job creation, and fostering fair, sustainable economic growth (SDG 8), this report encapsulates the breadth and depth of our impact.

Moreover, our strides in fostering innovation, enhancing infrastructure, and leveraging technology for sustainable development (SDG 9) are spotlighted, demonstrating our dedication to driving advancements that transcend boundaries and propel industries toward a more sustainable future. Complementing these efforts are our collaborative partnerships and alliances forged to amplify impact and drive systemic change (SDG 17), emphasizing the importance of collective action and collaboration in achieving sustainable impact.

Through meticulous measurement, transparent reporting, and a relentless pursuit of excellence, we invite you to explore the intricate tapestry of our endeavors and the transformative outcomes they have yielded.

This report stands as a testament to our unwavering commitment to not only embrace the SDGs but to drive substantive progress, leaving an indelible mark on communities, industries, and the world at large.

Let's dive in!

Oyindamola Ayodeji-Oni
Vice President, Quality Assurance and Government Relations,
Advantage Health Africa



“For 7 years and counting, we have proven ourselves to be health-tech vanguards, championing industry-wide innovations through the deployment of easy-to-use technology and indigenous strategies”

2. A MESSAGE FROM OUR CEO

Ours is a journey of innovative impact and resilient strides, as we advance our mission to democratise access to quality and affordable healthcare in Africa. In 2017, Advantage Health Africa (AHA) embarked yet again on a transformative journey to address the thorny problems in healthcare, focusing on providing access to quality and affordable medicines for last mile patients. For 7 years and counting, we have proven ourselves to be health-tech vanguards, championing industry-wide innovations through the deployment of easy-to-use technology and indigenous strategies. We are resolute in our belief that healthcare in Africa can be delivered in optimal quality, through patient-centered and integrated interventions. And we are taking bold steps to deliver the change we seek in Africa, one innovation at a time.

AHA's multifaceted approach involves market access solutions, pharmaceutical distribution, and systems strengthening initiatives. Our dreams and vision for African healthcare are huge, so we approach healthcare with innovation. For 7+ years, we have connected millions of Nigerians to the medicines they need through our online aggregated pharmacy, myMedicines, while they also get to speak with a pharmacist. **myMedicines** has been a beacon of change, connecting millions of Nigerians with essential medications through a network of 1,250 fulfillment pharmacies. During COVID, when a lot of people's lives were disrupted, we came right in to help - we did a lot of interstate deliveries and went to rescue areas. Nigerians in diaspora are able to rely on myMedicines to deliver medicines to their loved ones in Nigeria. We also collaborate with doctors and other healthcare professionals who are unable to fill prescription orders for their patients.

With a goal to expand the frontiers of our impact as it relates to retail pharmacy practice, we created "**The Advantage**," an integrated platform set to revolutionise business operations across pharmacies,

driving interoperability with health innovators and catalyzing operational efficiency across thousands of pharmacies. We have become a magnet for innovative partnerships – having partnered with over 32 HMOs and 6 telemedicine providers to serve their patients and provide access to medicines. Through the pioneering aggregation and medication fulfillment solutions of myMedicines, we have recorded so many impact stories that validate the phenomenal, life-changing work that we do, from Sepeteri to Maiduguri, to Kano and even Ondo. We were recently appointed as a Drug Management Organization (DMO) to enable better access to locally manufactured drugs for Nigerians on the National Health Insurance Scheme. To strengthen the sector, we provide access to markets, skills, funding & opportunities, as well as business development and support services for licensed community pharmacies through a business accelerator hub.

Through myAdvantage (a telehealth & medication cover subscription) and myZuriCare (a medication and lifestyle support subscription package co-created with ZuriHealth, for people living with NCDs), we have provided medical screening and awareness creation on non-communicable diseases (NCDs), linking more than 7,000 persons to care across different socioeconomic groups (markets, religious organizations, transport groups etc) in Nigeria. Through our Corporate Social Responsibility initiatives like The Pharmacists Leadership Stimulant Programme (PLSP) which serves as a career mentoring program for young pharmacists, impacting 600+ young pharmacy professionals across Africa and our free medical outreaches to communities and corporate organisations, we have continuously shown that we are not only focused on profits but also have a commitment to mentorship, skills development, empowerment and building an all-round healthy Nation.



Our journey has been marked by numerous milestones and recognitions. From being named as a **Recipient of the Google Black Founders Fund** and **Winner of the Bayer Foundation Women Empowerment Award** in 2021, to getting a place in the prestigious **Making More Health Accelerator (by Ashoka and Boehringer Ingelheim)**, the **Investing in Innovation (i3) program**, and receiving accolades as one of the **Top 20, African Business Heroes (by Jack Ma Foundation)** in 2022, and bagging spots in the **HealthTech Hub Accelerator** and the **She Wins Africa Program (by World Bank IFC)** in 2023/2024, AHA's impact has been felt across various dimensions of the healthcare sector and we are poised to do much more.

As with anything built with a vision to last across generations, AHA's path to success has encountered a few challenges. Funding, tech solution development, and the quest for operational excellence presented hurdles. However, our resilient staff, an innovative

business model, and strong board governance have been pivotal in overcoming these challenges.

We truly appreciate everyone who has believed in the AHA vision. To our patients, pharmacy networks, HMOs and other partners, thank you for working with and sticking with us. We are well on our way to building the future African health ecosystem as we drive synergy across our innovative offerings, to deliver catalytic, Africa-wide impact.

Indeed, Advantage Health Africa is dominating uncharted territories and truly advancing the frontiers of healthcare access in Africa. At AHA, I envision significant growth and more impact over the next five years. I foresee widespread adoption of the myMedicines mobile app, providing last-mile access to medications for millions of households in Nigeria. The Advantage, with its potential to disburse additional revenue to pharmacies and deliver integrated care to millions, stands as a cornerstone in this ambitious journey. Soon, AHA will expand its influence in pharmaceutical manufacturing through Advantage Pharma, bridging gaps in local production and contributing to the nation's health security. Attaining universal health coverage may be difficult, but we are cracking this hard nut, one step at a time.

Our goals are audacious, our vision is clear and our people are relentless. This is who we are at Advantage Health Africa and we are only just getting started!

Cheers to the future!

Abimbola Adebakin
Founder/CEO, Advantage Health Africa

BOARD OF DIRECTORS



Adedotun Sulaiman
Board Chairman



Funmi Oyetunji



Abayomi Olarinmoye



Ngozi Edozien



Opeyemi Okunoren



Temi Dalley



Ismail Damcida



Abimbola Adebakin
CEO / Managing Director

3. MILESTONES SINCE INCEPTION

2024

- Got into **HealthTech Hub Africa Accelerator**
- Got into **She Wins Africa (by IFC)**

2023

- Launched **The Advantage.**
- Started the **Kaduna Women Economic Empowerment program.**

2022

- **50k medicines** delivered.
- Launched **myPharmacy GrowthHub.**
- Launched **myCare+.**
- Got into the **Making More Health Accelerator.**
- **30+ HMO & Innovators** served.

2021

- Launched our own **internal logistics bikes.**
- **ISO9000:2015 Certification.**
- Won the **Bayer Foundation Women Empowerment Award** and **Google Black Founder's Fund.**
- Pivoted myPharmacy to a **Pay Per Service model.**

2020

- **10k medicines** delivered.
- Aggregated **1000 licensed Pharmacies.**
- Launched **myPharmacy franchise** with 5 privately owned retail pharmacies.

2017 -
2019

- Launched our flagship **myMedicines.**
- Signed partnership with **Nigerian Postal Service (NIPOST).**
- Signed partnership with few **HMOs** as Pharmacy Benefits Provider.



PHARM. ABIMBOLA ADEBAKIN WITH KEY STAKEHOLDERS AT THE LAUNCH OF THE ADVANTAGE

4. OUR STRATEGIC BUSINESS UNITS

As we reflect on 7+ years of unwavering commitment to transforming healthcare quality, affordability and accessibility, we turn to the voices at the helm of our Strategic Business Units— Market Access, Pharma Distribution, and Projects.

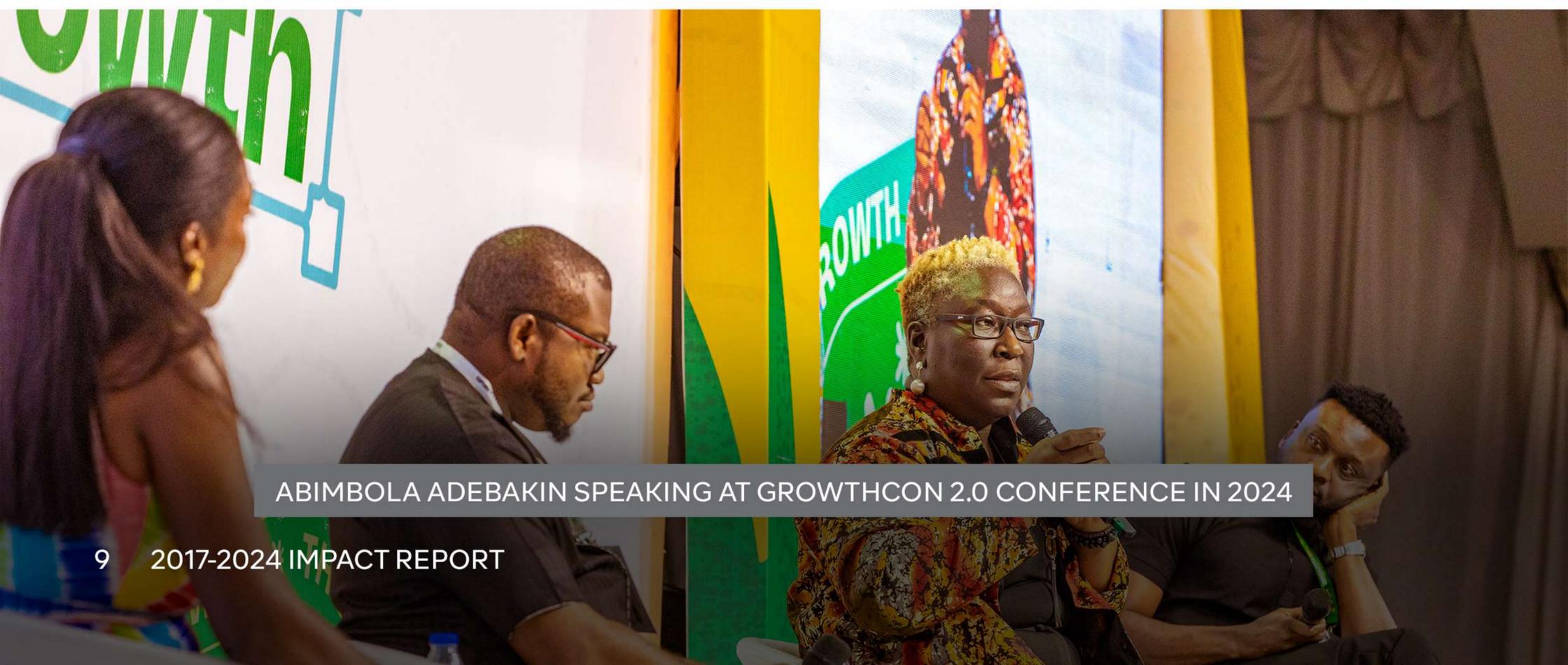
In the realm of Market Access, our focus on the affordability and genuineness of the medicines we deliver has not only elevated healthcare access but has become a beacon of equitable care.

The Pharma Distribution unit's strategic manoeuvres have streamlined the supply chain, ensuring a seamless flow of medicines across the nation. Our Projects unit, as the driving force behind various innovative health solutions and strategic alliances, has spearheaded initiatives that go beyond conventional boundaries.

These leaders share their invaluable insights, illustrating how our combined efforts have redefined the landscape of health technology, making genuine and affordable medicines a reality for Nigerians nationwide.

These leaders share their invaluable insights, illustrating how our combined efforts have redefined the landscape of health technology, making genuine and affordable medicines a reality for Nigerians nationwide. Their comments capture the essence of our commitment to accessible healthcare and exemplify the tangible impact our innovative solutions have had on individuals and communities nationwide, and shed light on the forward-looking strategies that will continue to drive transformative change in the Health Technology ecosystem in Africa.

Join us in unravelling the impactful narratives of the stories, insights, and accomplishments through their eyes—a testament to the transformative journey of the past seven years.



ABIMBOLA ADEBAKIN SPEAKING AT GROWTHCON 2.0 CONFERENCE IN 2024



IMAGE FROM ADVANTAGE PHARMA CONFERENCE 2024



“We believe that easy access to genuine and affordable healthcare is a fundamental human right and we have mandated ourselves to make this happen.”

Adewale Oladigbolu | Senior VP, Market Access Solutions, Advantage Health Africa

ADVANTAGE MARKET ACCESS

Providing easy and equitable access to quality and affordable healthcare is not some fancy catchphrase thrown around in Advantage Health Africa, it is our unequivocal passion to see the average African get access to quality healthcare services as and when needed, without breaking the bank.

Historically, Africa has faced numerous challenges in accessing quality healthcare, including inadequate infrastructure, shortage of healthcare professionals, and limited access to essential medicines and we are committed to changing this narrative by driving universal healthcare coverage for all Africans. For us, it is the ease with which an elderly diabetic woman in the suburbs of Ekiti State gets access to her medications, without the fear of hyped costs, unavailability or counterfeit medications; it is in the excellent quality of care received by residents in the farthest parts of Kafanchan in Kaduna State, just like their contemporaries in the ultra-urban parts of Victoria Island, Lagos; it is the average African knowing that when they walk into a pharmacy, they will have access to safe and genuine medications, right health information and even linkage to care, as required.

We believe that easy access to genuine and affordable healthcare is a fundamental human right and we have mandated ourselves to make this happen. This mandate has led us to develop various innovative, collaborative and affordable ways to democratize healthcare in Africa and since inception we made significant strides in redefining how people access health services.

In the past 7+ years, we have made giant strides and launched many firsts. From creating the first ever online pharmacy platform in Nigeria with an aggregation of licensed Pharmacies across the country that has delivered genuine medicines and medical devices in record time to 34 out of the 36 states in Nigeria and the FCT, as well as Cameroon, Sierra Leone and the UK, to launching the first Franchise Pharmacy Chain in Nigeria to launching the first of its kind revolutionary Pharmacy Management Solution for Pharmacies. All our initiatives are for ONE purpose - to improve the Health and Quality of lives of Africans by providing Africans in Africa with access to genuine and

affordable medicines and basic healthcare services. Having served thousands of individuals and worked with over 30 health management organisations (HMOs) and telemedicine providers to fulfil the medication needs of their enrollees with amazing feedback to our credit, we know that our solutions are meeting a need and solving real problems.

We are driving a revolution in the retail pharma sector, empowering 1000+ pharmacy owners and managers to run profitable, sustainable and patient-centred businesses through our business accelerator programme. We are providing access to finance and insurance solutions for community pharmacies. We are positioning community pharmacies as healthcare powerhouses, so that they can deliver both social good and business success.

We are expanding the frontiers of innovation with our recently launched tech solution, The Advantage, to create major opportunities for us, our network of pharmacies and our patients. The Advantage will drive seamless pharmacy operations, revenue growth, and enhanced patient care to catalyse our ambitious goal to 10x the additional revenue we bring to the pharmacies in our network within the next two years.

We have a history of leveraging innovation to solve systemic problems in healthcare and we are not stopping anytime soon, we are committed to improving patient care while being a responsible, value-driven and innovative organisation. We continue to build a high-performing and effectively engaged team, putting innovative patient care at the heart of our work to drive our Africa-wide vision with audacity, and through collaboration, we continue to defy the odds, ask difficult questions and do hard things.

In the next 3 years, our goal is to provide access to quality and affordable digital healthcare solutions to 30 million Africans. Our team will continue to ensure prevention of avoidable deaths and complications in thousands of people through access to genuine medicines and holistic care.

We will continue to provide round-the-clock access to medicines for thousands of families, individuals and organisations in Nigeria and the diaspora.

On the following pages, you will see how our work has improved the lives of our clients, partners and the pharmacies in our fulfilment network.

And we are only just getting started!

Adewale Oladigbolu

Senior Vice-President, Market Access Solutions

Advantage Health Africa



MARKET ACCESS TEAM MEMBERS ON A MEDICAL OUTREACH



Direct to Consumer Impact



1250+

pharmacies provided with improved access to market.

N450M+

generated in additional revenue for our fulfilment pharmacies.

40,000+

unique patients served across our D2C platforms.

200,000+

unique products delivered via the D2C platforms delivered.

36 States + FCT

Areas covered.

90 mins

Access to care**

**For Intracity Deliveries

myPharmacy Impact

1000+

Pharmacy owners, managers and employees have been empowered via our free and paid trainings.

75%

Pharmacy Business Accelerator Program participants have recorded increased sales.

56%

myPharmacy Growth Hub members reported improved business operations thanks to their membership in the hub

80%

Pharmacy Business Accelerator Program participants have recorded improved business structure in form of policies, documented procedures and Staff welfare.

78%

Pharmacy Business Accelerator Program participants started collecting patients' data after joining the programme and insights from patient data resulted in increased sales, efficient inventory management and effective patient follow-up.

48%

myPharmacy Growth Hub members have become better pharmacy owners / managers through the teachings and interactions on the myPharmacy Growth Hub.



A professional portrait of Michael Heavens, a man with a beard and short hair, wearing a dark blue suit jacket, a white shirt, and a blue and white checkered tie. He is looking slightly to the right of the camera with a neutral expression. The background is a plain, light-colored wall.

"Our vision is crystal clear – to deliver high-quality, effective, and affordable medicines not only to Nigeria but also to the entirety of Africa."

**Michael Heavens | Managing Director,
Advantage Pharmaceuticals Limited**

PHARMA DISTRIBUTION - ADVANTAGE PHARMACEUTICAL LIMITED

Our Pharma Distribution arm, Advantage Pharmaceutical Limited, established humbly in 2021 with a modest selection of seven (7) SKUs, has dynamically expanded to a remarkable 44 SKUs and continues to grow. Surprising the market, several of our brands have secured top positions in their respective therapeutic segments, and this is a testament to the unparalleled uniqueness, effectiveness, and quality of all products under our purview.

Distinguishing itself in a class of its own, Advantage Pharma boasts of brands, such as VITAMIN E CHEWABLE and CHOLESTOFF, which stand as the sole representatives in their formulation types globally. Crafted under meticulous technical expertise and professionalism, our unique formulations have resonated with hundreds of thousands of customers, bringing infectious smiles to their faces and positively impacting nearly 500,000+ households. Our ambitious aim is to elevate this impact to 1,000,000 households by the close of 2025.

Our vision is crystal clear – to deliver high-quality, effective, and affordable medicines not only to Nigeria but also to the entirety of Africa. Operating under the umbrella of Advantage Health Africa, we leverage modern technologies including Artificial Intelligence, collaborations with the public and private sector as well as an effective and efficient team of bright individuals to bring complete health and wellness to the people of Africa. Our commitment to the integrity of the Pharmaceutical Distribution Systems and supply chain in Africa led us to join the founding members of African Pharmaceutical Distribution Association (APDA) and also commit to being active members of the African Resource Centre for Excellence in Supply Chain Management (ARC-ESM).

With a targeted growth of SKUs to over 100 and a goal to bring smiles to at least 50,000,000 patients or end users by the end of 2028, Advantage Pharma, though less than 4 years old, resonates in the Nigerian Pharma market with the impact of a seasoned organization. In our commitment to wellness, we go beyond merely researching, marketing, selling, and distributing medicines – at Advantage Pharma, we deliver wellness! We deliver smiles!

We have below some of our best selling products and what makes them truly unique and effective.



DHA PLUS

Key ingredients: Docosahexaenoic acid (DHA), Choline, and Inositol
Suitable for Children and Pregnant Women
DHA Plus supplies the daily required dose of Docosahexaenoic acid (DHA), Choline, and Inositol for optimum brain development, improved cognitive function, and stronger immunity. It is formulated as a sweet-tasting orange-flavored syrup.



RELSID PLUS

Key ingredients: Magaldrate, Simethicone, and Oxethacaine

Suitable for patients living with ulcer and those experiencing gastric pain.

Relsid Plus supplies Oxethacaine, which is a very fast acting and potent local anesthetic that is very safe for oral use. It works locally to rapidly quench any gastrointestinal pain within 1 to 2 minutes thus providing instant relief to patients. It is also formulated as a flavored suspension to aid compliance.



NATURAL CHEWABLE VITAMIN E

Key ingredients: Alpha tocopherol or the natural form of vitamin E

Suitable for those who want naturally glowing skin and also boosts fertility in men and women.

Our Natural Chewable Vitamin E is one of the few vitamin E formulations that supplies vitamin E in its natural form, which is three times more easily absorbed than the synthetic forms of vitamin E; therefore, much more potent. As a sweet chewable tablet, it is rapidly absorbed into the tissues of the skin to protect it from the common UV damage that leads to wrinkles and other forms of acne, and it improves skin rejuvenation and supports an even skin tone.



CHOLESTOFF

Key ingredients: Phytosterol & Nattokinase

Suitable for patients with Hypercholesterolemia, Blood clotting & plaques

Cholestoff is a unique, naturally sourced combination that provides two in one action against high cholesterol levels and the formation of blood clots, making it easier for patients by reducing the number of tablets they have to take for both conditions. It contains Nattokinase, a naturally occurring substance that dissolves already formed blood clots. Unlike the conventional therapies, Cholestoff is safe and tolerable and not associated with gastrointestinal disorders and muscle damage over long term use and it also has a convenient once-daily dosage.



HB12 NIGHT

Key ingredients: Hemoglobin, Iron, Vitamin B12, Selenium, Zinc, and Melatonin
 Suitable for patients with sleep disorders, also works for anemia prevention, stress & fatigue management
 A first-of-its-kind, four in one therapy, HB12 Night is a unique combination for the management of sleep disorders, preventing anemia, stress management, and boosting immune function. It is safe and tolerable formulation compared to conventional therapies for the management of sleep disorders.
 HB12 Night supplies Melatonin, a hormone that regulates the sleep-wake cycle naturally without causing the addiction, withdrawal symptoms, rebound insomnia, and respiratory depression caused by benzodiazepine and antidepressant formulations.



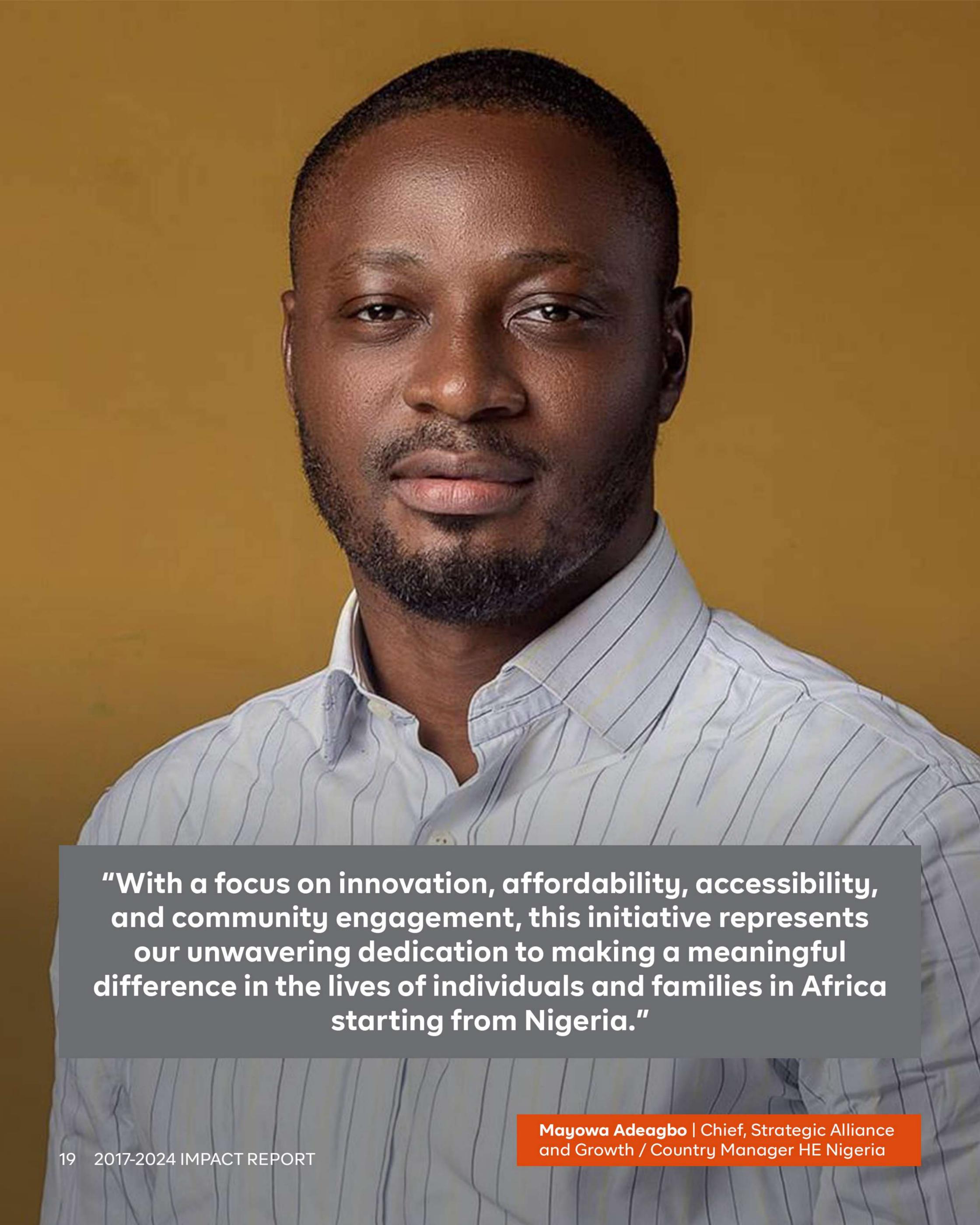
HB12 FORTIFIED

Key ingredients: Hemoglobin, Iron, Vitamin B12, folic acid, Selenium, Zinc
 Suitable for anaemia prevention, stress & fatigue management, immune boosting
 HB12 Fortified is a comprehensive formulation that supports the regeneration of red blood cells. It supplies 250mg of already formed hemoglobin, as well as iron, vitamin B12, and 1000mcg of folic acid. Its combination of high potency B-vitamins effectively aid energy release to manage stress and fatigue and supply a potent antioxidant blend of zinc and selenium that boosts immunity.



OSTEOFLEX

Key ingredients: Glucosamine, Chondroitin, Methyl sulfonyl methane, and Vitamin D3
 Suitable for the prevention and management of Osteoarthritis and other forms of arthritis.
 Osteoflex is a high strength combination of Glucosamine, Chondroitin, Methyl sulfonyl methane, and Vitamin D3. It supplies methyl sulfonyl methane which is highly effective in pain management, reducing the need for NSAID medications that can cause gastrointestinal side effects in the long term, this in addition to the fact that it is administered at a convenient once daily dosing, which is a huge plus because a lot of people with osteoarthritis are known to be managing multiple chronic conditions and would easily get overwhelmed with.



“With a focus on innovation, affordability, accessibility, and community engagement, this initiative represents our unwavering dedication to making a meaningful difference in the lives of individuals and families in Africa starting from Nigeria.”

Mayowa Adeagbo | Chief, Strategic Alliance and Growth / Country Manager HE Nigeria

PROJECTS

I am thrilled to talk about our current Project targeted towards the Northern region of Nigeria, starting with the residents of Kaduna State. In a landscape often marked by healthcare disparities and logistical challenges, the Kaduna Women Economic Empowerment project stands as a beacon of hope, embodying our commitment to bringing quality healthcare closer to those who need it most, where and when they need it. With a focus on innovation, affordability, accessibility, and community engagement, this initiative represents our unwavering dedication to making a meaningful difference in the lives of individuals and families in Africa starting from Nigeria.

Kaduna State, with a population exceeding 8 million people and over 50% residing in rural areas, faces considerable hurdles in providing quality and affordable healthcare services to all its inhabitants. Recognizing this, Advantage Health Africa and Healthy Entrepreneurs jointly as Healthy Entrepreneurs Nigeria, have partnered with CoAmana, AFEX, and Jennifer Etuh Foundation, to serve the state through the Women Economic Empowerment (WEE) Project and leverage existing partnerships and infrastructure to effectively deliver the following objectives:

Improve access to healthcare services for underserved communities.

Enhance agricultural productivity through training and support for female farmers. Promote economic empowerment and skills acquisition among women.

The Women Economic Empowerment (WEE) Project represents a collaborative effort to address the multifaceted challenges facing rural communities in Kaduna State. By integrating healthcare, agriculture, and economic empowerment initiatives, the project aims to uplift women and improve overall well-being in the target areas. Through robust partnerships and a comprehensive approach, the WEE Project seeks to create sustainable impact and serve as a model for similar interventions in the region.

This three-year initiative commenced in Kaura and Jema'a Local Government Areas of the state in November 2023, and has already empowered thousands of women through a holistic approach that integrates healthcare, agriculture, and economic empowerment. The impact of this project which is being measured across three broad categories, Access to Healthcare, Enhanced Agricultural Productivity, and Economic Empowerment & Skills Acquisition will be shared in more detail in the pages that follow.

Mayowa Adeagbo
Chief, Strategic Alliance and Growth /
Country Manager HE Nigeria



PARTNERS SINCE INCEPTION



5. HEAR FROM OUR BENEFICIARIES



"The advantage I have with myMedicines is that they come to me in the comfort of my home, if I have a busy schedule. Because they have a group of pharmacies together, they're able to find it wherever it is and get it to me"

-Dr. Tayo Adeniji



At the core of what myMedicines does is the empathy and humanity that is displayed in their service delivery. At some point, I got a prescription from my Gynaecologist at the Teaching hospital and it was so difficult to source for that drug. I went to all the Pharmacies, I reached out to doctor friends but nobody could get it for me but guess who came through with the prescription in record time? myMedicines!

That prescription improved the quality of my life and they've been steadily supplying me the prescription since that time. Even when I was going to get off it, I informed them and they said it was because of me that the pharmacy supplying it was stocking it, and you know that blew my mind because that is showing humanity and empathy for your customers.

- Adejoke Ogunlewe



"When there's a need to get drugs especially when they are rare drugs, myMedicines makes it easy, because they have the right source for such drugs and they get it delivered on time."

-Dr Oladunjoye



"myMedicines is a life saver!"

- Mrs Awuneba Ajumogobia

HEAR FROM OUR BENEFICIARIES



"Never has myMedicines failed me. I just call them and they find whatever medication I seek. 247... myMedicines always comes through"

- Dr Kelechi Okoro



"myMedicines helped us contact a pharmacy and get the drugs needed for an emergency in record time, this made our work much easier to carry out."

- Dr Nonso Egemba (Aproko Doctor)



"Delighted with the amazing service provided by myMedicines Professional, excellent & prompt feedback. Even had a call from their Pharmacist to advise on possible drug interactions etc!! Keep up the great work."

- Mrs Eziefa Obuseh



"myMedicines' dispatch rider got supplies through to my mum during the EndSars protest in 2020. We will never forget that."

- Tunji Adegbesan



"Thank you very much myMedicines for getting medicines across to my Father in record time. I have recommended your service to my friends, they'll be in touch. Please keep up the good work. We're proud of what you and your team are doing. God bless you."

- Ngozika Oguekewe

HEAR FROM OUR BENEFICIARIES



"Thank you myMedicines for your efficient and very helpful service. You've saved me a lot of time, fuel and effort that it would have taken to find this medicines myself.

Definitely recommended to my family and friends."

- Ogedi Onyeama



"I use @my_medicines so much to send medicines to my elderly relatives even during the Covid-19 pandemic, and they always come through!"

- Makuo Muobike



"Thank you @my-medicines for using your vast network of pharmacies to find a rare drug that I needed within minutes. I searched all the big pharmacies in Lekki and just one phone call to @my_medicines solved it."

- Gbolabo Adebakin



HEAR FROM OUR FULFILMENT PHARMACIES

I joined the myMedicines fulfilment program about 5 years ago and it's been great so far, myMedicines has helped me achieve my goals by helping me increase my inventory and think outside of the box and go the extra mile for my customers and in turn has helped me increase my revenue.

They surpassed my expectations because I went in as a minor player and has it is now, I get so much orders and basically what intrigues me is the processes, they are very meticulous about attention to details and go extra mile and that has helped me improved my customer service, my sourcing technique, been proactive and it has helped my customers and their clients as well.

**Pharm Chioma Adetuyi,
League Pharmacy, Lagos.**

We've been working myMedicines since they started 6 years ago, I think we are one of the initial pharmacy that joined the program. With myMedicines, we've been able to reach out to more people than we expected, that normally would in terms of cold chain and other products.

For example, my cousin needed some vaccines and I reached out to myMedicines and they were able to get it for him and when I checked it was the same product needed, I was glad I was able to reach my cousin.

Increased exposure and range is what we've gained from myMedicines

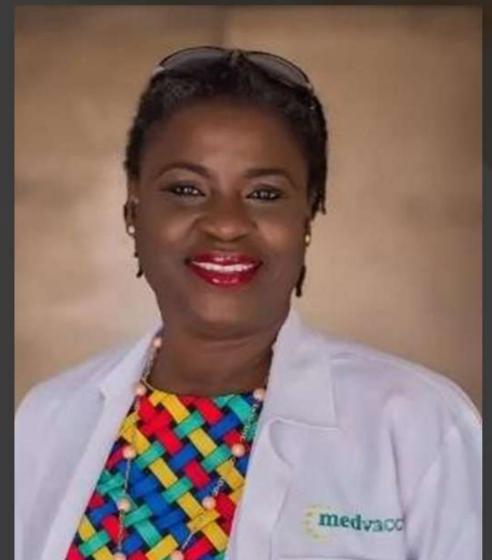
**Pharm Gbone Ilukwe
Medvacc Pharmacy, Lagos**

Okolowhite Pharmacy joined myMedicines about 5 years ago and since then it has been very wonderful.

Fulfilling the pharmaceutical needs of the patients is our priority and in achieving that priority, myMedicines has played a very good role in reaching the patients wherever they are and delivering quality products to them.

Our expectations when we joined the myMedicines network have been met to a very large extent because now we deliver medications all over and more important for us in the community practice of pharmacy; business has expanded and moreso, payment is prompt and on time.

**Pharm. Uche Okolocha
Okolowhite Pharmacy and Stores, Lagos**



MYPHARMACY GROWTHHUB BENEFICIARIES



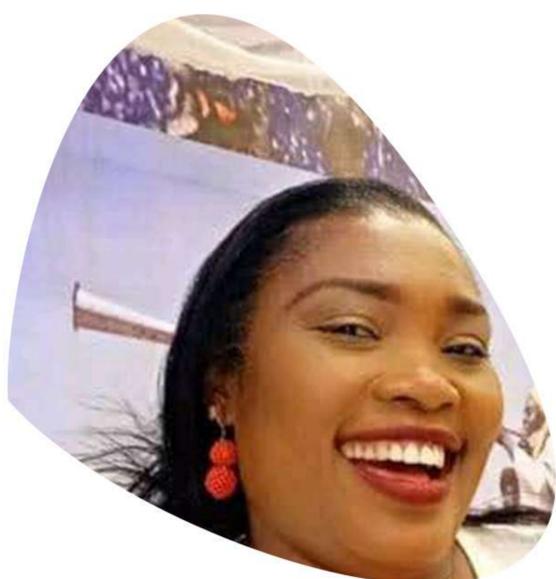
"Through the Business Accelerator Programme, we have improved the visibility of our pharmacy to a wider spectrum of clients. We now receive referral on a daily basis from clients we have built trust with. Based on what I learnt in the Specialization Track, I have also created a WhatsApp group for my clients, where I educate and address their questions as a group and as individuals."

Pharm Boniface Cyprian OKE
MD, Donastina Pharmacy & Stores Ltd, Ebonyi



"In the course of the myPharmacy Growth Hub Business Accelerator Programme, I moved from an employee pharmacist to an owner pharmacist. The trainings provided me an edge to incorporate what I've learned in setting up my business. We incorporated clinical services besides the usual drug dispensing and patient counselling. We have successfully initiated patient follow ups and I must say, so far, we are doing very well. The book reviews too have shone the light on numerous grey areas that I knew little about. Thank you very much Advantage Health Africa for the impactful mentorship and learning sessions."

Pharm Abba Khalid A
Manager, Sadeeq Pharmacy Ltd, Zaria



"The trainings especially the CRM Template and the community strategies have really helped me to make informed decisions in my "Access Programme". I have also been able to properly profile my estate community in such a way that I can add value to the community, generate database and make money. Thank you, Advantage Health Africa and myPharmacy".

Pharm Ellen Cassidy
MD, Cass Care Pharmacy, Abuja

MYPHARMACY GROWTHHUB BENEFICIARIES



"It was a tough one but very interesting and eye opening. So much was sowed in our brains, hearts and businesses, I can only imagine if this was to be paid for. There were drills, assignments, experience sharing, capacity building trainings on salient qualities and skills that can stand you out. We learnt about many relevant things that can improve our businesses and make us the 10-Star pharmacist. We shared experiences of best practices, how to keep good staff, how to handle toxic staff, how to grow your business and so many other positive how tos. Should such an opportunity arise again, I encourage everyone to join this dream team and make things happen excellently for you. Thanks so much, Pharm Adebakin and the AHA team."

Pharm Mnena Scholastica Lan
MD, VineShield Healthcare, Makurdi



The programme exceeded my expectations and I learnt fundamentally that the current size of my business should not stop me from thinking big about it. For me, I believe it's the foundation of all I've learnt so far. Most of what I have implemented now are things one would think is for "big" businesses alone (the SOPs, the CRM template, Disciplinary Policy, Performance Review, Organogram etc.) In addition to this, the programme was also an opportunity for me to assess and improve my managerial and leadership skills. Since I attended the programme, I have employed new staff, organized onboarding sessions, conducted staff performance reviews, organized staff training and had to even discipline an employee for gross misconduct. The structure that I have begun to put in place made this easy.

My pharmacy now has Standard Operating Procedures and Disciplinary Policy documents. My staff are aware of these and are adjusting accordingly. We now have training sessions for staff members. I have also become more firm in my leadership ability and productivity has improved.

Pharm Esther Oluwabunmi Samuel
Zagbayi Pharmacy, Kaduna



When I joined the structure coaching track of the myPharmacy Growth Hub, I realized that my business had no structure at all and I realized what I wasn't doing right.

The Standard Operating Procedures and Job Description templates shared by the programme team were also very helpful. I have now communicated the goals and vision of the pharmacy to all staff, there are clear reporting lines and everyone now knows what they ought to do per time. Employees are also getting used to sending daily and weekly reports. I'm glad that we have started doing the right things, even though we still have a long way to go.

Thank you so much, myPharmacy Growth Hub.

Pharm Oraibi Jamabo
Clarks Pharmacy, Port Harcourt

MYPHARMACY GROWTHHUB BENEFICIARIES



"As a pharmacy manager, my greatest challenge has always been, attaining and achieving a well-established system, whereby, I won't have to be involved directly in every aspect of the pharmacy. Then, the solution came, myPharmacy introduced coaching classes for pharmacy owners and managers. The classes exposed me to a better understanding of my work, it also helped me to put things in place so that I do not have to fear if I am available physically or not. Now, I am less stressed, and my team members have designated standards of operations and the pharmacy is being run smoothly and I understand that STRUCTURE is an integral part of any organization, and if the structure is not well understood or constructed, then all facets will be affected."

Mrs Adeola Kafayat Osinowo
Manager, AllDay Pharmacy and Stores



TEAM AHA WITH THE DEPUTY GOVERNOR OF KADUNA STATE, DR HADIZA BALARABE AT THE EWAH AFRO AWARDS 2024

HEAR FROM OUR KADUNA WEE BENEFICIARIES

"The project has really helped my income, in the sense that almost everyday, I sell one or two products. Even in my absence, when I come back from work, my children will say {mommy, they bought this, see the money for this} so I am really happy"

-LOIS. S. SARKI (Community Health Entrepreneur)



"Two days after we completed our training, I was sleeping and my neighbour knocked on my door in the middle of the night, because their baby was vomiting and was also running high body temperature.

I was able to run a malaria test for the baby that night and I gave him Artemether tablets and paracetamol syrup to take that night.

Afterwards, I was able to introduce this program to my neighbour by telling her that I sell these drugs and I am now a community health entrepreneur and so from that day, people in my compound normally come to me to tell me to run tests for them and to also give them drugs to use"

HULDA JOSEPH (Community Health Entrepreneur)



We learnt so many things, they taught us how to plant inside sack, they taught us how to do nursery bed. We planted cabbage, beans, pepper, tomatoes.

At first, they taught us how to do things, before we didn't know how to do planting of tomatoes because sometimes, we don't have garden space. So now we have been taught that with this sack, we can do more and it will help us in our lives and create low cost for us to be buying. So, if we do it by ourselves, it is going to help us and our families and the community entirely.

-Baratu Benson (Vertical Sack Farming Beneficiary)



COMMENTS FROM OTHER STAKEHOLDERS

Advantage Health Africa has been instrumental in driving growth and success for our healthcare finance business. Their exceptional origination skills led to the successful origination of 11 loans across 11 pharmacies in 2024.

Their Growth Hub initiative has not only improved financial literacy among pharmacists but also enhanced their understanding of finance. This has empowered pharmacy owners to make informed decisions, leading to better financial management and sustainability. AHA's efforts have also facilitated capacity building, enabling pharmacies to expand their services and reach more customers. This cost-effective approach to loan origination has helped Tillit to optimize resources, reduce costs, and increase efficiency.

We value our collaboration with AHA and look forward to continuing our work together. Their expertise, dedication, and passion for healthcare finance have made a significant impact on our business and the pharmacies we serve.

Our Key Achievements with them in just 1 year of partnership include:

- Originated 11 loans across 11 pharmacies
- Improved financial literacy and understanding of finance among pharmacists
- Facilitated capacity building and cost-effective reach to pharmacies
- Empowered pharmacy owners to make informed financial decisions
- Contributed to the growth and sustainability of our healthcare finance business

Abayomi Sule
Founder, Paycient Finance (Tillit MSME Microservices)

Our partnership with Advantage Health Africa has had a significant and positive impact on our organization's goals, especially in the areas of pharmacy benefit and many others. There are several key areas where our partnership has truly excelled. The quality and timeliness of the support and resources they have provided have been invaluable. I would also like to commend the team for their proactive approach, clear communication, and willingness to go above and beyond to address our drug supply needs. Additionally, their flexibility and willingness to adapt to our evolving requirements have been a standout feature of our collaboration. This partnership has been extremely beneficial, and I am excited about the potential for even greater success as we continue to work together as their commitment to making this collaboration work is evident, and it's something we greatly appreciate.

Kelechi Amos
Provider Relationship/Case Manager
Kennedia HMO

Thank you so much to your team, for the timely, swift response and good customer service delivery and always being available at all times.

We appreciate you all, from getting the products to delivering without issues, please keep up the good work. God bless you guys.

Bertha Okechukwu,
Customer Service Supervisor,
Zurihealth.

6. AWARDS & RECOGNITIONS



Africa Women Innovation and Entrepreneurship (AWIEF) Award Finalist (2020)



Bayer Foundation Women Empowerment Awards (2021)



Google Black Founders' Fund (2021)



Making More Health Accelerator



Investing in Innovation Fund (2022)



Top 20 Africa's Business Heroes (2022)



Pharmaceutical Technology-Driven Distribution Company of the year 2023 by Nigerian Healthcare Excellence Awards



HealthTech Hub Africa Accelerator (2024)



She Wins Africa (by IFC) 2024



7. CORPORATE SOCIAL RESPONSIBILITY

At the heart of Advantage Health Africa's mission is our commitment to make an impact that extends beyond profit margins and create a meaningful and lasting difference in the lives of those we serve.

We have a robust Corporate Social Responsibility (CSR) strategy which focuses on improving the wellbeing and quality of lives of the people in communities around us as well as a targeted initiative to improve the practice of pharmacy both as a business and as a profession. With a steadfast dedication to fostering healthier communities and facilitating economic growth, our CSR projects have served as cornerstones for change.

Through comprehensive medical outreaches, we've extended vital healthcare services to diverse groups of people across the socioeconomic classes, ensuring access to essential health information and possibilities of preventive care.

Our commitment to the practice of pharmacy shines through the **Pharmacist Leadership Stimulant Program (PLSP)** where we provide young Pharmacists with training and skills to build a highly rewarding career or business as they desire and the **Retail Pharmacy Business Accelerator Programme** where we provide free training programs for pharmacy owners and managers to equip them with the knowledge, skills and tools necessary to thrive in today's evolving business landscape, bolstering the possibilities for sustained growth.

Pharmacist Leadership Stimulant Programme Impacts

640+

young Pharmacists trained.

95%

think the Quality of the program is excellent.

100%

have experienced positive major career changes since they participated in the training.

96%

of them are very likely to recommend the PLSP training to a friend or colleague.

91%

of them established new personal or professional connections and collaborations as a result of the training.

96%

of them have noticed sustained improvements in their skills, mindset, career trajectory and leadership abilities since they participated in the training.

95%

of them are very likely to take another free or paid training program organized by Advantage Health Africa.

HEAR FROM PLSP COHORT BENEFICIARIES



"I gained a lot of skills from the program, especially leadership and communication skills and even how to become employable. It also helped me to become more consistent and I made great connections via PLSP. I highly recommend this program to any young Pharmacist / pharmacy student as I'm sure it'll positively impact their lives."

Uyaiabasi Inyang
PLSP Cohort 5



"My experience with PLSP was truly eye-opening and invaluable. I gained so much insight into the world of pharmacy, leadership, and career development through online peer-based development, as well as valuable mentorship from professionals. I'm so grateful for the opportunity to participate in this program, and I'd highly recommend it to anyone looking to gain a competitive edge and a strong foundation for a successful career in pharmacy."

Akpus Adigizi Manuel



"The Pharmacists Leadership Stimulant Program (PLSP) with its integrated curriculum, offers value needed by young pharmacists for career progression and development. The program plays host to highly experienced mentors with remarkable achievements in the pharma sector and beyond, who are always more than willing to share their wealth of knowledge with participants. I'm proud to be a PLSP alum, and I recommend the PLSP to every forward-thinking young pharmacist out there."

David A. Adeyemo
Public Health Pharmacist (Gender and Environmental Risk Reduction Initiative)
PLSP Cohort 6

HEAR FROM PLSP COHORT BENEFICIARIES



"The program was Educative, Enlightening and an eye opener for young pharmacists to be the best pharmacists in any area of practice they choose to practice"

Oseni Bashiru Muhammed
Pharmacist at State Hospital Ogbomoso (SHO) OYO State



"I had the privilege of participating in the Pharmacists Leadership Stimulation Program (PLSP) during my final year of pharmacy studies, and I can confidently say that it was a game-changer for me. This program not only expanded my knowledge and skills but also provided invaluable insights that reach far beyond the confines of the classroom.

Among programs we engaged in, the webinars conducted as part of PLSP were nothing short of enlightening. We were fortunate to have distinguished speakers and mentors who shared their wisdom on essential aspects of life such as leadership, collaboration, and personal branding... The perspectives offered during these sessions were not only enriching but also practical, providing a roadmap for success in both our professional and personal lives. It's not just about acquiring knowledge but about understanding how to apply that knowledge in the real world.

The program has better established a clarified sense of purpose, drive to make a positive impact in my future endeavors, a deeper sense of collaboration, thinking outside the box and the intrinsic drive of self-determination.

I am immensely grateful for the opportunity to participate in PLSP. It has been a journey of growth, enlightenment, and self-discovery. I wholeheartedly recommend this program to every final year pharmacy student seeking not just academic excellence but a holistic preparation for the challenges and opportunities that lie ahead."

Onyehalu Jennifer Chinaechem

HEAR FROM PLSP COHORT BENEFICIARIES



"The PLSP is primarily a mindset shift. It takes you from a threadbare perspective of the Pharmacy profession to a perspective in which you're fully aware of the wealth of opportunities around you, equips you with the necessary skills to leverage said opportunities, while also stimulating you to reach for them despite whatever difficulties; which are simply an invitation to distinguish yourself.

There is absolutely nothing that is impossible to a man whose passion for something is fiery, the PLSP has ignited that fire, and the transformation is almost palpable. It was indeed an enriching experience, providing not only knowledge but also fostering a mindset of continuous improvement."

Thomas Nelson.

Pharmacist, Healthcare Data analyst at Lily Pharmacy and Stores



"I had a great experience in the Pharmacists Leadership Stimulant Programme (PLSP). It was a great opportunity to learn from great mentors, gain insights on career opportunities in pharmacy and build strategic relationships. Thank you, Advantage Health Africa, for creating this initiative. I invite every young pharmacist to be a part of the PLSP."

Taiwo Olawehinmi

**Brand & Operations Executive, myPharmacy
PLSP Cohort 2**



"I always acknowledge the PLSP as a vital point in my professional journey for what it offered me. For young pharmacists, a lot of attention is usually paid to the hard skills with only little investments in the soft skills component. The PLSP corrects this. The modular courses, the peer discussions and mentorship sessions allow a glimpse into the reality and possibilities of work for young pharmacists. I absolutely recommend the program."

Joba Ojelabi,

**Corporate Communications Specialist.
PLSP Cohort 3**



ABIMBOLA ADEBAKIN SPEAKING AT SOCIAL INNOVATION DAYS ORGANIZED BY BAYER FOUNDATION IN 2024

8. CONCLUSION

It is indeed humbling to reflect on the transformative journey undertaken by Advantage Health Africa over the past 7 years, a journey that has been intricately interwoven our core values of Audacity, Fulfilling Promises, Respect for self and others, Innovation, Collaboration and our Africa-wide vision with the United Nations Sustainable Development Goals 3, 8, 9, and 17. The reports you have seen on these pages do not just depict a straightforward success story, but they are a testament to the power of grit, resilience, innovation, collaboration, and social responsibility.

To our valued clients, at the heart of this impact report lies an expression of profound gratitude for your unwavering trust in Advantage Health Africa and its work. We acknowledge the pivotal role you play in our journey, your challenges have been our opportunities for innovation, and your evolving needs have fueled our commitment to excellence. We are honored to stand as your choice for your healthcare needs, dedicated to delivering not just products and services but tangible, positive transformations in the quality of your lives. This report encapsulates the milestones we've achieved together and serves as a testament to our unwavering commitment to surpassing expectations, pioneering breakthroughs, and continuously enhancing the value we bring to you. We look forward to the chapters ahead, where our service evolves, and our shared impact deepens, forging a future where you know that as long as Advantage Health Africa is, the healthcare needs of you and millions of others are covered. Thank you for entrusting us with the opportunity to contribute to your wellbeing and, more importantly, to the betterment of global health.

To our esteemed partners, your unwavering support has been the cornerstone of our achievements. Together, we have forged alliances that transcend traditional boundaries, amplifying our collective impact. We extend our deepest gratitude for your shared commitment

to pioneering change and fostering a healthier, more equitable world. This report shows the transformative potential that lies at the intersection of our strength and yours and together, we have demonstrated that corporate collaboration can be a powerful force for good, transcending competitive boundaries to address global health challenges collaboratively.

To all our gracious investors, grant funders and accelerator programs, your trust in our vision has been the catalyst for innovation and progress. Your investment in our initiatives has not only yielded measurable impact but has fueled our determination to push the boundaries of what is possible. You have infused our journey with energy and purpose, provided insights, opened up co-creation opportunities to collaborate with other industry experts with whom we collectively navigate the dynamic health tech ecosystem, celebrate our shared achievements and venture into the boundless possibilities that lie ahead. Your belief in our mission has provided us with profound strength as the wind beneath our wings, propelling us to new heights in our pursuit of meaningful change.

To our regulators and agencies shaping the health tech landscape, your guidance has been instrumental in navigating the complex terrain of compliance and ethical standards. We stand committed to maintaining the highest standards of integrity and transparency, ensuring that our innovations contribute positively to the broader healthcare ecosystem.

To our colleagues within the industry, your resilience, creativity, and collaborative spirit are the driving forces behind the groundbreaking solutions detailed in these pages. This report stands as a tribute to the collective brilliance that emerges when diverse talents converge with a shared purpose—to revolutionize healthcare for the betterment of humanity.

In essence, this conclusion is not a final chapter

CONCLUSION

but a prelude to a future where our social enterprise continues to evolve, innovate, and lead by example. As we share this impact report with you, we extend an invitation to join us in shaping the next chapter of our collective journey—one that is defined by even greater impact, deeper collaboration, and a shared commitment to building a healthier, more equitable world.

Together, let us stride confidently into the future, guided by the principles of sustainable development, unwavering in our commitment to making a lasting difference—one medicine, one life, one pharmacy, one partnership, and one groundbreaking innovation at a time.



ABIMBOLA ADEBAKIN AT THE KADUNA WEE PROJECT STAKEHOLDERS MEETING HELD IN ABUJA IN 2024



info@advantagehealthafrica.com



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