

— CASE STUDY

Transforming cancer care in Côte d'Ivoire



Executive Summary

BACKGROUND

Impact Hub Abidjan, part of the global Impact Hub Network, fosters ecosystem collaborations to drive systemic change. In 2021, the programme Innov'Keneya was launched to address the challenges in Côte d'Ivoire's cancer care ecosystem. The initiative sponsored by Roche fosters collaboration among 50 key stakeholders, including government agencies, healthcare professionals, NGOs, entrepreneurs, and corporates, to develop innovative solutions for cancer patient care.

APPROACH

Our methodology involves building and nurturing a network of businesses, organisations, and resources that drive inclusive, sustainable innovation. This process starts by identifying a specific issue, then engaging a diverse coalition of actors to collaboratively address root causes and develop innovative solutions. Through co-creation, innovation, and connection, Innov'Keneya has developed new digital solutions and enhanced collaboration among healthcare stakeholders.

CHALLENGE

Ivory Coast faces three main cancer challenges: raising awareness hindered by socio-cultural factors and low literacy, limited diagnostic and treatment resources with high costs and insufficient infrastructure, and the high treatment costs due to fragmented healthcare, straining rural patients and leaving care gaps.

RESULTS

A suite of innovations is now transforming cancer care in Côte d'Ivoire—including a platform for early triage of cancer signs, a telepathology solution powered by artificial intelligence, a blockchain-secured cancer fund, and standardised protocols for patient care. Innov'Keneya was also recognised with the "Africa CSR Health & Impact" award for its transformative impact on cancer care in Côte d'Ivoire

KEY PARTNERS

- Roche
- The Cancer Control Program, National Coordination of ICT for Health, National Health Insurance Fund
- University Hospital Center of Treichville, the Alassane Ouattara National Center of Oncology and Radiotherapy, and the Mother-Child Hospital of Bingerville
- Wilic International, Shunamites, Aline, Soletterre, Hope Life, AEC, JHPiego
- Maisoin, Mousso Santé
- National Health Insurance Fund, Lalla Salma Foundation, NSIA
- MTN, Orange, Novartis



Challenges

Three baseline challenges have been identified across the entire cancer patient journey, serving as the foundation for Innov'Keneya's solution-design process.

Awareness & communication

Socio-cultural barriers, low literacy, and language limitations, especially in rural areas, make campaigns in French ineffective. Many people prefer traditional medicine, fostering pessimism toward prevention and treatment. Information is often inaccessible, and health workers lack training to spread awareness effectively. Additionally, financial constraints limit NGOs' reach, and poor promotion of discount programmes, like Roche's Access Programme and low-cost mammograms at UHC Treichville, restricts patient access.

Diagnostic & treatment limitations

High diagnostic costs, especially for rural patients traveling to Abidjan, and limited diagnostic facilities hinder access to care. Shortages in trained oncologists and poor coordination between labs and specialists cause long delays and fragmented diagnoses, leading to poor outcomes and low early detection rates.

High treatment costs & resource gaps

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OUR APPROACH

Co-Creation

Innov'Keneya provides its partners with the opportunity to co-design innovative solutions that can have a major, lasting impact on various stages of the cancer patient journey. The solution-design process is conducted in a collaborative environment, bringing together influential actors from the healthcare ecosystem to discuss, exchange ideas, and co-create solutions to cancer-related, patient-centric challenges. By pooling insights from diverse stakeholders, Innov'Keneya ensures that the solutions developed are comprehensive and address real-world needs in the fight against cancer.

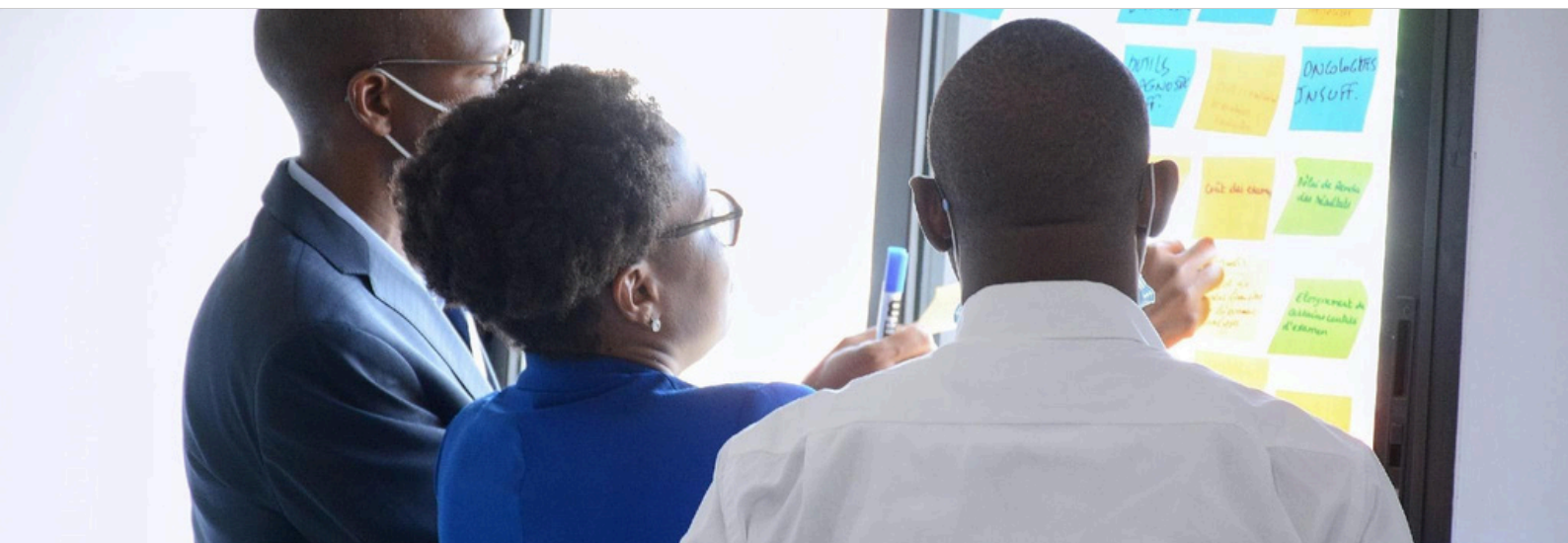
Innovation

At the heart of Innov'Keneya is a focus on fostering innovation within the cancer care ecosystem through capability building. The programme enables partners to enhance their innovation skills through hands-on, experiential learning in design thinking and agile frameworks. The innovation journey begins with mapping out complex challenges and moves through stages of co-experimentation, including defining challenges, ideation, prototyping, and market testing. Each step of this process is supported by a team of experienced design thinking and innovation experts, ensuring partners are well-equipped to develop and test disruptive solutions that address pressing healthcare challenges.

Connection

Innov'Keneya also serves as a platform for building new networks and a community of healthcare innovators in Côte d'Ivoire. The programme not only strengthens existing relationships within the healthcare ecosystem but also fosters the creation of new, disruptive partnerships. These connections have the potential to redefine the healthcare landscape, paving the way for future collaborations and continued innovation in cancer care.





Outcomes of the partnership

- Collaborators have the privilege of being integral to an open innovation process that aims to transform the healthcare system in Côte d'Ivoire, a rare opportunity to directly contribute to systemic change.
- The programme, fully sponsored by Roche, provides participants with the chance to enhance their ability to innovate and tackle complex healthcare challenges without financial barriers.
- Through the programme's hands-on, experiential learning approach, partners gained deep insights into human-centred innovation, particularly in design thinking, equipping them with practical skills to address critical health issues.
- They also received coaching from international experts in solution design and innovation, further enriching their professional development.

Results

Innovative digital health solutions

A suite of innovations is now transforming cancer care in Côte d'Ivoire—including a platform for early triage of cancer signs, a telepathology solution powered by artificial intelligence, a blockchain-secured cancer fund, and standardised protocols for patient care.

Africa CSR Health & Impact Award

Innov'Keneya was honoured with the prestigious "Africa CSR Health & Impact" award in the "Digital & Innovation" category. The programme's 35 employees developed groundbreaking digital solutions designed to enhance the country's capacity in the fight against cancer. These innovations, praised for their creativity and transformative impact, captured the attention of the judges at the Africa CSR Health & Impact awards.

Partner quotes

We have been introduced to innovation and design thinking tools that I had never heard of before. This program is a great opportunity to learn new tools and apply them with colleagues and partners.

Chief of the Pediatric Oncology Unit, Mother-Child Hospital of Bingerville

Innov'Keneya presents itself as a long-awaited opportunity to not only unite the ecosystem as a whole, but also to co-create innovative solutions for the better care of cancer patients. This initiative challenges the status quo and promises to leave a positive and lasting impact within the ecosystem.

Director of the Cancer Control Program & Chief of the Oncology Unit at the UHC of Treichville

Through Innov'Keneya, we learned new ways of working. The innovation and design thinking tools taught during the workshops were very beneficial to us. We already talked to other actors in the ecosystem to see how we could apply these tools in our activities.

Project Coordinator of the NGO Hope Life

Innov'Keneya allows us today to listen and be more attentive to what is happening in the ecosystem. It has allowed us to understand how we could better support patients and healthcare professionals through our startup, MaiSoin.

Cofounder of Maisoin



Thank you!



Inspired by the work we do?
Get in touch with us to start your
journey toward making an impact!