



# Med25

## Funding Quality Health Care through Social Enterprise

VillageReach’s Med25 program helps communities develop income-generating businesses that support health care through their profits. This model effectively increases access to quality health care in remote and rural communities without long-term dependence on international aid. The Med25 name is derived from Article 25 of the Universal Declaration of Human Rights, which states *everyone has a right to a standard of living adequate for their health and well-being*.

### Med25 Case Study: Mbita

#### *A Community Transformed*

**The Challenge:** Mbita, Kenya is a rural community of 118,000 with limited economic opportunity. Access to quality health care is also inadequate. Existing health projects were forced to close as donor support ended, intensifying the critical shortage of health care in the community.

**The Solution:** The Med25 initiative was first launched in Mbita through a comprehensive community-engagement process. It brought partner organizations and more than 400 community members together to identify needs and potential business models. Based on Med25’s in-depth analysis, the community identified several viable income-generating businesses that also serve a vital social need. Investment partners provided funds for initial capital expenses. Together with partners, Med25 established a mortuary, a clean water program, and a transportation business that today generate enough revenue to provide over 1,800 patients monthly with subsidized health care. These businesses also provide clean water, electricity, and job opportunities for many in the community, increasing the social benefit. Through Med25, the health clinic offers extensive laboratory services, improving quality of care for other facilities in the region as well.

**Within two years, the Med25 health facility reached 100% sustainability through local businesses.**

### How It Works

The success of Med25 depends on the close collaboration of local communities, governments, other nonprofit organizations and the private sector. VillageReach leads these partners through a proven approach, ensuring clear communication and accountability among all stakeholders – from idea to impact. Through this process, we establish local, sustainable businesses that provide a social good and support health care services.



# Benefits

## ① Improves Access to Quality Health Care

Additional resources from businesses developed through Med25 provide health workers with the support and essential medicines needed to provide quality care. Health facilities are better able to serve the communities that depend on them.

## ② Supports Economic Development

Med25's dual approach to subsidizing high quality health care through income-generating businesses brings immediate and long-term economic benefit to the community. New health care services and businesses create jobs and contribute to the overall health and productivity of the community.

## ③ Enhances Community Capacity

Skills and experience gained through working with Med25 increase the capacity of the community to meet needs both inside and outside the health system. Improvements to health facilities and the establishment of community-based businesses create lasting infrastructure, also contributing to long-term benefits and impact.

## ④ Strengthens Community Leadership

The local community is actively engaged throughout the process of establishing Med25, creating many opportunities for leadership. Through community meetings and surveys, community residents play a vital role in identifying health service needs and businesses, and advising on implementation and logistics. An advisory board is established to encourage and sustain strong community connections and leadership.



## Med25 – Start the Conversation

VillageReach is working to extend the reach and impact of Med25, building on existing partnerships with local communities, governments, nonprofit organizations, and the private sector to adapt and scale Med25 in more communities of need. We are actively looking to engage potential implementing and funding partners to further explore where Med25 could have the greatest impact.

For more information OR

To recommend potential locations for Med25:

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VillageReach is a non-profit global health organization that develops innovations to address critical health system challenges in low-resource environments, with an emphasis on strengthening the “last mile” of health care delivery. VillageReach staff and programs are located in multiple countries throughout sub-Saharan Africa including Benin, the Democratic Republic of Congo (DRC), Malawi, Mozambique, South Africa and Tanzania.

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Starting at the Last Mile

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