

The Kenya healthcare financial diaries



Activities

- Fieldwork: July 2025 to November 2026
- Screening of households which the 300 sample will be selected is underway
- Bi-weekly data collection over 12 months starting November 2025
- Key stakeholder engagement at critical junctures of the study
- Periodic reports, analyses, communication events

FSD Kenya in collaboration with Ekko Insights Ltd and Georgetown University (gui²de) is undertaking a Healthcare financial diaries research targeting approximately 300 households in six regions in Kenya. The study will take approximately 2.5 years.

Objectives

- Generate deep insights into ordinary people's health needs, healthcare seeking behaviour and financing;
- Increase empathy for the realities ordinary people face in their care experiences, the drivers of foregone care, and the extent and consequences of out-of-pocket health expenditures;
- Translate insights into practical implications for policy and financial solutions that speak to the needs of different population segments, including women;
- Demonstrate the ways in which health policies and solutions, financial services and digital technology are affecting the dynamics of healthcare supply and demand as well as health outcomes;
- Provide insights on how Kenyans, especially women, use financial tools and how improved offerings might better support their livelihoods, empowerment, and access to basic services (e.g. healthcare);
- Provide evidence to build political will for health sector reforms and facilitate innovation in health financial solutions

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