



## CASE STUDY

We introduced Pharmacy Home Delivery for St. Bakhita Health Centre, we branded the service, simplified communication, and helped structure it to feel like a “health benefit” — not just a delivery. It positioned them as more responsive to working families and elderly patients



By: Curation Studios



# Introduction

## **Challenge:**

St. Bakhita Hospital needed new ways to grow revenue while serving its local community better. The in-house pharmacy had untapped potential—many patients missed refills or stopped/changed medication due to mobility challenges, lack of awareness, or time constraints.

## **Curation Studio's Strategy-First Branding Solution**

We approached this not just as a communications challenge, but as a revenue opportunity with a social purpose. Our goal: design a branded ecosystem that connects St. Bakhita's medical services to patients' homes, builds trust, and drives consistent income. We identified 3 areas our branding & communication could help:

- 1. Branded Home Delivery Program**
- 2. WhatsApp Ordering System**
- 3. Community Awareness Campaigns**

# MEDICAL HOME DELIVERY PROGRAM

 | Branding Strategy



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We reimagined the hospital's pharmacy as a **mobile service**, starting with a branded **delivery motorbike**, effectively turning it into a moving **advertisement, extra revenue stream** and **service point**.

### **Strategic Wins:**

1. Clear hospital branding on the bike built visibility and trust.
2. Trained delivery staff reinforced professionalism at the doorstep.
3. Future-proofed the model with potential for branded delivery vans and expanded logistics.

**Result:** An increase in community confidence and over **100** doorstep orders in the **first 60 days** alone.







# WHATSAPP

## ORDERING SYSTEM



Communication Strategy

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## 2. WhatsApp-First Ordering System

To simplify operations and scale access, we created a tiered WhatsApp communication funnel:

### System Design:

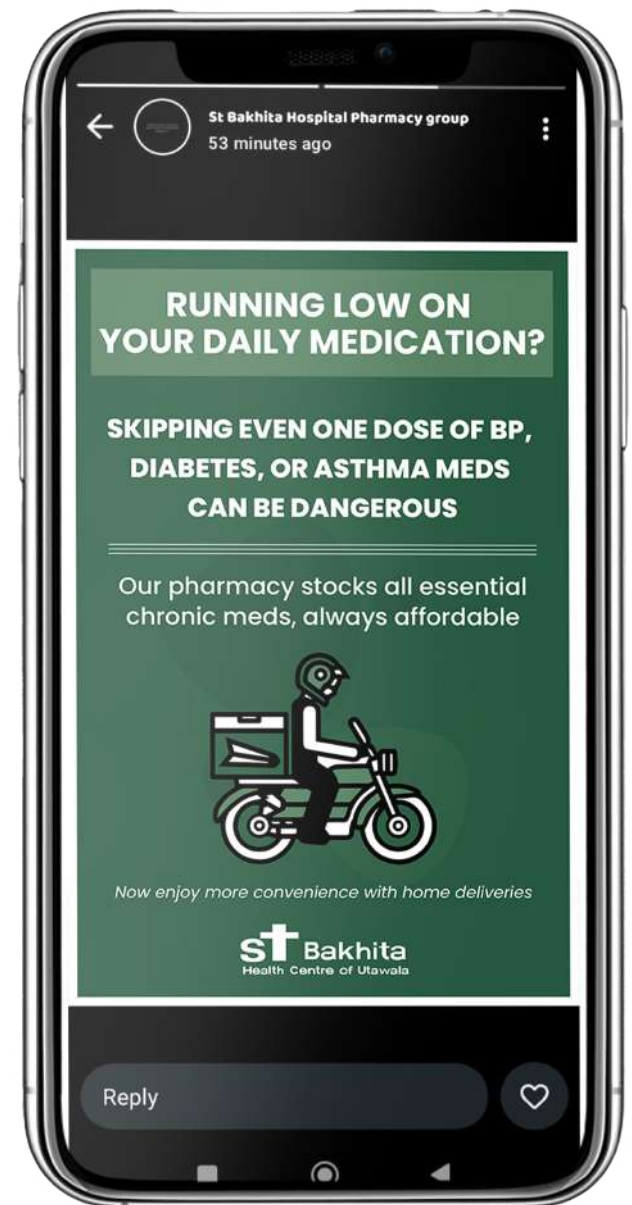
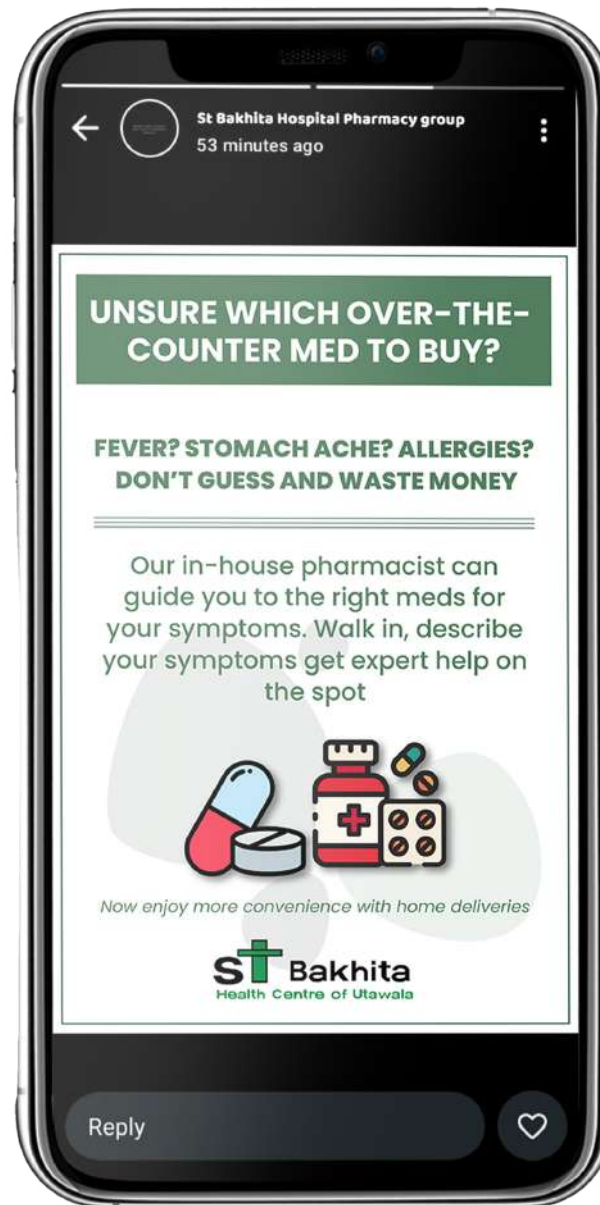
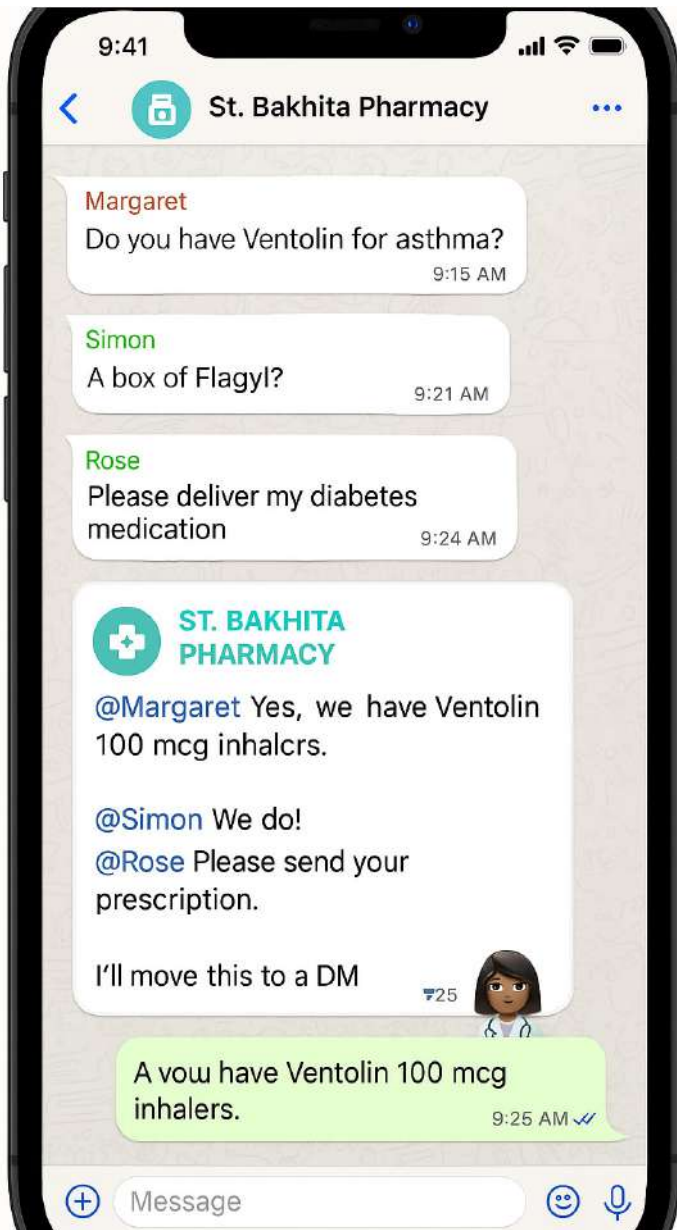
- A general pharmacy delivery WhatsApp group where all interested patients were added.
- Daily prompts posted by the hospital (*branded templates designed by us*).
- The pharmacist on duty picked up individual orders from the group and moved conversations to DM.
- Patients received branded order guides, payment templates, and FAQs to make the process smooth.



**Result:** Zero confusion, fast turnaround, and increased patient retention.



**Branding** layered into every message—from PDF headers to emoji use—reinforced trust and consistency."





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# AWARENESS CAMPAIGN



**Branding And  
Content Design**

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Instead of pushing for sales, we focused on trust and health education through content designed for everyday platforms like WhatsApp, Facebook, and posters.

**Content We Created:**

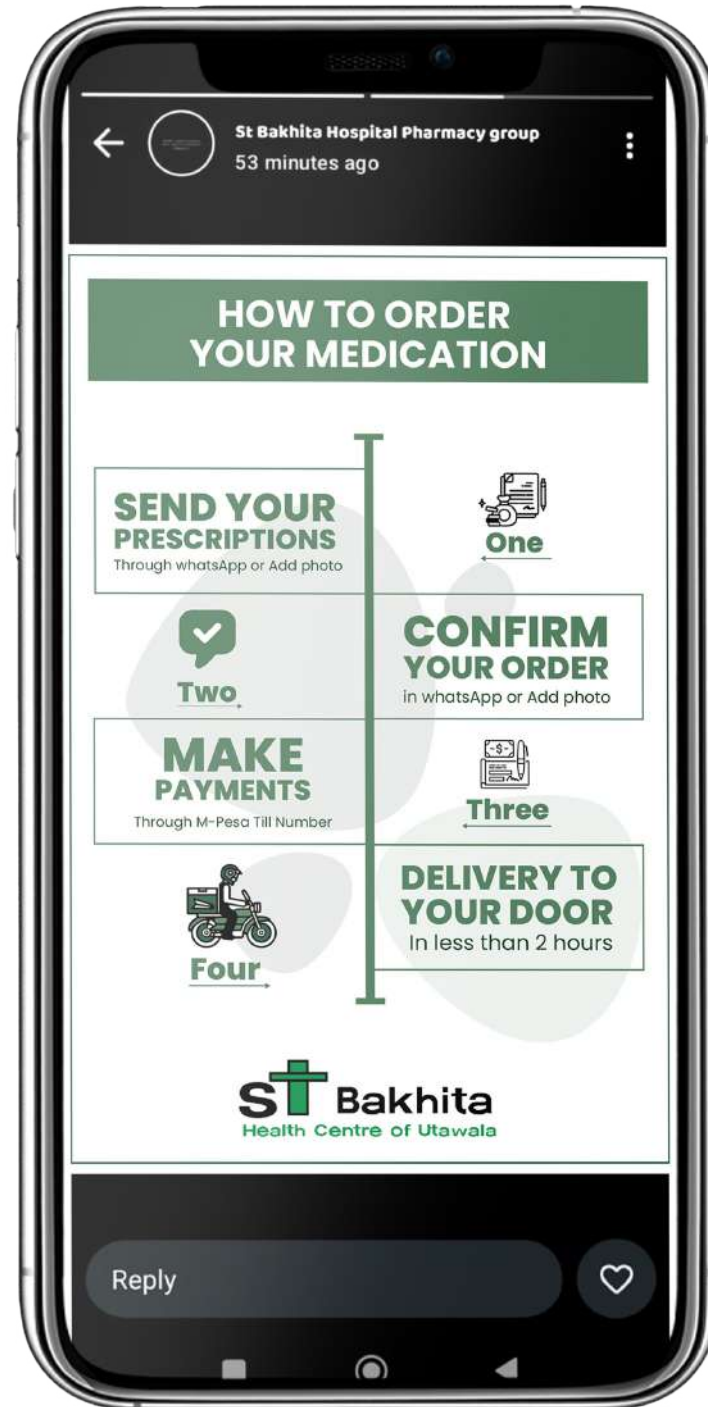
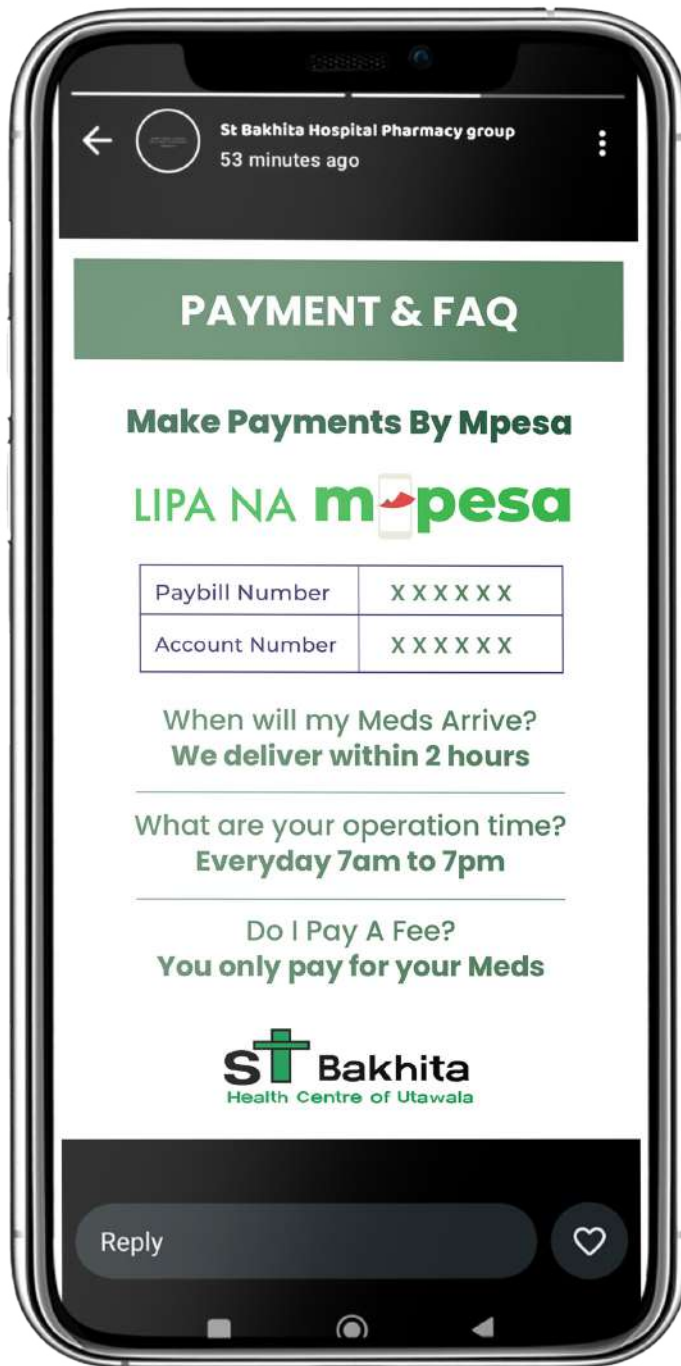
“Here’s how to order your meds this month” (Monthly delivery schedule templates)

“What to expect when you order meds from St. Bakhita” (Step-by-step guides)

“Don’t skip your BP meds” (Preventive health content)

Each piece was custom-branded, simple, and built around local behavior—easy to forward, pin on notice boards, or discuss in community groups.

**Result:** The campaign reduced medicine default rates and strengthened St. Bakhita’s image as a dependable health partner and created a new revenue stream for the hospital







### UNSURE WHICH OVER- THE-COUNTER MED TO BUY?

**FEVER? STOMACH ACHE? ALLERGIES?  
DON'T GUESS AND WASTE MONEY**

Our in-house pharmacist can guide you  
to the right meds for your symptoms  
Walk in, describe your symptoms get  
expert help on the spot



**st Bakhita**  
Health Centre of Uttara

Get In Touch  +254713182945

### RUNNING LOW ON YOUR DAILY MEDICATION?

**SKIPPING EVEN ONE DOSE OF BP, DIABETES,  
OR ASTHMA MEDS CAN BE DANGEROUS**

*Now enjoy more convenience with home deliveries*

Our pharmacy stocks all essential  
chronic meds, always affordable



**st Bakhita**  
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# IMPACT

## **The Bigger Impact**

+35% increase in pharmacy revenue in 60 days  
100+ homes served, many with repeat orders

Greater reach to the elderly and patients with chronic illness

**A** branded process now ready for scale across multiple hospitals or clinics



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## Why It Matters

At Curation Studio, we build systems that make money and change lives, our tools of choice

This is branding with purpose and performance. From logos to logistics, we position your institution for sustainable growth.

## Let's Explore Together

We'd love to propose a simple roadmap for your hospital. Let's talk.





# Thank You

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