



COMMUNIQUÉ FROM 2025 PSHAN ANNUAL CONFERENCE IN COLLABORATION WITH WHX LAGOS

Private Sector Health Alliance of Nigeria (PSHAN), in collaboration with World Health Expo (WHX) Lagos, hosted its 2025 Annual Conference under the theme **“The Creative Catalyst: Driving Sustainable Healthcare Solutions in West Africa.”**

Held on Monday, June 2, 2025, at Landmark Centre in Lagos, the conference convened a cross-section of creative industry leaders, policymakers, government representatives, donor agencies, development partners, and members of civil society. The conference served as a platform to explore how creativity, technology, and cross-sector collaboration can drive sustainable healthcare solutions in West Africa.

Key Highlights

1. Opening Remarks – A Call to Collaboration

Mrs. Zouera Youssoufou, MD/CEO of Aliko Dangote Foundation and Chair of the Conference, emphasized the vital role of private sector collaboration in driving systemic health reforms. She highlighted the impact of PSHAN’s Adopt-A-Healthcare Facility Programme (ADHFP), which aims to transform one primary healthcare facility in every local government across Nigeria into a model centre of care.

2. Keynote Address – Leapfrogging Healthcare Through AI

Mr. Fred Swaniker, Founder and CEO of Sand Technologies, delivered a compelling keynote titled “Reimagining African Healthcare in the Age of AI.” He spotlighted Africa’s alarming doctor-to-patient ratios—1:9,000 in Nigeria; 1:66,000 in South-Sudan; and 1:300 in high income regions (US/Europe). He further introduced a bold idea where AI-enabled tools could bridge this gap. Mr. Swaniker also showcased innovations such as AI-assisted diagnostics, portable MRI devices, and real-time data systems like the National Health Intelligence Centre. He stressed that technology, while critical, must be paired with storytelling and cultural relevance to drive adoption and trust.



3. Creative Industry as a Vehicle for Health Investment

Moderated by Mr. Amana Agu, Creative Industry Expert, the panel session themed “Creative Innovation for Sustainable Healthcare: Lessons from the Creative Industry” brought together leading voices from across the creative and health sectors. Panelists included Mr. Segun Arinze, Veteran Nollywood Actor/Producer; Ms. Iretiola Doyle, Veteran Nollywood Actor/Producer; Dr. Kaffy Shafau, CEO/Creative Director, Kaffy Kreative Agency; Mr. Abuchi Peter Ugwu, CEO, Chocolate City Music and Co-Founder, Bean Creative IMC; and Dr. Egemba Chinonso Fidelis (Aproko Doctor), Medical Doctor and Storyteller.

Discussions explored the role of storytelling, music, dance, and media in transforming public health narratives, shifting cultural perceptions, and increasing community engagement with health interventions. Panelists emphasized the emotional and cultural resonance of creative expressions, and how these tools can be harnessed to drive awareness, promote behavioral change, and mobilize public and private investment in Nigeria’s healthcare system.

4. Masterclass Session I – Women’s Health and Multi-Sector Innovation

Dr. Kemi DaSilva-Ibru, Consultant, Obstetrics & Gynecology; Founder, WARIF, led an insightful masterclass on “Reimagining Women’s Health: The Role of Multi-Sector Collaboration in Transforming Healthcare Delivery”. She presented staggering statistics on maternal mortality and gender-based violence, advocating for a multi-sector response that includes survivor-centered care, creative media advocacy, and the training of community gatekeepers to shift societal norms from the ground up

5. Masterclass Session II – Storytelling as a Catalyst for Systems Change

Mr. Amaechi Okobi, Chief Brand & Communications Officer at Access Corporation in his masterclass session titled “Storytelling as a Catalyst for Healthcare Transformation”, urged healthcare leaders, practitioners, and advocates to leverage storytelling to humanize care, build empathy, shift public perception, and drive behavioural change. Drawing from global case studies including digital campaigns, community radio dramas, and grassroots video content; Mr. Okobi outlined how effective health narratives can demystify complex medical issues, influence funding decisions, and mobilize communities toward action.





Recommendations

- 1. Mainstream storytelling and creative engagement** in public health communication strategies to increase awareness, trust, and behavioural change.
- 2. Expand public-private integrations** to support and scale primary healthcare delivery, especially through initiatives like the ADHFP.
- 3. Strengthen health workforce capacity** by exploring digital health tools, AI-assisted diagnostics, and community health worker training models.
- 4. Mobilise private sector investment** in healthcare by demonstrating impact potential and return through health-focused creative campaigns.
- 5. Encourage legislative support** and budgetary allocations for innovations in health technology, maternal health, and youth engagement.
- 6. Enhance donor coordination and support** for integrated advocacy programmes that leverage both data and culture to drive outcomes.

Acknowledgements

PSHAN extends its sincere appreciation to all esteemed speakers, partners, and delegates who contributed their expertise, experience, and voice to the success of this conference. Special thanks to our conference partner World Health Expo (WHX) Lagos, our distinguished guests from the Lagos State Ministry of Health, and all public and private stakeholders in attendance.

The 2025 PSHAN Annual Conference reaffirmed a shared vision: that sustainable healthcare in West Africa requires not only strong systems but also bold ideas, collaborative action, and stories that inspire.



