



Private Sector
Health Alliance of
Nigeria



PSHAN ANNUAL REPORT

20
25

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ABOUT PSHAN

The Private Sector Health Alliance of Nigeria (PSHAN) is a non-profit organisation that mobilises private sector resources, expertise, and leadership to complement government efforts, partners and implementers in improving health outcomes in Nigeria. PSHAN has built strong expertise in designing and supporting innovative partnerships and financing mechanisms that directly address critical gaps in maternal, newborn, and child healthcare systems.



OUR MISSION

To be the go-to business-led platform that mobilises resources and capabilities and leverages them to improve Nigeria's healthcare system.



OUR VISION

A Nigeria where everyone has equitable access to quality and affordable healthcare and wellness.



OUR VALUES

EXCELLENCE

We strive to perform at the highest possible level in the design and delivery of healthcare initiatives.

PASSION

We are driven by the vision of a Nigeria where all citizens have equitable access to quality and affordable healthcare.

INTEGRITY

We uphold integrity as a core organisational value and are committed to transparency, accountability, and ethical conduct in all our engagements.

CARE

We genuinely care about our people, our partners, and the communities we serve.



GOALS

- An enabler of high-impact public-private partnerships for improved health outcomes.
- A mobiliser of citizens' actions to improve public healthcare delivery.
- A catalyst for repurposing, reskilling, and re-engineering health sector value chains for better outcomes.
- The go-to knowledge repository for best practices in health philanthropy, health practices in the workplace, and public-private partnerships in healthcare.

CHAIRMAN'S REMARK



Mr. Jim Ovia, CFR
Board Chairman, PSHAN

The year 2025 presented significant challenges for Nigeria's health sector, marked by the withdrawal of major foreign donors, including USAID, and the continued impact of "medical brain drain" as Nigerian healthcare professionals were increasingly recruited by foreign countries. These developments placed additional strain on an already stretched system and underscored the urgent need for more resilient, locally driven solutions.

These challenges also reinforced the importance of private-sector leadership in strengthening health systems. With reduced external funding and rising demand, collaboration and innovation became even more critical to sustaining progress and ensuring continuity of care across communities.

In response, at the Private Sector Health Alliance of Nigeria (PSHAN), we intensified our focus on strategic partnerships and policy-aligned collaborations that support stronger health systems. By working closely with government and key stakeholders, PSHAN helped advance conversations that enabled private-sector participation in health reforms and promote sustainable, locally driven solutions.

Primary Healthcare Centres (PHCs) remain the foundation of healthcare delivery for families and communities across Nigeria. In 2025, through the Adopt-A-Healthcare Facility Programme (ADHFP), we worked closely with our members and partners to upgrade PHCs in several communities, improve infrastructure and run capacity-building trainings to ensure quality healthcare is accessible where it matters most.

The work of strengthening Nigeria's healthcare system remains a shared responsibility; therefore, I call on the private sector, government, development partners, and individuals to key into this mission.

Special thanks to our members, partners, adopters, key stakeholders, and the entire PSHAN team for their continued collaboration and commitment to building a stronger, more equitable healthcare system for all Nigerians.

MESSAGE FROM OUR MD/CEO



Dr. Tinuola Akinbolagbe
MD/CEO, PSHAN

As I reflect on the past year at PSHAN, I am proud of how far we have come and encouraged by the resilience we have shown. The year 2025 tested health systems globally and locally, with shrinking foreign aid, rising costs, and emerging threats placing real pressure on access to healthcare in Nigeria. Despite this, PSHAN remained steadfast in its mission to advance equitable, high-quality healthcare access across the country.

We continued to move the needle by strengthening partnerships, driving innovation, and delivering programmes that respond to real healthcare needs. In an environment marked by uncertainty, our focus remained clear: building sustainable, affordable, and accessible healthcare solutions through collaboration. I am deeply grateful to our partners, members, and volunteers, whose trust and shared commitment made our 2025 achievements possible.

Our efforts translated into tangible action. The Project S.H.I.E.L.D. campaign raised awareness and delivered cancer education to high cancer prevalence communities in Lagos, providing free screenings through private-sector partnerships.

Our Adopt-A-Healthcare-Facility Programme (ADHFP) continued to advance steadily, maintaining a zero maternal mortality rate and ensuring safe deliveries across all adopted primary healthcare centres nationwide. These outcomes reinforce our belief in partnership-driven approaches that support sustainable health outcomes and advance the Sustainable Development Goals (SDGs).

Beyond programme implementation, we amplified our impact through strategic convenings: The PSHAN Conference, Annual Awards, Podcast, Periscope and other thought-leadership platforms that foster dialogue and collaboration across the health ecosystem.

This Annual Report captures these milestones, the lessons learned, and the progress we made together over the past year. Join us as we continue to build partnerships, innovate boldly, and make a lasting difference in the lives of Nigerians. Thank you for being part of this journey.

ABOUT THIS REPORT

The PSHAN 2025 Annual Report provides a comprehensive and authoritative account of the Private Sector Health Alliance of Nigeria's (PSHAN) contributions to strengthening Nigeria's health system throughout the 2025 reporting year.

The report documents progress across policy advocacy, research, health system improvement through the PHC approach, and regional and global engagements that shape health improvement. It demonstrates how strategic private sector investments in health systems translate to improved service delivery and better health outcomes, particularly for women, children, and underserved populations.

Data presented in this report are drawn from routine programme monitoring systems, facility-level service delivery records, partner reports, surveys, and stakeholder engagements conducted between January and December 2025, reflecting both financial and non-financial private sector contributions to health system strengthening.

This report is intended for policymakers, development partners, private sector leaders, civil society organisations, and donors committed to building resilient, equitable, and sustainable health systems in Nigeria.

2025 IMPACT PROGRAMMES

In 2025, PSHAN implemented programmes on cancer awareness and early detection, expanded strategic partnerships and influenced policies across relevant ecosystems across in Nigeria.

Project S.H.I.E.L.D.: A Cancer Awareness and Early Detection Campaign

The Empowering Communities through Cancer Awareness and Early Detection Campaign was implemented in Alimosho and Ikorodu LGAs in Lagos State and funded by Anchoria Asset Management. The project focused on two cancer types (cervical and prostate), tackling low awareness, poor screening, and late presentation.



Lagos State Primary Health Care Board- District II



Alimosho Community Stakeholder Meeting

To kick start the campaign, we engaged key state-level stakeholders from the Lagos State Ministry of Health, Lagos State Health Service Commission, Lagos State Primary Healthcare Board District as well as community leaders to seek their buy-in for the project. At the community level, health educators and community mobilisers were engaged to facilitate the campaign, and local health facilities served as referral sites to ensure a smooth referral pathway for positive cases.

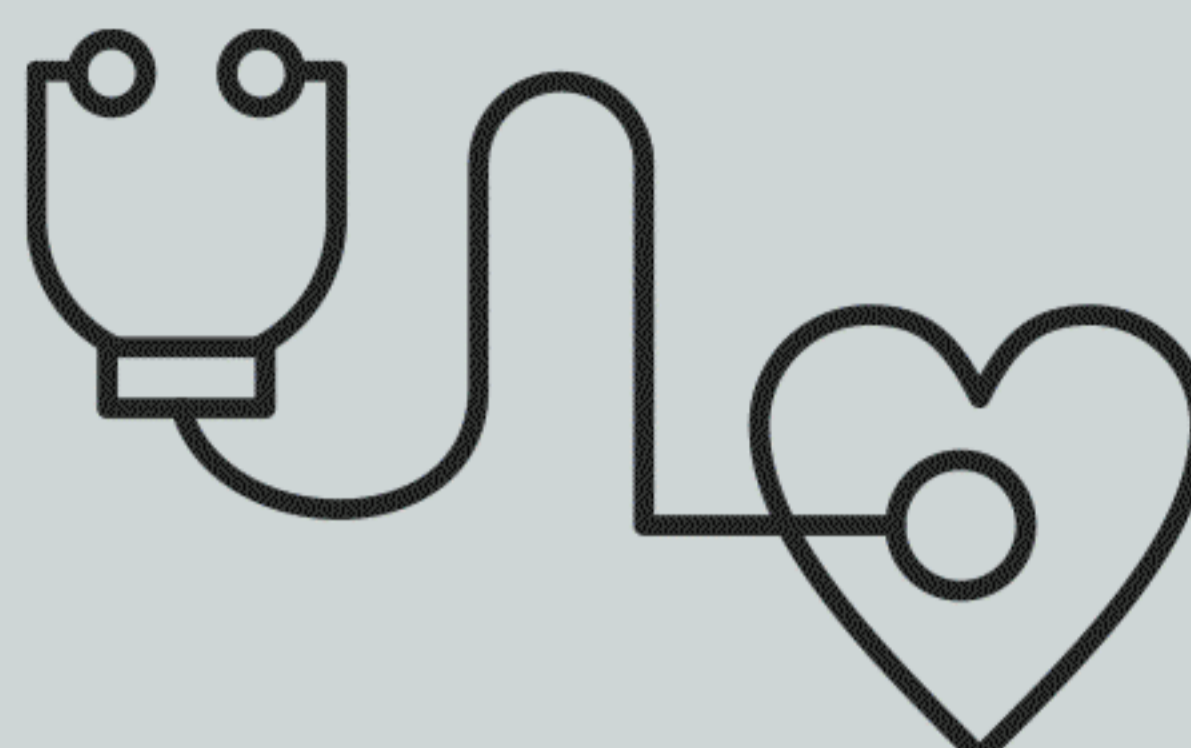


The campaign deployed Social and Behavioural Change Communication (SBCC), community mobilisation, digital and radio outreach, and facility-based screening to shift attitudes, address stigma, and drive action around early cancer detection..

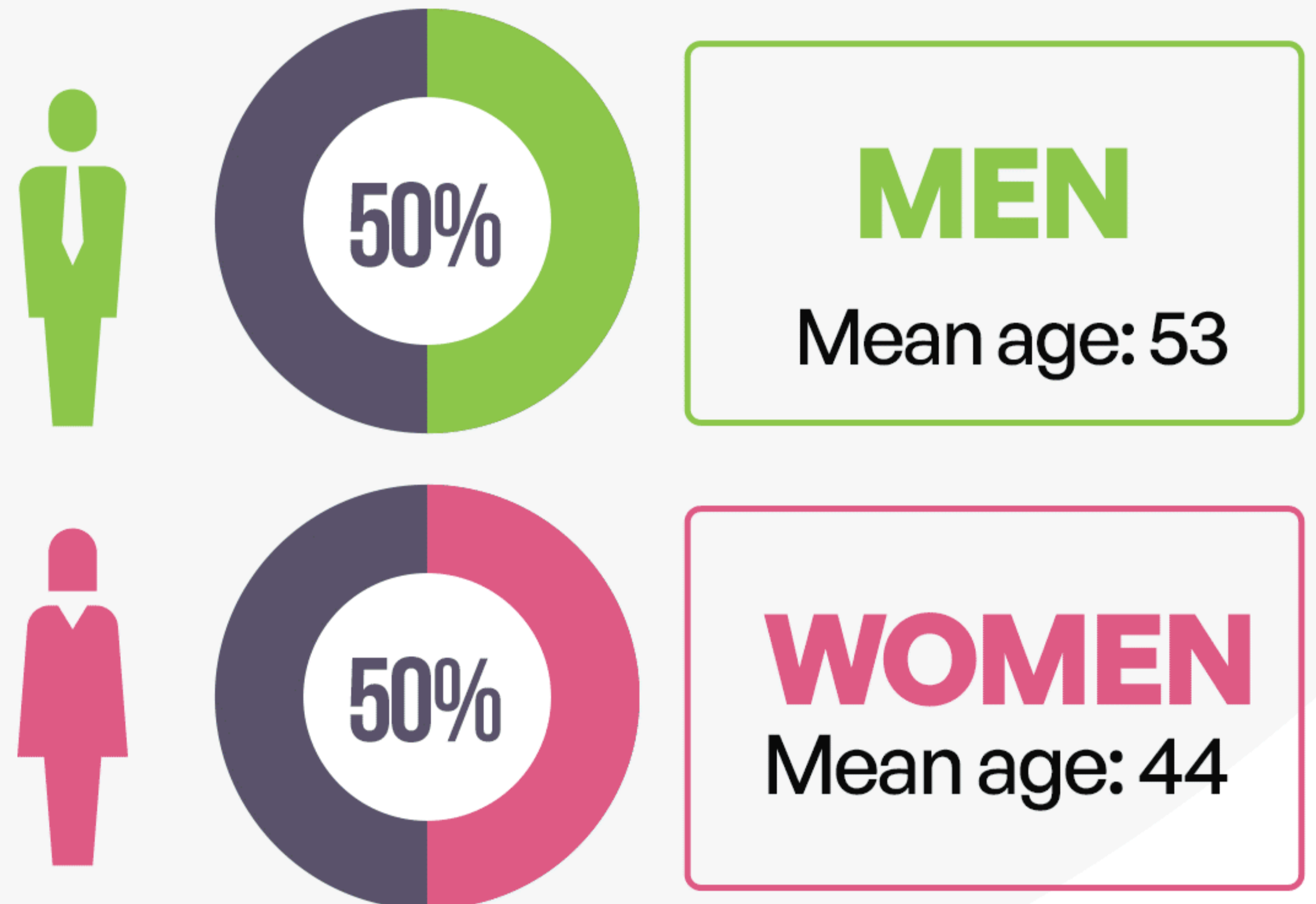
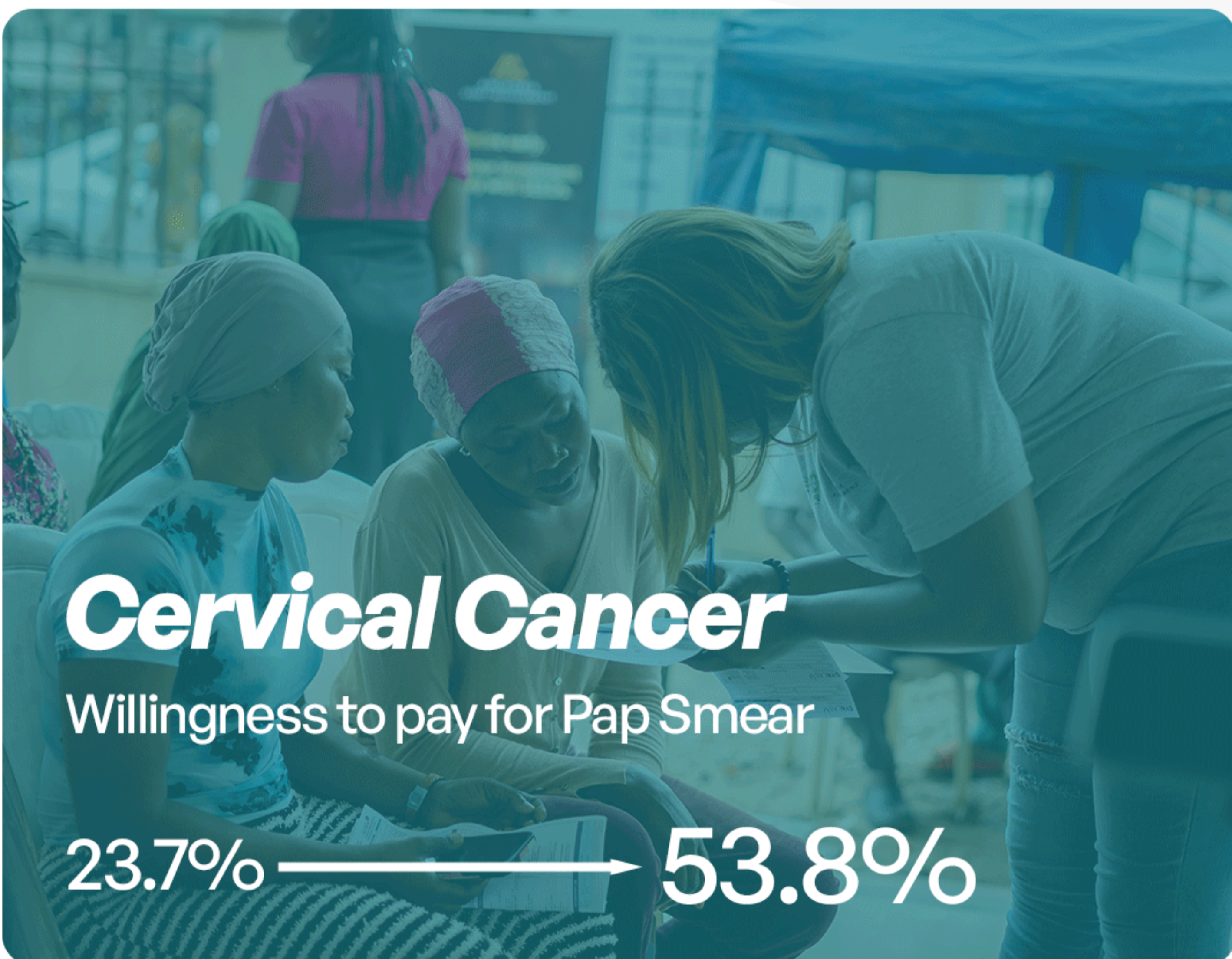


PROGRAMME OUTCOME

Participants Demographics :

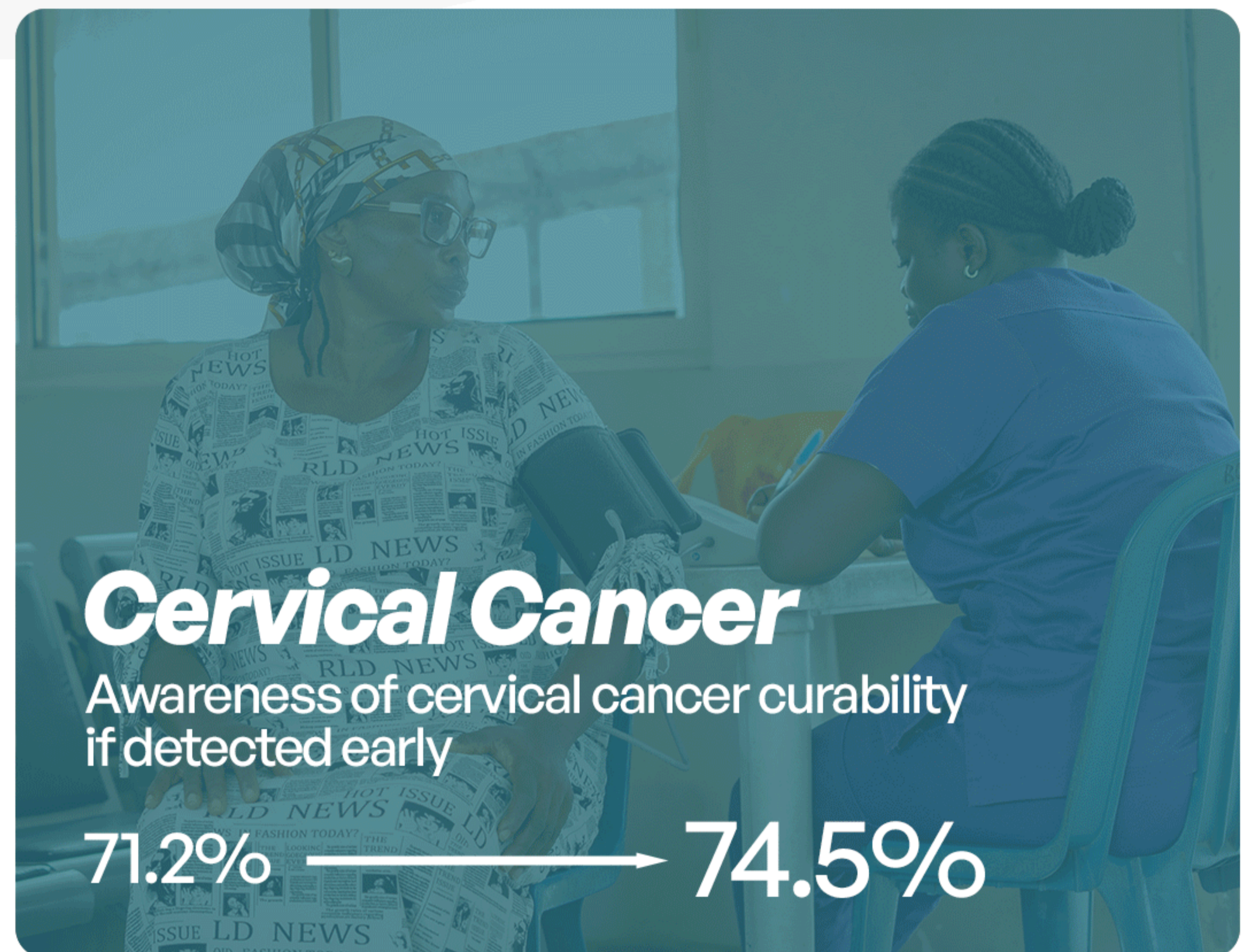


500 Total Screened

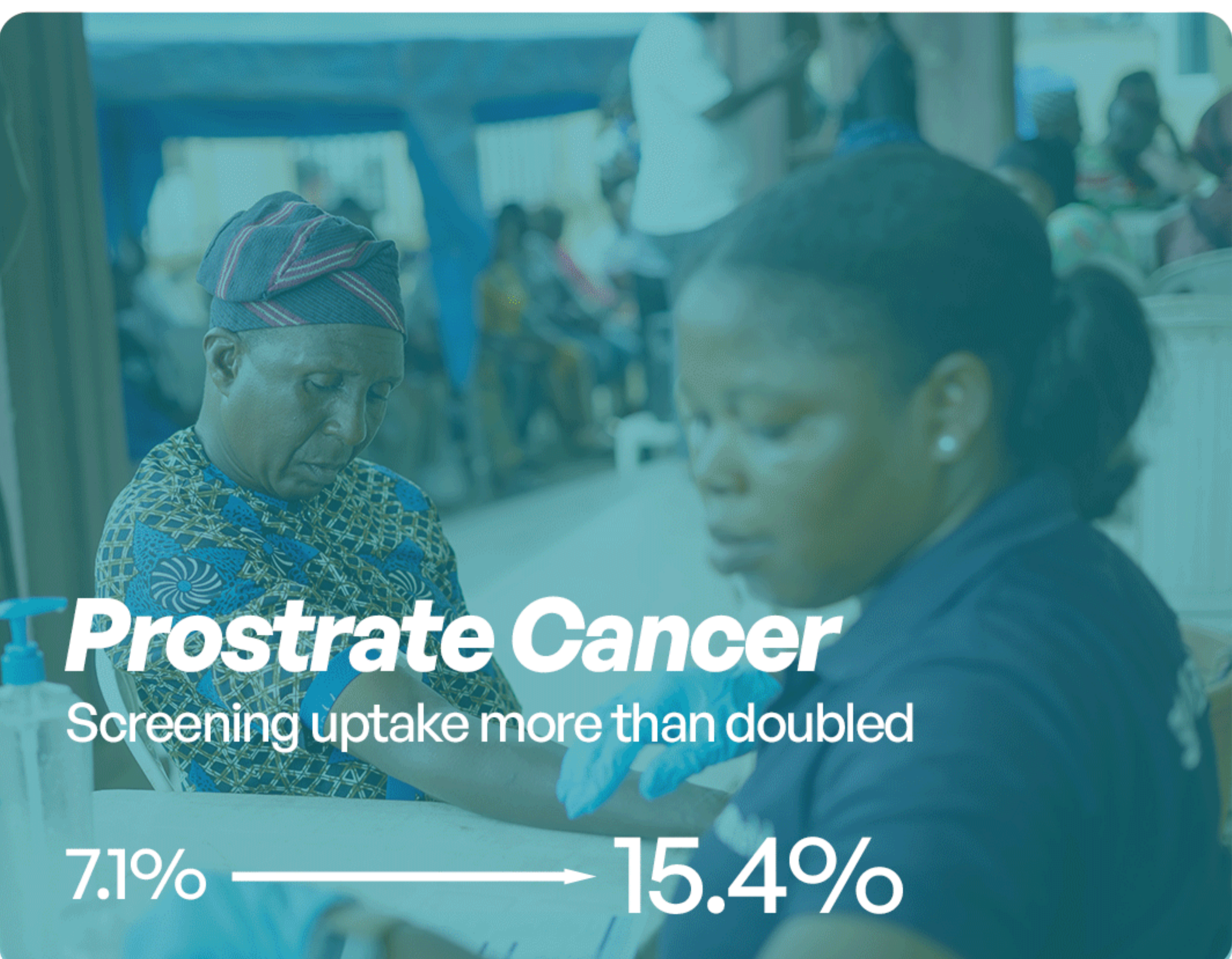
Cervical Cancer
Willingness to pay for Pap Smear

23.7% → 53.8%



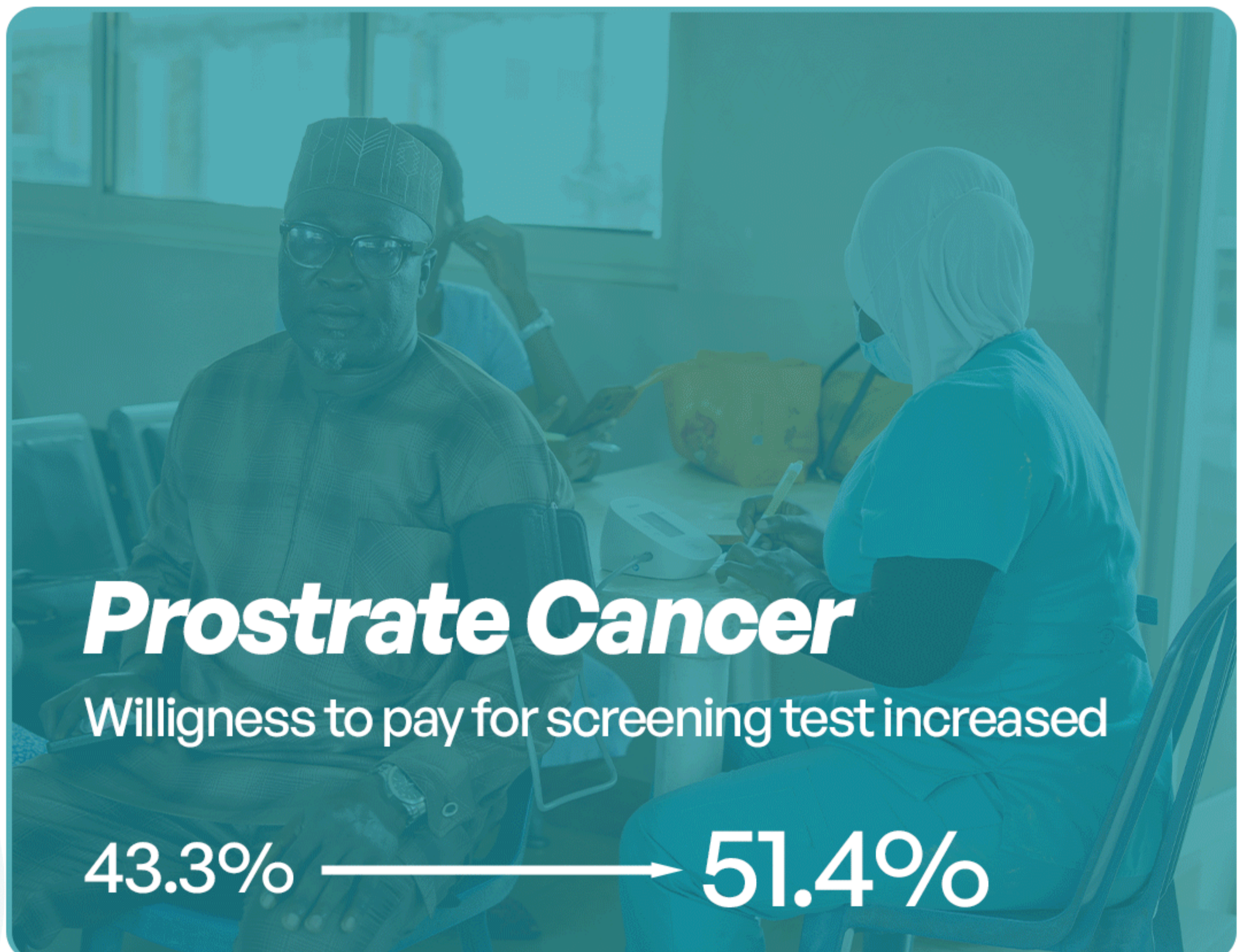
Cervical Cancer
Awareness of cervical cancer curability if detected early

71.2% → 74.5%



Prostrate Cancer
Screening uptake more than doubled

7.1% → 15.4%



Prostrate Cancer
Willigness to pay for screening test increased

43.3% → 51.4%

STRATEGIC ENGAGEMENTS AND KNOWLEDGE LEADERSHIP

Showcasing PSHAN's Evidence, Research, and Policy Influence

Through targeted research dissemination, high-level convenings, and expert policy dialogue, PSHAN positioned private sector leadership as a critical driver of sustainable health financing, innovation, and improved health outcomes, reinforcing its contribution to national, regional, and global health priorities.

PSHAN at the International Conference on Family Planning (ICFP)

PSHAN participated in the 7th International Conference on Family Planning (ICFP) held in Bogotá, Colombia, under the theme “Equity through Action: Advancing Sexual and Reproductive Health and Rights for All.” PSHAN’s peer-reviewed abstract titled “Harnessing Private Sector Innovation to Advance Equitable Access to Sexual and Reproductive Health and Rights in Nigeria” was featured, which highlighted the catalytic role of private sector engagement in expanding access to family planning services and improving SRHR outcomes.

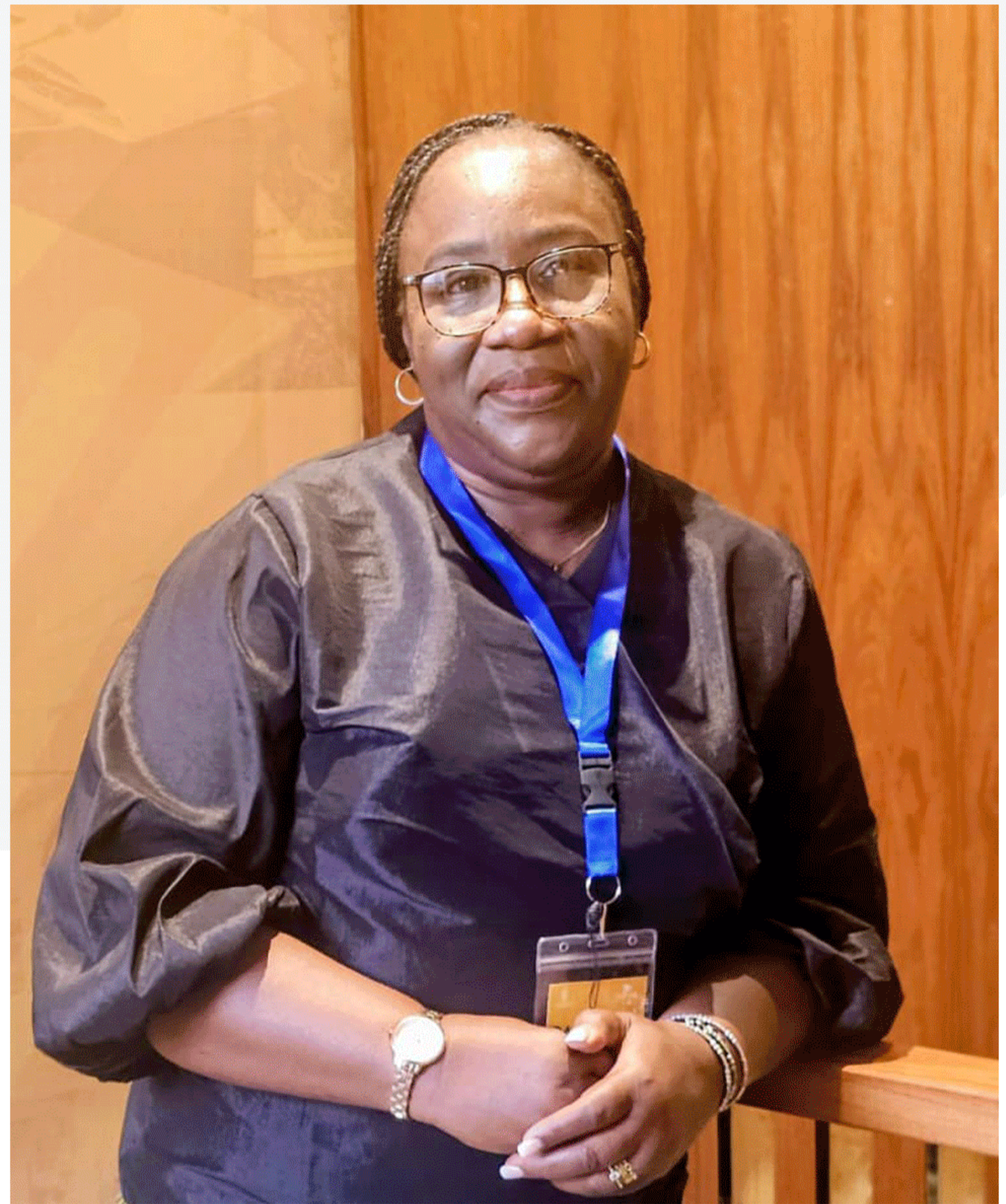


7th AfHEA Scientific Conference

PSHAN featured in the 7th African Health Economics and Policy Association (AfHEA) Scientific Conference, in Kigali, Rwanda themed “Advancing Vaccine Equity and Primary Healthcare Access in Africa.” At the conference, PSHAN showcased its research on the Adopt-a-Healthcare Facility Programme (ADHFP) titled “Enhancing Sustainable Primary Healthcare Access through Domestic Resource Mobilization via Nigeria’s Organized Private Sector.” The engagement reinforced PSHAN’s role in generating actionable evidence that informs policy dialogue and advances sustainable health financing and system resilience across Africa.

14th Annual Meeting of the Ouagadougou Partnership (RAPO 2025)

PSHAN participated in a panel session for the 14th Annual Meeting of the Ouagadougou Partnership (RAPO 2025) held in Lomé, Togo, a strategic platform for advancing SRHR across West Africa. The meeting focused on data-driven approaches to accelerating domestic financing for SRHR programmes, convening governments, development partners, civil society, and private sector actors to align priorities and share evidence-informed strategies.



PSHAN at the 14th Annual Meeting of the Ouagadougou Partnership in Lome, Togo

STRATEGIC ENGAGEMENTS AND SECTOR PARTICIPATION

In 2025, PSHAN contributed to discussions on sector coordination and accountability through engagements aligned with the Sector-Wide Approach (SWAp), supporting efforts to harmonise partner activities around national priorities.

Through stakeholder consultations and technical capacity-building platforms, PSHAN advanced dialogue on strengthening Nigeria’s health insurance ecosystem and deepening private sector participation in sustainable health financing, sharing practical insights on investment, innovative financing models, and collaborative pathways to accelerate progress toward Universal Health Coverage.



PSHAN as part of the National Task Force on Cervical Cancer Elimination



PSHAN at the 2-day Technical Meeting on Gates Foundation and UNFPA Commodity Investments



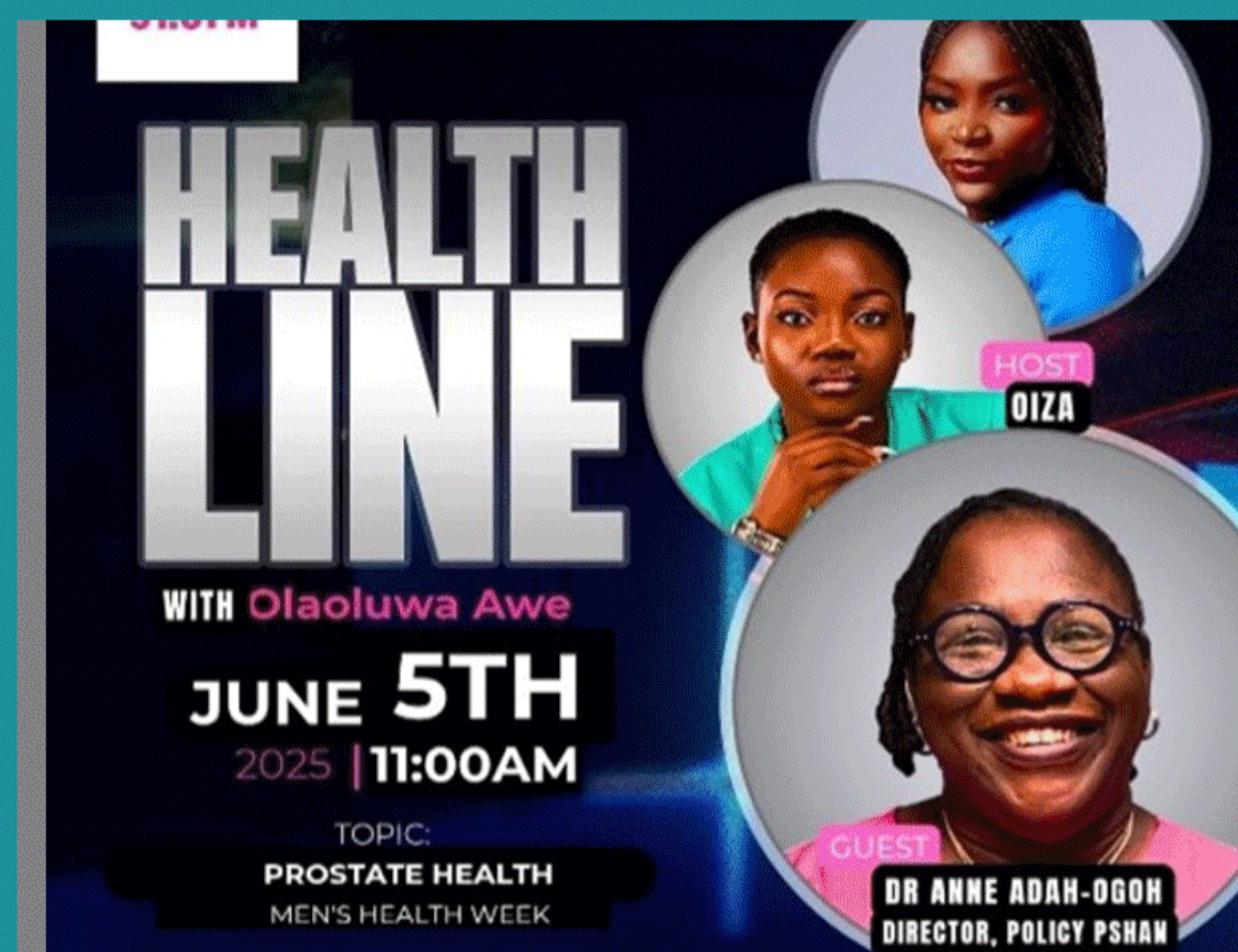
PSHAN at the TY Danjuma-WHO formal partnership



PSHAN at the 31st Annual Scientific Convention of the Association of Nigerian Physicians in the Americas



PSHAN at the National Health Financing Dialogue panel discussion on restructuring healthcare funding, emphasizing accountability and strategic partnerships.



PSHAN speaking at the Health Line webinar with Lagos Talks 91.3 to spread awareness on Men’s Prostate Health

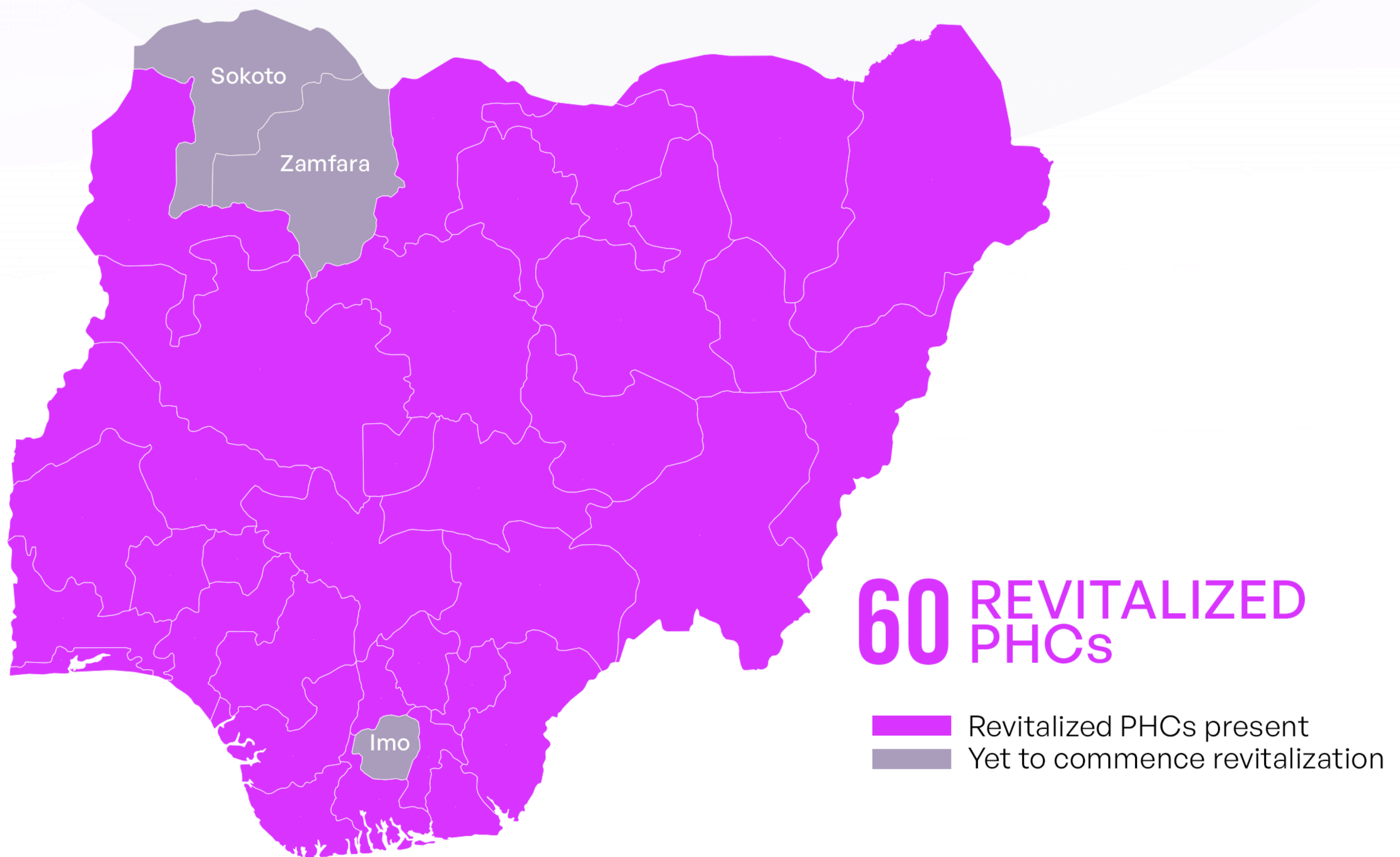
THE ADOPT-A-HEALTHCARE FACILITY (ADHFP) PROGRAMME

Strengthening Health Systems, One PHC at a Time

The Adopt-A-Healthcare Facility Programme (ADHFP) is PSHAN’s flagship public–private partnership model designed to strengthen the primary healthcare system in Nigeria and aims to establish at least one standard Primary Healthcare Centre (PHC) each in Nigeria’s 774 Local Government Areas.

PHC Revitalisation Coverage

The ADHFP operates through the adopter model, leveraging resources of corporate and individual philanthropy to strengthen health system resilience. As of 2025, ADHFP has supported the revitalisation of 60 Primary Healthcare Centres (PHCs) across 33 states and the Federal Capital Territory, expanding access to essential health services for underserved populations, particularly women and children.



49 PHCs Revitalized



4 PHCs Revitalized

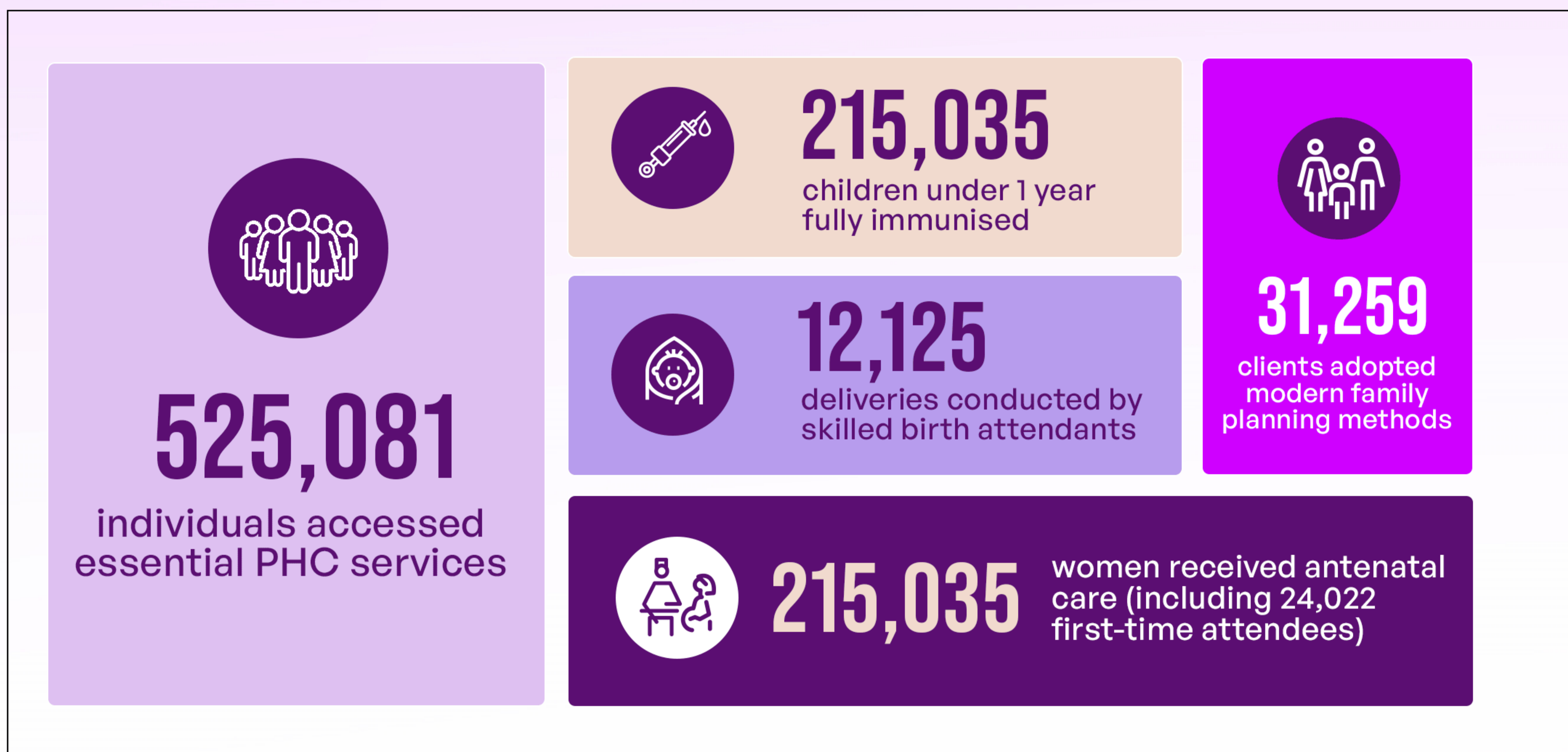


5 PHCs Revitalized

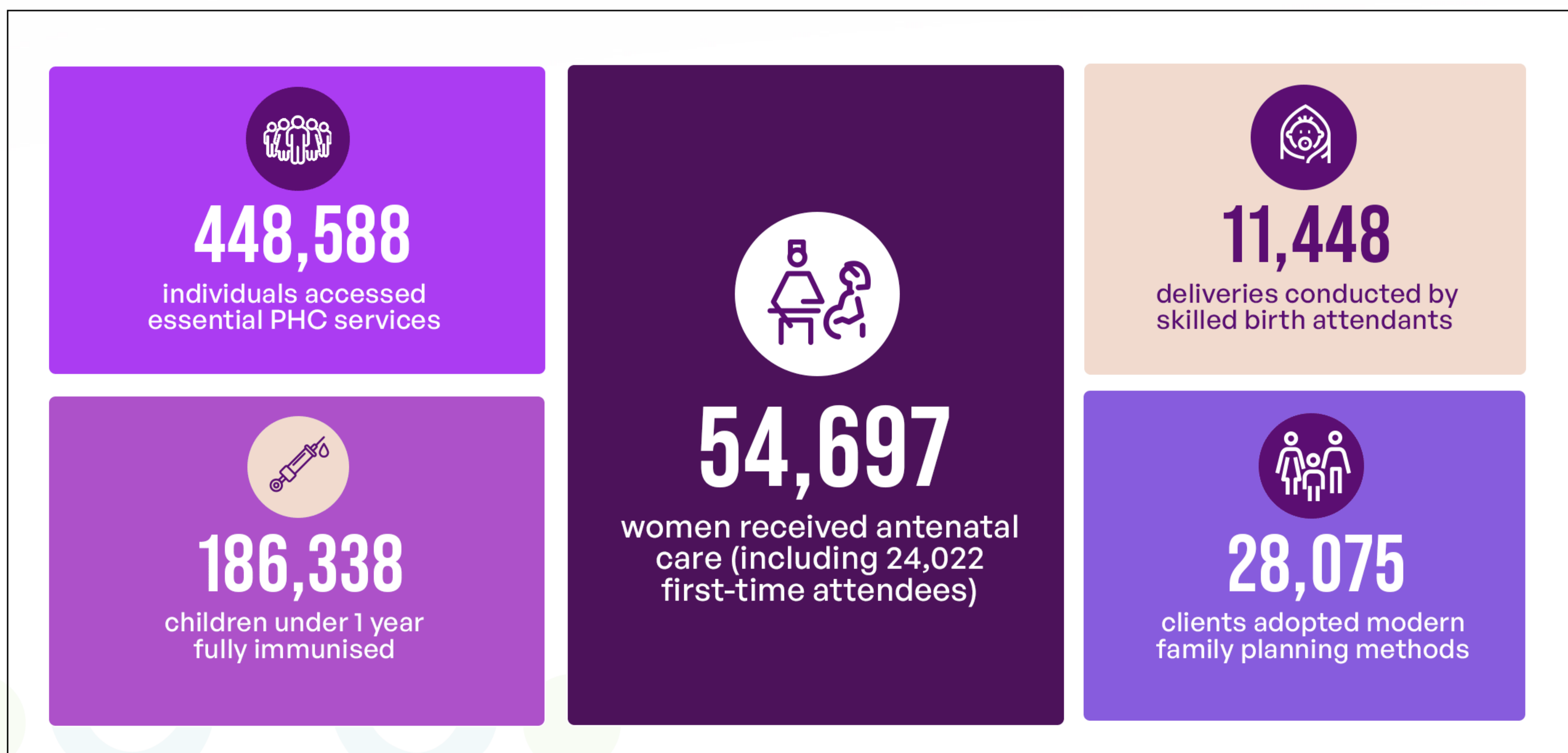


2 PHCs Revitalized

Cumulative Programme Impact (2022 till date)



2025 Programme Impact



These results demonstrate sustained utilisation of revitalised facilities and growing community trust in primary healthcare services.

Delivering Accessible Healthcare through the MTN Foundation “What Can We Do Together” Initiative

The What Can We Do Together (WCWDT) initiative is a community-driven social investment programme of the MTN Foundation. In 2025, under the fifth phase of the WCWDT initiative, the MTN Foundation through the ADHFP delivered seven revitalised Primary Healthcare Centres (PHCs) across Adamawa, Bayelsa, Delta, Ekiti, Kebbi, Niger States, and the Federal Capital Territory in addition to the 42 fully revitalised PHCs in the previous year. To date, MTN Foundation has invested over N2.5 billion in the revitalisation and operational strengthening of 49 PHCs across Nigeria, significantly contributing to improved access to quality primary healthcare services.



Infrastructure rehabilitation of PHCs by MTN Foundation



Solar powered water systems constructed at PHCs by MTN Foundation



Supply and installation of medical equipment at PHCs by MTN Foundation

VOICE FROM THE COMMUNITY

“

We the staff of Ediba PHC and the Ediba community in Cross River want to sincerely express our gratitude and appreciation to PSHAN and the MTN-Foundation... They have made our facility become very viable, beautiful and attractive, because of the revitalization of the facility – the hospital equipment, installation of solar lights, borehole, equipping the post-natal ward and essential drugs, etc. Many in the community are really benefiting from the borehole, it has increased our ANC, post-natal clinic attendance and other health services. We are sincerely thankful and appreciate this gesture. May the Almighty God bless MTN-Foundation for their good work. Long live MTN-F! Long live Nigeria!

Obo Peace Nathaniel, OIC, Ediba PHC, Cross River state

Operational Scaling with the **Aig-Imoukhuede Foundation**

To address critical service delivery gaps, the Aig-Imoukhuede Foundation committed over N75 million naira to the revitalization and operational strengthening of four PHCs in Edo state.

VOICE FROM THE COMMUNITY

“

Before now, we women found it hard to visit this clinic to access antenatal care because of the bad state of the facility, but right now we are happy and confident to access care here as well as register for antenatal care and bring our kids for immunization. I for one, immediately after the revitalization registered for antenatal and successfully gave birth to my son a few months later in this facility and was given proper care by the clinical staff. Thank you PSHAN and AIG Imoukhede Foundation for the good work and making this clinic very accessible to us in this community

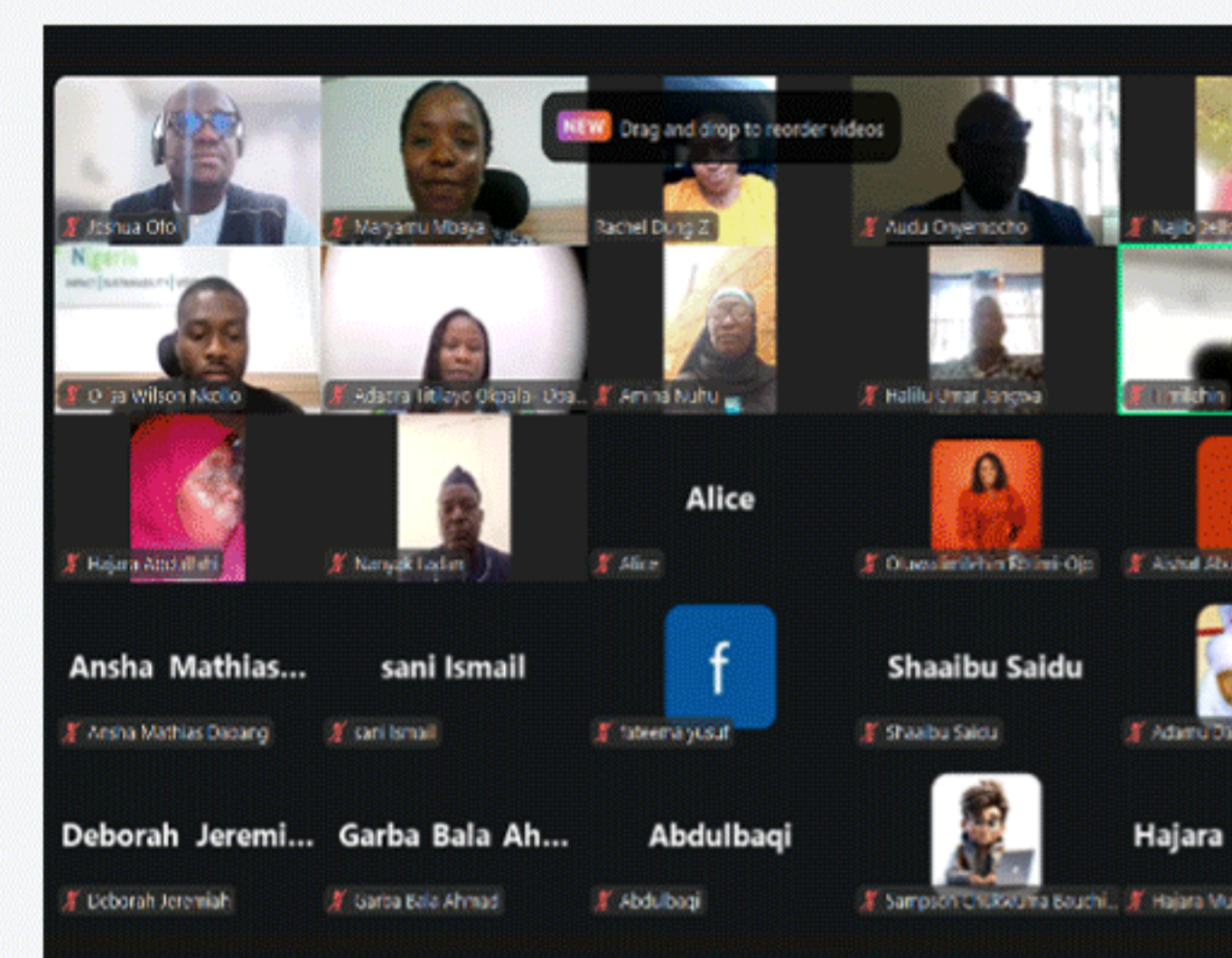
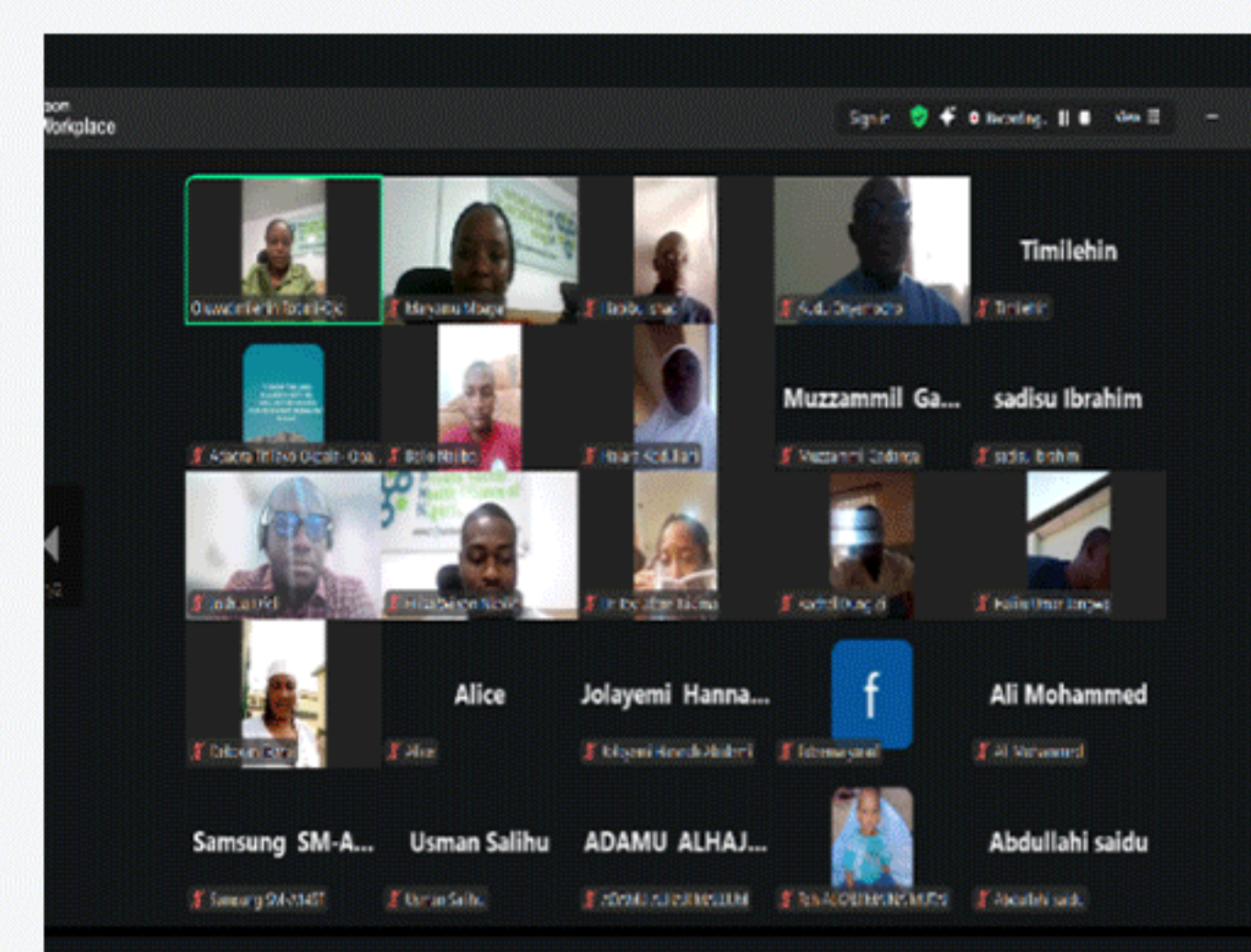
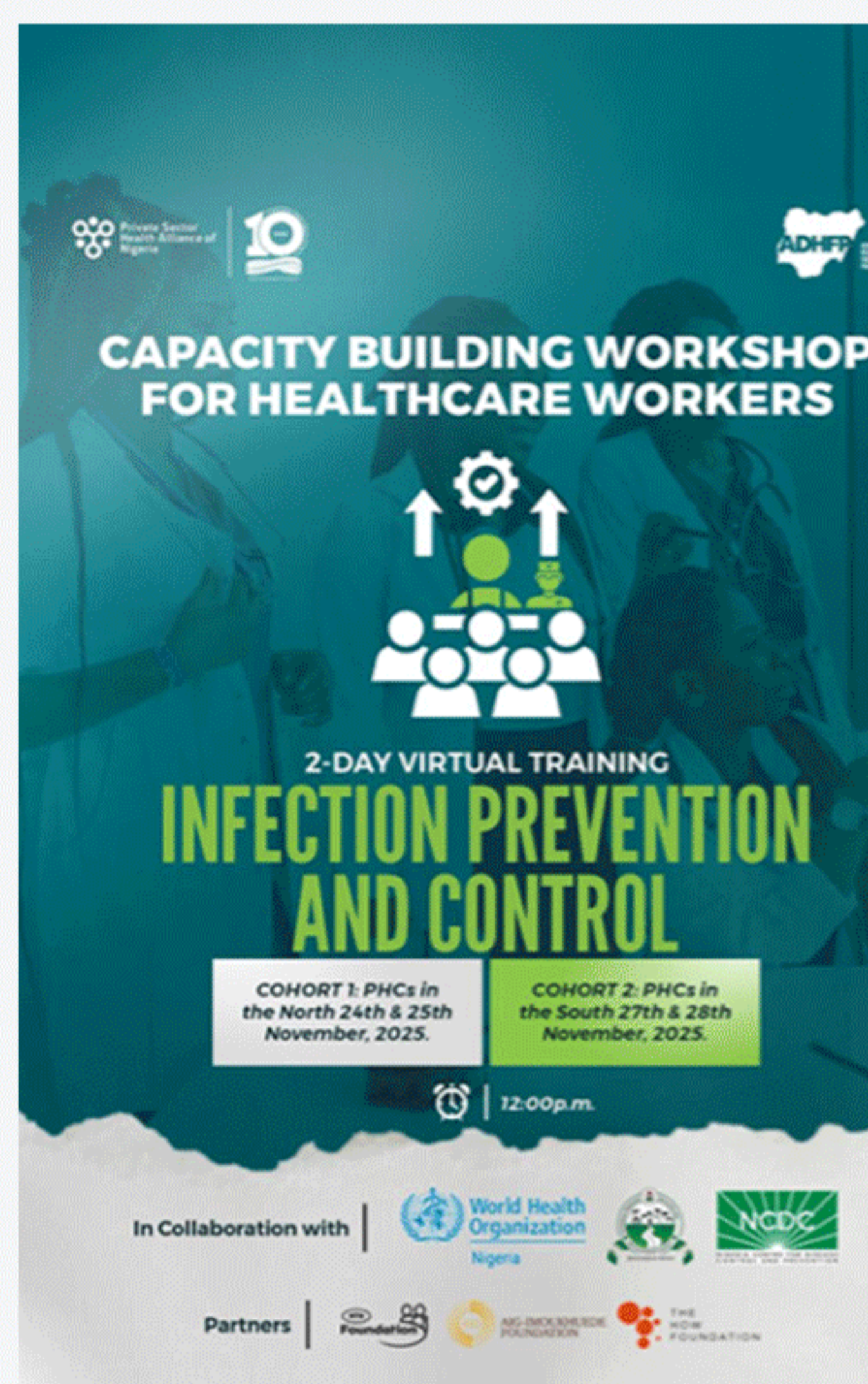
Mrs. Imafidon – Uteh community resident

Capacity Building with WHO, NPHCDA, and NCDC

To ensure the highest standards of service delivery, the Adopt-A-Healthcare Facility Programme (ADHFP) prioritized targeted capacity-building interventions for frontline health workers:

Gender-Based Violence (GBV) Response: In Q2 2025, 90 healthcare workers were trained on survivor-centered GBV identification, management, and referral pathways to enable immediate response to GBV cases within the community.

Infection Prevention and Control (IPC): In Q4 2025, over 100 healthcare workers were trained on IPC standards, significantly improving emergency preparedness.



Adopter Management and Stakeholder Engagement

In partnership with the MTN Foundation, PSHAN convened a multi-stakeholder technical forum comprising federal and state government agencies, development partners, and digital health innovators to review implementation progress and co-create a harmonised PHC strengthening framework.

At the sub-national level, PSHAN deepened implementation partnerships through a formal agreement with the Delta State Government following the successful revitalisation of four PHCs, establishing a pathway to revitalise at least one PHC in each of the state’s 25 Local Government Areas. Also, PSHAN forged a technical collaboration with ThinkMD to pilot a digital clinical decision-support platform across selected ADHFP-supported PHCs to improve diagnostic accuracy, protocol adherence, and quality of care.

To strengthen transparency and community accountability, PSHAN also formalised a partnership with BudgIT, onboarding five PHCs in Edo and Bauchi States onto the PHC Accountability Tracking Dashboard, thereby enabling public access to facility-level information and supporting citizen engagement and partner oversight.



STRATEGIC PARTNERSHIPS AND ENGAGEMENT

PSHAN, through the Memberships and Partnerships unit, prioritized collaboration and engagement by building strong alliances, engaging key stakeholders, and mobilizing expertise to support sustainable health system strengthening and long-term impact.

PSHAN CHAMPION: Volunteer Onboarding and Engagement

The PSHAN volunteering system affords professionals across diverse sectors the opportunity to contribute meaningfully to the advancement of health in Nigeria. In 2025, the organization successfully expanded its volunteer base, growing from 1 volunteer to 5 in 2025, representing a 400% increase.



These are our Champions:



Dr. Chinonso Fidelis Egemba (Aproko Doctor)
Medical Doctor and Health Influencer



Mr. Somtochukwu David Ifezue
Co-founder/ CEO Piggyvest



Mr. Folajimi Adeleye
Executive Director, Finance and Investor Relations, VFD Group



Dr. Ayodele Ebaje Renner
Medical Doctor, Consultant Paediatrician, Health Influencer

Partnership Expansion

PSHAN formalised four (4) strategic Memoranda of Agreement in 2025.

Anchoria Asset Management (Project S.H.I.E.L.D.): Partnered on Project S.H.I.E.L.D. to deliver targeted cancer awareness and screening for cervical and prostate cancers in underserved communities in Lagos State, reaching over 100,000 people through education and screening 500 beneficiaries across Ikorodu and Alimosho LGAs.

Bean Creative Agency: Partnered to strengthen visibility, storytelling, and stakeholder engagement across PSHAN’s flagship programmes and campaigns, including “Save 10,000 Children” initiative.

Financial Centre for Sustainable Lagos (FC4SL): Established a partnership focused on health, sustainability, and climate action, supporting joint advocacy, knowledge sharing, and access to local and international networks.

ThinkMD: Formalised a strategic collaboration to support digital health innovation and primary healthcare strengthening through the testing and deployment of clinical decision-support tools in PSHAN-supported PHCs.

EVENTS IN 2025

PSHAN Annual Conference

PSHAN, in strategic collaboration with World Health Expo (WHX) Lagos, convened the 2025 Annual Conference themed **“The Creative Catalyst: Driving Sustainable Healthcare Solutions in West Africa.”** on June 2nd, 2025. The conference marked a pivotal shift in healthcare dialogue by intentionally bringing together thought leaders from the technology sector, the Nigerian creative industry, as well as leaders in communications, media, and public health to explore how creativity and innovation can unlock sustainable healthcare solutions.

Discussions examined the role of storytelling in shaping better health behaviour, the use of technology for good in strengthening healthcare delivery, and the power of cross-sector collaboration in addressing long-standing system challenges. The event also featured an impactful masterclass by Fred Swaniker, CEO, Sand Technologies which explored how strategic use of technology and innovation within the health sector can contribute to workforce retention, curb brain drain and create opportunities that keep medical professionals engaged within the ecosystem.

The conference concluded with a strong collective call to action, urging stakeholders to tell the right stories, leverage creative tools responsibly, and deploy technology strategically to improve health communication, public trust, and community response. At its core, the convening reinforced the belief that sustainable healthcare in West Africa will be driven not by one sector alone, but by bold collaboration across health, technology, creativity, and media.

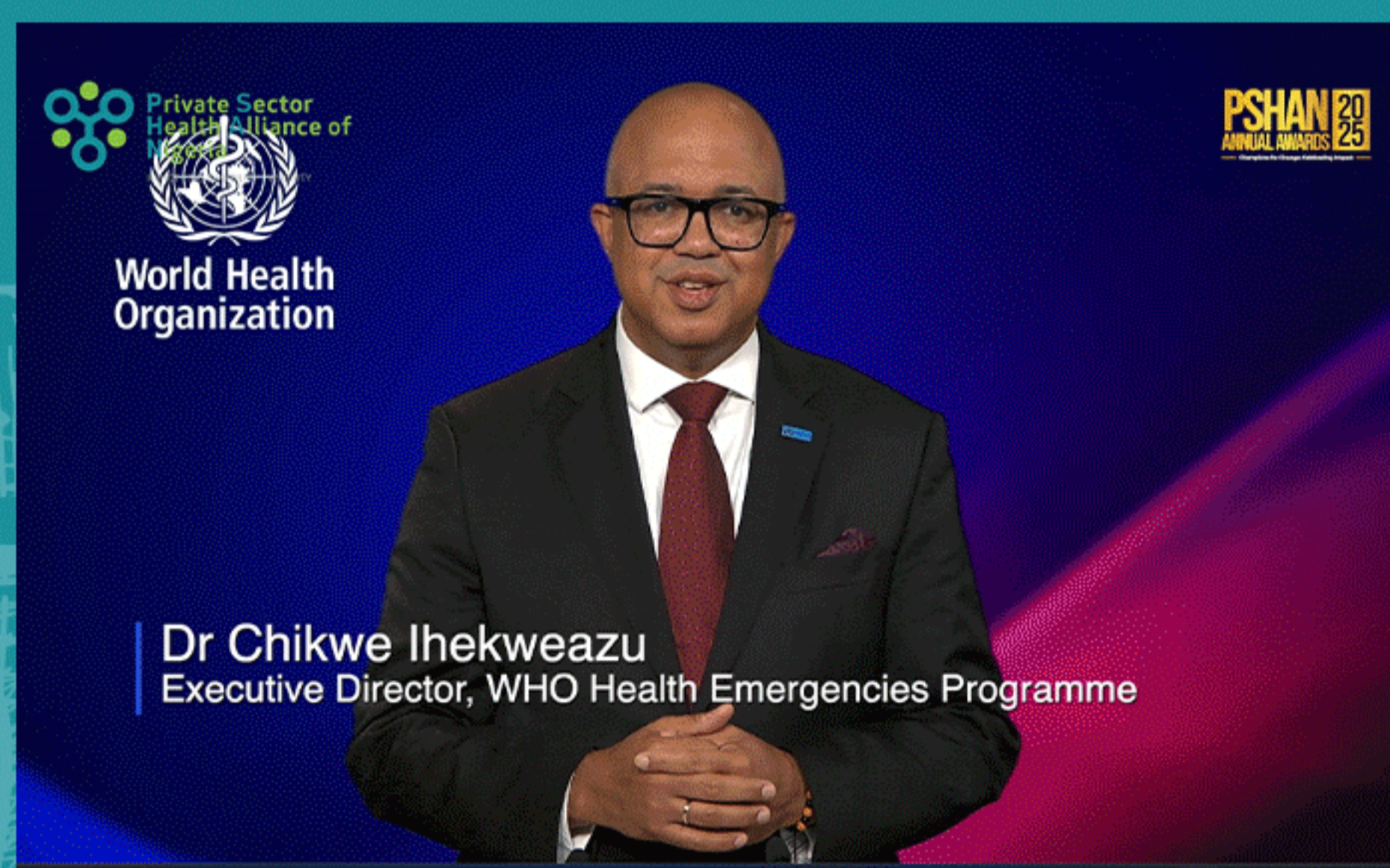


PSHAN ANNUAL AWARDS 2025

On 14 November 2025, PSHAN held its inaugural virtual Annual Awards ceremony themed "**Champions for Change: Celebrating Impact**," bringing together leaders from government, civil society, and the private sector to celebrate meaningful contributions to Nigeria's healthcare ecosystem.

The virtual format broadened participation and reinforced PSHAN's capacity to sustain engagement across the sector. Board Chairman Mr. Jim Ovia, CFR, and MD/CEO Dr. Tinuola Akinbolagbe both emphasized the power of collaboration and private sector commitment in advancing healthcare delivery, with Mr. Aigboje Aig-Imoukhuede, CFR, affirming that a united private sector produces extraordinary outcomes.

Dr. Chikwe Ihekweazu, WHO Assistant Director-General, delivered the keynote on building equitable and resilient health systems. Dr. Salma Ibrahim Anas, Special Adviser to the President on Health, highlighted PSHAN's role in PHC revitalization and emergency preparedness through the Adopt-A-Healthcare-Facility Programme. Speakers from the Aliko Dangote Foundation, KPMG West Africa, and VFD Group further reinforced the importance of accountability, data-driven innovation, and multi-sector partnership.



Following the virtual ceremony, PSHAN hosted selected awardees at its office for a physical presentation, creating opportunities for direct engagement with leadership and strengthening relationships.





PSHAN Annual Awards 2025 WINNERS



ABIA STATE
HEALTHCARE EQUITY & ACCESS AWARD



BASIC HEALTHCARE PROVISION FUND
HEALTHCARE POLICY CHAMPION AWARD



FEDERAL MINISTRY OF HEALTH AND SOCIAL WELFARE (FMOH&SW)
MATERNAL EQUITY ADVANCEMENT AWARD



RURAL ELECTRIFICATION AGENCY
SUSTAINABILITY IN HEALTHCARE AWARD



CHANNELS TV
MEDIA HEALTH CHAMPION AWARD



LIFEBANK
DIGITAL HEALTH TRANSFORMATION



CHIEMELIE EZEObI
HEALTH JOURNALISM EXCELLENCE AWARD



DAMILOLA AYENI
OUTSTANDING HEALTH INVESTIGATION AWARD



DR. AYODELE RENNER
HEALTH INFLUENCER OF THE YEAR



DR. HADIZA SHEHU GALADANCI
HEALTHCARE LEADERSHIP AWARD



DR. ZAINAB SHINKAFI-BAGUDU
OUTSTANDING MEDICAL PRACTITIONER AWARD



DR. BENJAMIN ANYANWU
MEDICAL PRACTITIONER HALL OF FAME AWARD



WOMEN FRIENDLY INITIATIVE
COMMUNITY HEALTH IMPACT AWARD



SOCIETY FOR FAMILY HEALTH
DISEASE CONTROL & PREVENTION AWARD



THE BLOOD DRIVE NETWORK
EMERGENCY RESPONSE AND RESILIENCE AWARD



HACEY
CAPACITY BUILDING AND HEALTH WORKFORCE DEVELOPMENT AWARD



DRUGSTOC
HEALTHCARE INNOVATION AWARD



FIDELITY BANK PLC
HEALTHCARE SOCIAL RESPONSIBILITY AWARD



SAMMY OGUNJIMI
HEALTH INNOVATION AND CHANGE AGENT AWARD



AMB. DR. JOY AUDU
COMMUNITY HEALTH CHAMPION OF THE YEAR



GENERAL T.Y. DANJUMA
AWARD FOR OUTSTANDING PHILANTHROPY



AFRICAN DEVELOPMENT BANK GROUP
HEALTHCARE PARTNERSHIP OF THE YEAR AWARD



ANCHORIA ASSET MANAGEMENT
OUTSTANDING HEALTH INITIATIVE AWARD



ZENITH BANK
PRIVATE SECTOR HEALTH CHAMPION AWARD



WHO NIGERIA
PSHAN MVP AWARD



INSTITUTE OF HUMAN VIROLOGY, NIGERIA
INSTITUTE OF HUMAN VIROLOGY NIGERIA (IHVN)
HEALTHCARE PARTNERSHIP CHAMPION AWARD



PSHAN-WHO STRATEGIC ENGAGEMENT

Following the 2025 Annual Awards, PSHAN convened a strategic session with the World Health Organization (WHO) to chart a new roadmap for Nigeria’s Primary Healthcare (PHC) delivery. The occasion also served as a formal welcome for Dr. Pavel Ursu, the incumbent WHO Representative, to Lagos, Nigeria and a celebration of WHO Nigeria’s Most Valuable Player (MVP) Award win at the 2025 PSHAN Annual Awards. The win recognised WHO’s partnership in evolving the ADHFP into a global benchmark for sustainable health financing.



Cocktails and Conversations with PSHAN

The 2025 edition of the PSHAN Roundtable, titled “Cocktails and Conversations” themed “Together for Health,” continued its mission of bridging the gap between formal healthcare advocacy and strategic networking for healthcare in July, 2025. Conceived as a platform for candid exchange, the PSHAN Roundtable creates space for meaningful dialogue beyond traditional conference settings.

This exclusive event convened over 30 influential leaders from the creative industry, corporate sector, development agencies, and health advocacy groups, offering a high-level yet informal environment for thoughtful engagement on Nigeria’s healthcare landscape. Participants included industry leaders from organisations such as MTN Foundation, Piggyvest, Aliko Dangote Foundation, Aig-Imoukhuede Foundation, and VFD Group, among others alongside prominent figures from Nigeria’s creative industry, including Ireti Doyle, Segun Arinze, and the Embassy of the Netherlands, among others.

The roundtable provided a timely forum to identify critical gaps within the healthcare system and to explore collaborative, practical solutions. Conversations emphasised the shared responsibility of all sectors in advancing access to quality healthcare, with a collective call for continued support of PSHAN’s mission which is leveraging individual influence, resources, and expertise to drive sustainable improvements across the health ecosystem.



PSHAN PERISCOPE

Q1 Edition - Addressing Health Misinformation in Nigeria: The Role of the Media, Influencer and Health Professionals in Educating the Public

On 27 March 2025, PSHAN hosted the Q1 Periscope Webinar themed "**Addressing Health Misinformation in Nigeria: The Role of the Media, Influencers and Health Professionals in Educating the Public.**" Hosted by MD/CEO Dr. Tinuola Akinbolagbe and moderated by Dr. Anne Adah-Ogoh, panelists from BudgIT, the Gates Foundation, and Advantage Health Africa examined the growing public health risks posed by unverified health information.

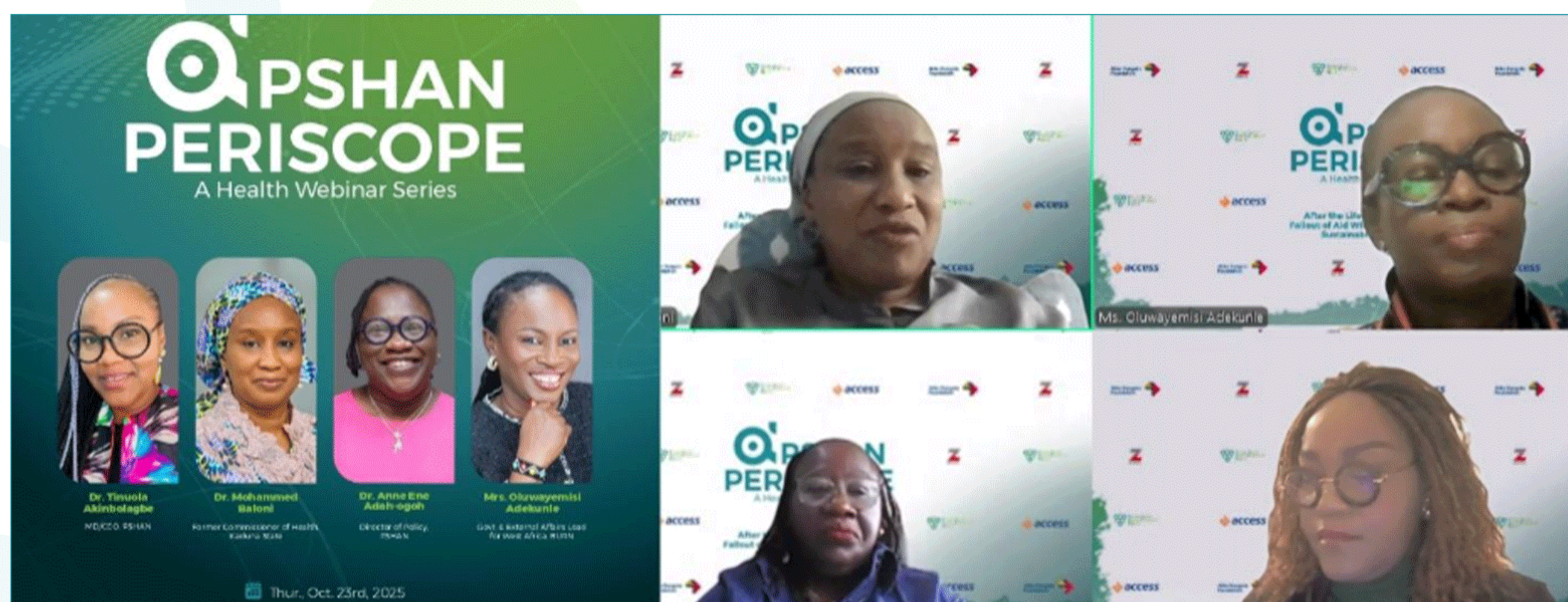
Discussions centred on responsible technology use, community engagement, and cross-sector collaboration as essential tools for countering false narratives, improving health literacy, and safeguarding public health outcomes across Nigeria.



Q4 Edition – After the Lifeline: Navigating the Fallout of Aid Withdrawal

On 31 October 2025, PSHAN convened the Q4 Periscope Webinar titled "**After the Lifeline: Navigating the Fallout of Aid Withdrawal and Building Sustainable Alternatives.**" Hosted by Dr. Tinuola Akinbolagbe and moderated by Mrs. Oluwayemisi Adekunle, Government and External Affairs Lead for West Africa at BURN, the session brought together Dr. Mohammed Baloni, Former Commissioner of Health, Kaduna State, and Dr. Anne Adah-Ogoh to address Nigeria's shifting health financing landscape amid growing foreign donor withdrawal.

Panelists examined the implications for service delivery and system resilience, calling for stronger local resource mobilisation, improved government funding efficiency, and private sector collaboration as the foundation for sustainable, locally driven healthcare financing.

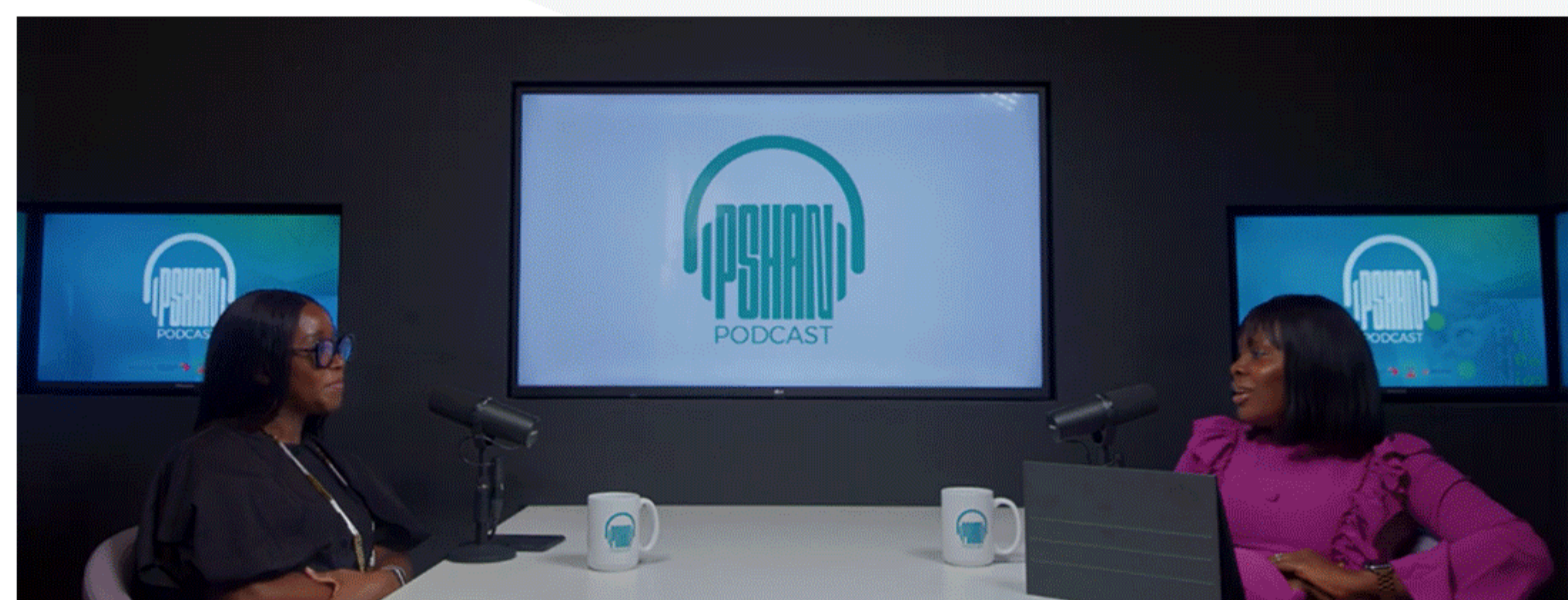


PSHAN PODCAST

Bridging the Healthcare Gap: The Role of Public-Private Partnerships

In May 2025, PSHAN's podcast featured Mrs. Odunayo Sanya, Executive Director of the MTN Foundation, in a conversation exploring how purposeful public-private collaboration can drive lasting health system improvements. The episode examined the evolving role of the private sector in Nigeria's healthcare landscape, moving beyond short-term interventions toward more structured, long-term impact.

Mrs. Sanya called for a paradigm shift in how private-sector healthcare contributions are perceived and implemented, advocating for a move away from traditional philanthropy toward strategic Corporate Social Investment (CSI). She urged private-sector organisations to reframe healthcare gaps as opportunities for investment, directing resources where needs are greatest and where scalable solutions can deliver meaningful, lasting outcomes.



The episode reaffirmed PSHAN's commitment to advancing partnerships that leverage private-sector expertise, resources, and innovation to strengthen healthcare delivery and expand access to quality care across Nigeria.

PSHAN X Space Sessions

Session 1 – Why Nigerians Pay More for Sickness than Prevention

On 15 March 2025, PSHAN hosted its first X Space session examining the financial burden of preventable diseases in rural and underserved communities. Speakers highlighted how delayed care and weak preventive health systems drive avoidable illness and out-of-pocket spending, reinforcing the urgent need to shift policy focus toward early intervention and strengthened primary healthcare.



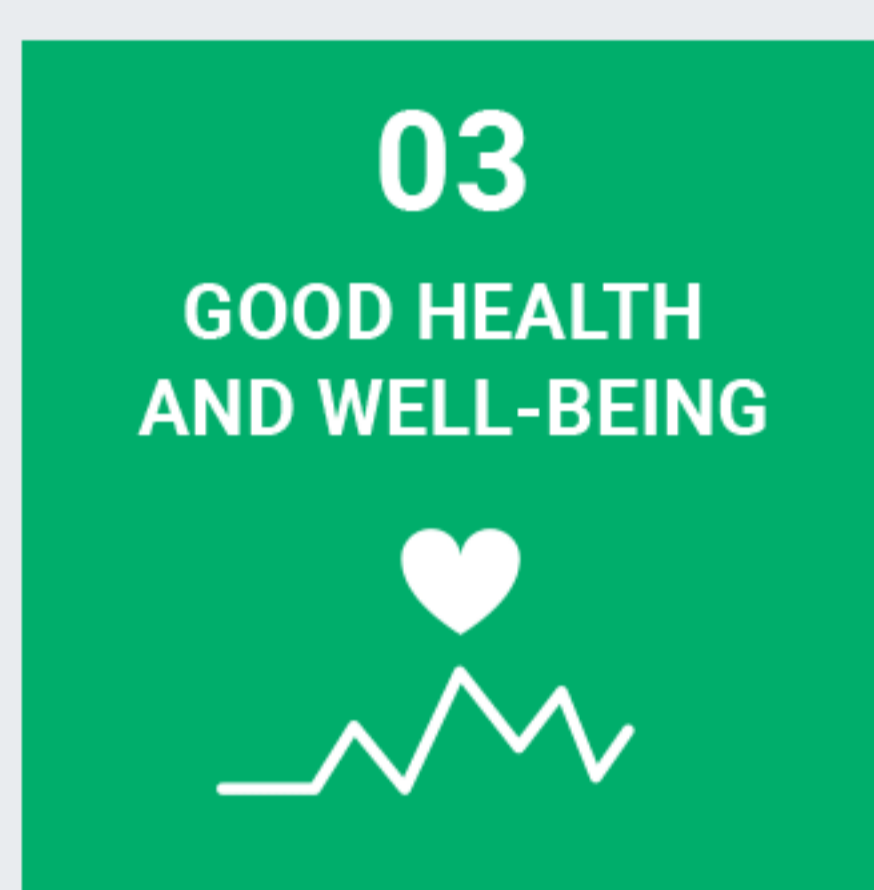
Session 2 – Tackling Mental Health: Creating Safe Spaces in a Culture of Silence

On 19 September 2025, PSHAN hosted its second X Space session addressing cultural stigmas that continue to limit mental health access in Nigeria. Speakers emphasised mental wellness as a fundamental human right, calling for community-driven dialogue and stronger policy support to normalise mental health conversations and improve access to quality care.

SUSTAINABLE DEVELOPMENT GOALS (SDGS) ALIGNMENT

At PSHAN, our mission is intrinsically linked to the United Nations Sustainable Development Goals. We leverage private sector leadership to drive progress across these key pillars and targets, ensuring our initiatives contribute to a resilient and equitable health system for all Nigerians.

SDG 3: GOOD HEALTH AND WELL-BEING



Target 3.1 & 3.2: Maternal and Child Health – Through the ADHFP, we facilitated 11,448 deliveries by skilled birth attendants and provided antenatal care to 54,697 women in 2025 alone.

Target 3.4: Non-Communicable & Mental Health – Project S.H.I.E.L.D. doubled prostate cancer screening uptake (from 7.1% to 15.4%), while our advocacy championed the integration of mental health into primary care.

Target 3.8: Universal Health Coverage (UHC) – We expanded essential PHC access to 448,588 individuals this year, bridging critical service gaps in underserved communities.

Target 3.b: Access to Vaccines – Our revitalized facilities successfully fully immunized 186,338 children under one year.

SDG 5: GENDER EQUALITY



Target 5.6: Reproductive Health Rights – In 2025, 28,075 clients adopted modern family planning methods through our supported facilities, promoting reproductive autonomy.

Target 5.2: Elimination of Violence – We partnered with the WHO to train 90 healthcare workers on survivor-centered Gender-Based Violence (GBV) identification and referral pathways.

SDG 9: INDUSTRY, INNOVATION, AND INFRASTRUCTURE



Target 9.5: Scientific Research & Innovation – We initiated a technical partnership with ThinkMD to pilot a digital clinical decision-support platform across 10 PHCs, improving diagnostic accuracy and quality of care through technology.

SDG 10: REDUCED INEQUALITIES



Target 10.2: Social and Economic Inclusion – By revitalizing 60 PHCs across 33 states and the FCT, we ensure that high-quality healthcare is not a privilege of geography but a right for every Nigerian.

BECOME A MEMBER

Embark on a transformative journey in healthcare advocacy by becoming a member of the Private Sector Health Alliance of Nigeria (PSHAN). Our diverse membership packages offer exclusive benefits tailored to meet your engagement preferences and commitment level.

RECOGNITION & PRESTIGE

Receive a PSHAN-issued member seal for your website and online assets. Attend the Annual Gala with access to exclusive side events - positioning you at the centre of Nigeria's healthcare community.

01

THOUGHT LEADERSHIP

Contribute to programmes, partner spotlights, panel discussions, and media features. Receive VIP invitations and speaking opportunities at all PSHAN events - including exclusive learning sessions, member-only webinars, and forums.

02

CSR ADVOCACY & MARKETING

Participate in CSR advocacy with dedicated PR initiative support and three minutes of marketing time at annual events. Gain VIP access to the progress of the Adopt-A-Healthcare Facility Programme (ADHFP).

03

SECRETARIAT ACCESS

Direct access to the PSHAN secretariat - a dedicated unit of experts providing the latest updates and tailored experiences relevant to enhancing your membership preferences.

04

POLICY INFLUENCE

Shape policies around healthcare priority setting, formulation, implementation, and M&E. Influence high-level actors from federal, state, and local governments, civil society organisations, NGOs, and communities.

05

Your membership matters. Together, we make a lasting impact on Nigeria's health landscape. **Join today and be part of something bigger.**

ADOPT A PHC

Become part of our impressive network of adopters. Our corporate adopter programme allows citizens to invest in the establishment of PHCs in any of our 774 LGAs. By pledging to this initiative, you will be helping strengthen Nigeria's healthcare system while also improving access to health and join a prestigious network of influential leaders shaping our nation's future by improving healthcare outcomes.

The current adoption models include:



FULL ADOPTION

Fund capital and operational costs of a PHC for 5 years, starting from N100 million



PARTIAL ADOPTION

Partner with PSHAN for 1–2 years, with other adopters continuing thereafter, from N45 million



CO-ADOPTION

Collaborate with individuals or organizations to collectively adopt a PHC, from N100 million



IN-KIND DONATION

Provide specific facility needs like equipment or medical supplies, from N6.7 million



CIVIL WORKS DONATION

Provide a civil works team to handle PHC renovation while benefiting from the expertise of PSHAN in commissioning and operationalization, costs from N36 million

VOLUNTEER

The success of PSHAN initiatives is greatly attributed to the invaluable support offered by numerous stakeholders within the private and public sectors. Driven by a shared commitment to advancing healthcare in Nigeria, these stakeholders have enthusiastically volunteered their expertise, experience, and interest to contribute to the impactful work carried out by PSHAN.

A significant portion of PSHAN's volunteer efforts is organized into five major working groups, each specializing in key areas crucial for the successful implementation of initiatives.



FINANCE WORKING GROUP

focuses on financial strategies and management, ensuring that resources are effectively utilised for maximum impact.



IT WORKING GROUP

leverages technology to enhance the efficiency and effectiveness of PSHAN's operations, contributing to the organization's digital transformation.



LEGAL WORKING GROUP

plays a pivotal role in navigating the complex legal landscape, providing expert guidance to ensure compliance and adherence to regulatory requirements.



TAX WORKING GROUP

works to optimise tax-related matters, ensuring that financial contributions and incentives align with legal frameworks and maximize benefits for PSHAN's initiatives.



COMMUNICATIONS WORKING GROUP

plays a crucial role in disseminating information, fostering transparency, and raising awareness about PSHAN's objectives and achievements.

This multifaceted approach allows volunteers to leverage their diverse skill sets and professional backgrounds to collectively drive positive change in the healthcare sector.

If you share a passion for making a meaningful impact on healthcare in Nigeria, PSHAN invites you to join the movement. Your expertise and commitment can play a vital role in shaping the future of healthcare in the nation.

JOIN US

in this transformative journey towards a healthier and more resilient Nigeria.

CLOSING REMARK



**Mr. Aigboje
Aig-Imoukhuede, CFR**
Board Director, PSHAN

2025: The Year in Review

In 2025, PSHAN remained focused on advancing collaboration and delivering practical solutions that respond directly to identified gaps within Nigeria's healthcare system. Our work continues to be guided by a clear understanding of the role private sector leadership must play in strengthening public healthcare delivery.

The year was shaped by both constraint and opportunity. Funding pressures and system wide challenges persisted, yet progress was achieved through sustained focus, structured partnerships, and a commitment to improving service delivery at the primary level. The outcomes reflected in this report are the product of deliberate effort and shared responsibility.

As Chairman of the Aig-Imoukhuede Foundation, I am pleased with the continued partnership between the Foundation and PSHAN under the Adopt-A-Healthcare Facility Programme. Our adoption of primary healthcare centres in Edo State and other states in the federation reflects a shared conviction that primary healthcare remains the foundation for improved health outcomes in Nigeria.

I also acknowledge the commitment demonstrated by other private sector organisations that have partnered with PSHAN in support of Universal Health Coverage. Their engagement reinforces what is possible when leadership, resources, and accountability are aligned around clearly defined objectives.

There remains significant work ahead. In 2026, PSHAN will continue to prioritise deepened partnerships, strengthened delivery mechanisms, and sustainable improvements in healthcare access and outcomes. Meaningful progress will depend on consistency, collaboration, and a long-term commitment to systemic strengthening.

I encourage all stakeholders to remain actively engaged in this shared responsibility as we continue the work of building a more resilient and effective healthcare system for Nigeria.




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