

Revenue projections for year Jul 2022- Dec 2027

Reference Jan to June 2022

Outpatients (OP) service	Daily no. patients/sales-TZS)	Unit cost	Weekly Revenues	Yearly Revenues
Consultation fees - Cash and other insurance	5	30,000	1,050,000	54,600,000
Consultation fees - NHIF-GP	12	5,000	420,000	21,840,000
Consultation fee - NHIF -Specialist	5	15,000	525,000	27,300,000
			1,995,000	103,740,000

Pharmacy services

Pharmacy - Cash and other insurance	8.75	40,000	2,450,000	127,400,000
Pharmacy - NHIF	12.75	15,000	1,338,750	69,615,000
			3,788,750	197,015,000

Imaging services

Ultrasound imaging - Cash and other insurance	1	30,000	210,000	10,920,000
Ultrasound imaging - NHIF	2	15,000	210,000	10,920,000
X-ray imaging - Cash and other insurance twice a week	0.29	10,000	20,000	1,040,000
X-ray imaging - NHIF twice a week	0.29	5,000	10,000	520,000
Echocardiography (ECHO) - Cash and other insurance once in two weeks	0.07	50,000	25,000	1,300,000
Echocardiography (ECHO) - NHIF - once in two weeks	0.07	25,000	12,500	650,000
Electrocardiography (ECG) - Cash and other insurance once in two week	0.07	15,000	7,500	390,000
Electrocardiography (ECG) - NHIF once in two weeks	0.07	10,000	5,000	260,000
Hysterosalpingography (HSG) - Cash and other insurance once a week	0.14	150,000	150,000	7,800,000
Hysterosalpingography (HSG) - NHIFonce a week	0.14	75,000	75,000	3,900,000
			725,000	37,700,000

Fertility work up services

Fertility work up (Semen analysis, Hormones 1:12)- Cash&Insured once in two weeks	0.07	480,000	240,000	12,480,000
Fertility work up (Semen analysis, Hormones 1:12)-NHIF- once a week	0.14	215,000	215,000	11,180,000
			455,000	23,660,000

Laboratory services

Routine laboratory investigations - Cash and other insurance	3.333333333	15,000	350,000	18,200,000
Routine laboratory investigations - NHIF	11.333333333	5,000	396,667	20,626,667
Blood Chemistry Investigations - Cash and other insurance	2	7,500	105,000	5,460,000
Blood Chemistry Investigations - NHIF	4	4,000	112,000	5,824,000
Haematology profile tests - Cash and other insurance	1	10,000	70,000	3,640,000
Haematology profile tests - NHIF	2	5,000	70,000	3,640,000
Total revenues per service			1,103,667	57,390,667

Inpatients service (10% of OP)

Accommodation fees Cash and other insurance	0.5	80,000	280,000	14,560,000
Accommodation fees NHIF - Top up	1.7	70,000	833,000	43,316,000
Service charge Cash and other insurance	0.5	15,000	52,500	2,730,000
Service charge NHIF	2.1		-	-
Drugs sales - Cash and other insurance	0.5	40,000	140,000	7,280,000
Drugs sales - NHIF	1.7	15,000	178,500	9,282,000
Routine Laboratory investigations - Cash and other insurance	0.5	30,000	105,000	5,460,000
Routine Laboratory investigations - NHIF	1.7	15,000	178,500	9,282,000
Blood Chemistry investigations - Cash and other insurance	0.5	15,000	52,500	2,730,000
Blood Chemistry investigations - NHIF	1.7	10,000	119,000	6,188,000
Haematology profile tests - Cash and other insurance	0.5	15,000	52,500	2,730,000
Haematology profile tests - NHIF	1.7	5,000	59,500	3,094,000
Total revenues per service			2,051,000	106,652,000

Normal delivery & Operating Room (OR) service

Major Specialised Surgeries - Cash and other insurance- once in four weeks	0.04	2,500,000	625,000	32,500,000
Major Specialised Surgery - NHIF Top up - once in four weeks	0.05	1,000,000	333,333	17,333,333
Major Obs/Gyn/General Surgery - Cash and other insurance - once a week	0.14	1,300,000	1,300,000	67,600,000
Major Obs/Gyn/General Surgery - NHIF and Top up - once in two weeks	0.07	750,000	375,000	19,500,000
Minor Surgery - Cash and other insurance - in once a week	0.14	300,000	300,000	15,600,000
Minor Surgery - NHIF and Top up - in once a three weeks	0.05	70,000	23,333	1,213,333
Total revenues per service			2,956,667	153,746,667

Maternity service

Normal delivery service Cash - once a week	0.05	650,000	216,667	11,266,667
Normal delivery service NHIF - twice a week	0.14	350,000	350,000	18,200,000

566,667 **29,466,667**

Expected annual revenues

709,371,000

Projected revenues Year July 2022- December 2022	461,091,150
Projected revenues Year 2023	922,182,300
Projected revenues Year 2024	1,291,055,220
Projection revenues Year 2025	1,742,924,547
Projected revenues Year 2026	2,265,801,911
Projected revenues Year 2027	2,832,252,389

Note:

1. The presented projection indicate that revenues shall break even with expenses after 3 years, if the assumption made are realistic.
2. In order cover operation costs in the next 3 years external funding from 15mil to 51month per month is required at around 2023.
3. The revenue projections were made with reference to revenues trends Jan to May 2022 and in consideration of:

- i) Lack of strong competition within Boko, Bunju, Mapinga, Mabewpande and Mbweni
- ii) High competence is highly demanded health service: Maternity care, Sexual Reproductive Health care and Non communicable diseases esp HTN, DM, Endocrinopathies and
- iii) Accepting clients from large health insurance companies takes advantage of the shifting trend of clients from Cash payment to health insurance payment modality.
- iv) Record of good quality of service, continuous improvement and training for growth of staff competence.
- v) Customer centred care: QA survey, check list, Ranging cost of services in Accomodation, RCH service, NHIF,
- vi) Wide range and strong advertsement platform: Social Media, Health promotion in the nearby community, brochures etc
- vii) Potential to increase visibility by advertsement
- viii) Activities that attract customers and community loyalty incl. RCH /CTC services,

ix) Diversified income generating sources Surgical services (general surgeries and specialised surgeries), Pharmacy, Diagnostics, Ambulance services, Incineration services and Laundry services.
Future services - Mortuary services, fertility enhancement care and comprehensive care of NCD - Comprehensive Chemistry/Foot Care

- x) Independent accounting of income from Pharmacy, Laboratory, Radiology services and Support clinics RCH/CTC& Dental Clinic.

AIM

To attain Business growth by 10-40% per year by boosting revenues by at least 30% for second half of 2022 and whole of 2023, then introduce new services to increase revenues by 40% in 2024-2025; and subsequently reduction of business growth by 5% each year due to predicted market saturation/competition/unexpected economic and social criss.

Activities:

1. Advertisement and Health promotion - In house allocations of certified Marketing officer/Organise and fund activities Marketing team/ Continue Media and Billboard ads/ internal market from staff under NHIF
2. New services - Fertility enhancement/Erectile dysfunction/Laparoscopic surgeries/Diabetic foot care/CTC
3. Increase inhouse availability of highly demands and profitable services, sub sequently improve customer care. Buy Blood chemistry and Coagulation profile analyzer
4. Quality assurance - Clinical audit and feedback/Customer satisfaction surveys/Feedback channels/ Follow up calls to Post op patients/Staff training, CME sessions and SOP.
5. Road maintenance to improve accessibility to the hospital
6. Conduct CMEs for clinicians in the nearby hospitals and pharmacies - Networking and marketing
5. Expanding market segment - increase availability of variable specialised clinical services- Physician/Paediatrician in week days/focus on corporate customers NHIF and Stratergis/User fee adjustment to encourage RCH clients and non corporate NHIF to under take higher cost services- Accomodation
6. Increase man power in the Finance office/Provide more opportunities for financial data presentation and analysis of business trends - DFAP/Hospital management
7. Revise Business Plan under guidance of Financial Consultant
8. Enhance ability for external funding by paying rent - 12m per month - increase availability of funds in circulation

Reference data for estimating projected annual/ monthly surplus/deficits

Monthly revenues	Expected Expenses	Revenue gap to be covered by external source of funds/Subsequent surplus		
59114250				
76848525	92221715.23	-15373190.23		
76848525	127837671.8	-50989146.81		
107587935	136143628.4	-28555693.4		
145243712.3	144717563.3	526148.9629		
188816825.9	150548519.9	38268306.05		
236021032.4	153356498.2	82664534.24		