

# genyra GROUP

*Building Solutions. Transforming Healthcare.*

East Africa's leading provider of comprehensive healthcare solutions, from laboratory equipment and medical devices to strategic health systems advisory, precision calibration, and professional development.

**2017**  
FOUNDED

**50+**  
PROFESSIONALS

**6**  
COUNTRIES

**85%+**  
CLIENT RETENTION

**50+**  
FACILITIES

- BioSciences
- Health Systems Planning and Advisory
- genyra Academy
- MedTech Solutions
- Metrology and Calibration Services

ISO 9001:2015

ISO/IEC 17025:2017

ISO 13485:2016

Triple ISO Certified

**BioSciences**



PCR Systems  
Genomics  
Microbiology

**MedTech Solutions**



**Health Systems  
Advisory**



**Metrology and  
Calibration**



**genyra Academy — Virtual Professional School**



Life Sciences



E-Learning



CPD Courses



Certification

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**ABOUT THIS DOCUMENT**

This Corporate Business Profile provides a comprehensive overview of genyra Group's capabilities, strategic business units, key achievements, and value proposition. It is intended for prospective clients, partners, and stakeholders. Visit [www.genyragroup.com](http://www.genyragroup.com) for current information.

**50+**

PROFESSIONALS

**6**

COUNTRIES

**50+**

FACILITIES

**85%+**

RETENTION

## 01 — ABOUT

## East Africa's Leading Healthcare Solutions Provider

Genyra Group is East Africa's leading provider of comprehensive healthcare solutions, specialising in laboratory equipment and consumables, general medical supplies, healthcare strategic planning and systems development, and calibration services.

Established in 2017 in Nairobi, Kenya, with a vision to transform healthcare delivery through innovation and excellence, we serve hospitals, research institutions, diagnostic laboratories, pharmaceutical companies, and healthcare facilities across the region.

Our proven track record, triple ISO certification, and 85%+ client retention rate reflect our unwavering commitment to quality, reliability, and long-term partnership.

### HEADQUARTERS

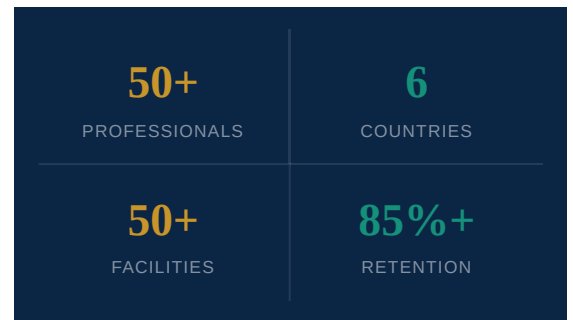
Nairobi, Kenya  
P.O. Box 43844, 00100

### FOUNDED

2017 · 9 Years in Operation

### TRIPLE ISO CERTIFIED

- ISO 9001:2015 — Quality Management System
- ISO/IEC 17025:2017 — Calibration Laboratory
- ISO 13485:2016 — Medical Devices QMS



## 02 — OUR STORY

### Key Milestones

- 2017** Founded in Nairobi, Kenya, with a bold mission to transform healthcare delivery across East Africa through innovation and operational excellence.
- 2021** Digital radiology upgrades delivered across five health facilities. First major calibration contracts established, laying foundations for the Metrology and Calibration SBU.
- 2022** Calibration of 200+ equipment units across 10 facilities. **ISO/IEC 17025:2017 accreditation achieved**, a landmark quality milestone for the Group.
- 2023** ICU equipment supply for COVID-19 emergency response. Laboratory automation projects rolled out region-wide, strengthening critical care and diagnostic capacity.
- 2024** HIS/LIS implementation for a 300-bed hospital network. ISO accreditation support successfully completed for three hospital laboratories.
- 2025** Complete laboratory setup for a Level 5 County Hospital, 50+ installations. Launch of **genyra Academy**, the Group's virtual professional school and CPD training platform.

## 03 — VISION

To be the most trusted and preferred partner for healthcare solutions in Africa.

## MISSION

Delivering innovative, reliable, and world-class healthcare solutions that improve patient outcomes and enhance operational efficiency.

## CORPORATE VALUES

## Our Guiding Principles



### Innovation

We continuously seek better ways to solve healthcare challenges, investing in technology and ideas that push boundaries and improve patient outcomes.



### Excellence

We hold ourselves to the highest standards in every product, service, and interaction, consistently exceeding client expectations across all business units.



### Integrity

We operate with transparency, honesty, and ethical discipline in all our business practices and partnerships across the East Africa region.



### Reliability

Our clients trust us because we deliver on our commitments, on time, within scope, and to specification, consistently and without exception.



### Partnership

We build long-term relationships grounded in mutual respect, shared goals, and genuine care for our clients' sustained success and growth.



### Impact

Everything we do is measured against the outcomes it creates for patients, health systems, and communities across the African continent.

### STRATEGIC DIRECTION

(i) Deepening technical capabilities across all four SBUs; (ii) expanding geographic footprint to new markets in East and Central Africa; (iii) building a world-class digital health and training platform through genyra Academy; (iv) maintaining and strengthening our ISO accreditation portfolio as a mark of quality assurance.

Kenya · Uganda · Tanzania

Active Operations

Rwanda · South Sudan · Ethiopia

Regional Presence

East and Central Africa

Strategic Expansion

04

STRATEGIC BUSINESS UNIT

# BioSciences

## LIFE SCIENCES RESEARCH AND APPLIED BIOLOGY

Genyra BioSciences bridges the gap between fundamental biological research and real-world health outcomes, advancing knowledge in molecular biology, microbiology, genomics, and applied life sciences.

We partner with researchers, healthcare institutions, and public health agencies to translate scientific insights into implementable solutions that improve patient care and public health outcomes.

### CORE CAPABILITIES

- Applied biological research and laboratory sciences
- Microbiology, genomics and molecular diagnostics support
- Biosafety and biosecurity advisory services
- Research design, data analysis and scientific consulting
- Capacity building and scientific training programmes
- Laboratory equipment supply: PCR systems, analysers, centrifuges, biosafety cabinets

### WHO WE SERVE

- Research Institutions
- Universities and Colleges
- Public Health Agencies
- Pharmaceutical QC Laboratories
- Blood Transfusion Services
- Teaching Hospitals

*"Science that translates into health impact."*

*"We bridge fundamental biological research and real-world health outcomes across East Africa."*

**GENYRA BIOSCIENCES**

### Research Support Services

Full research lifecycle support from study design through data analysis, interpretation, and scientific writing, aligned with Good Research Practice standards and ethical frameworks.

### One Health Approach

Integrated human-animal-environment health framework addressing zoonotic diseases, antimicrobial resistance, and ecosystem surveillance for holistic public health response.

05

STRATEGIC BUSINESS UNIT

# MedTech Solutions

## DEVICE CATEGORIES

ICU and Critical Care  
 Diagnostic Imaging  
 Theatre and Surgical Equipment  
 Point-of-Care Devices  
 Patient Monitoring Systems  
 Infusion and Anaesthesia

## KEY ACHIEVEMENTS

ICU equipment for COVID-19 response  
 HIS/LIS — 300-bed hospital network  
 Digital radiology across 5 facilities  
 ISO 13485:2016 certification achieved

## MEDICAL TECHNOLOGY AND DEVICE SOLUTIONS

Genyra MedTech delivers end-to-end medical technology solutions, from device selection and procurement through deployment, user training, and ongoing post-market support. We ensure the right technology is in the right hands, functioning optimally.

## CORE CAPABILITIES

- Medical device supply, sourcing and procurement advisory
- Technology needs assessment and health technology evaluation (HTA)
- Biomedical equipment management and full lifecycle support
- Installation, commissioning and clinical user training programmes
- Preventive maintenance design and ongoing technical support
- 24/7 technical support hotline with guaranteed response times

**24/7**

SUPPORT

**300+**

BEDS SERVED

**ISO**

13485:2016

*"Technology that serves people, not just processes."*

### Health Technology Assessment (HTA)

Evidence-based HTA methodologies for informed procurement decisions, including cost-effectiveness analysis, clinical evidence evaluation, and burden-of-disease considerations.

### Digital Health Integration

AI-assisted diagnostics, EHR deployment, telehealth platforms and point-of-care technologies tailored for resource-variable healthcare settings across East Africa.

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STRATEGIC BUSINESS UNIT

# Health Systems Planning and Advisory

## STRATEGIC PLANNING AND QUALITY MANAGEMENT SYSTEMS

Genyra Health Systems Planning and Advisory empowers health institutions and organisations with the strategic intelligence and quality frameworks they need to perform at their best. We partner with governments, health authorities, NGOs, and private healthcare actors to design robust health systems.

### CORE CAPABILITIES

- Health sector strategic planning and institutional strengthening
- Quality Management Systems (QMS) design and implementation
- ISO standards alignment and accreditation readiness support
- Health policy advisory and health programme design
- Monitoring, evaluation and performance improvement frameworks
- Hospital setup, workflow design and operational systems development

ISO 9001  
2015

ISO 13485  
2016

ISO 17025  
2017

### WHO WE PARTNER WITH

Government Health Ministries  
County Health Departments  
NGOs and Development Partners  
Private Hospital Networks  
Regulatory Authorities  
Universities and Research Institutions

### 2024 Highlights

ISO accreditation support for **3 hospital laboratories**. HIS/LIS implementation for a **300-bed hospital network**, demonstrating full end-to-end system capability.

**3+**

HOSPITALS ISO ACCREDITED

**300+**

BEDS: HIS/LIS IMPLEMENTED

**QMS**

DESIGN AND IMPLEMENTATION

*"Governance that makes health systems work."*

07

STRATEGIC BUSINESS UNIT

# Metrology and Calibration Services

PRECISION MEASUREMENT AND INSTRUMENT ASSURANCE · ISO/IEC 17025:2017

Accurate measurement is the foundation of safe and effective healthcare. We provide professional calibration, verification, and measurement assurance for medical, laboratory, and industrial instruments across East Africa.

- Calibration of medical, laboratory and industrial instruments
- Measurement traceability to NIST/UKAS international standards
- Preventive maintenance and performance verification programmes
- Scope: Temperature, Pressure, Volume, Mass and Electrical Quantities

"Precision you can trust, every time."

## ACCREDITATION AND STANDARDS

### ISO/IEC 17025

2017 Accredited

### NIST/UKAS

Traceable Standards

### 200+

Units Calibrated

### East Africa

Wide Coverage

08 — STRATEGIC BUSINESS UNIT

## genyra Academy — Virtual Professional School

Empowering Minds. Inspiring Excellence.

academy.genyragroup.com

The genyra Academy is the Group's virtual professional school, a CPD-credited continuing education platform for working healthcare professionals. Programmes are practical, evidence-based, and delivered by seasoned practitioners across all four business pillars.

- 20+ short courses across 4 thematic training pillars
- CPD-credited programmes recognised by professional bodies
- Online delivery via academy.genyragroup.com
- 500+ healthcare professionals trained annually

**20+**

COURSES

**500+**

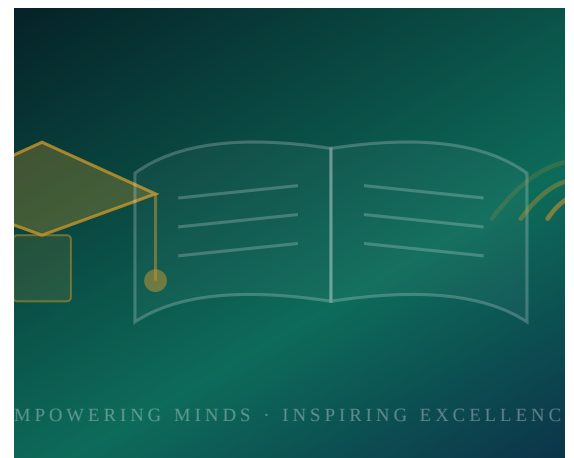
TRAINED

**4**

PILLARS

**CPD**

CREDITED



EMPOWERING MINDS · INSPIRING EXCELLENCE

## Key Projects, Clients and Why Choose genyra

### KEY PROJECTS AND ACHIEVEMENTS

#### INNOVATION

##### Level 5 County Hospital Laboratory Setup

Full-scope laboratory commissioning including 50+ installations, staff training, and ongoing maintenance contracts delivered on time and within budget.

#### TECHNOLOGY

##### HIS/LIS for a 300-Bed Hospital Network

End-to-end design, deployment, and go-live support for an integrated Hospital and Laboratory Information System at a major regional referral centre.

#### QUALITY

##### ISO/IEC 17025:2017 Calibration Laboratory Accreditation

Led the full accreditation journey establishing NIST/UKAS traceable standards and a sustainable quality system for the calibration laboratory.

#### EXCELLENCE

##### ISO 13485:2016 Medical Devices Certification

Achieved ISO 13485:2016 certification demonstrating world-class quality management standards for medical device supply and management services.

#### IMPACT

##### COVID-19 ICU Emergency Equipment Response

Rapid mobilisation of critical care equipment to multiple facilities, delivering complete ICU packages under emergency timelines and logistical constraints.

#### ADVISORY

##### ISO Accreditation Support: 3 Hospital Laboratories

Advisory, documentation, gap analysis, and audit preparation for three hospital laboratories, all achieving ISO accreditation successfully in 2024.

### OUR CLIENT PORTFOLIO

#### National and County Referral Hospitals

Major national and county referral hospitals and healthcare facilities across Kenya and East Africa

#### Private Healthcare Facilities and Networks

Private hospitals, specialist clinics, multi-site hospital networks and health management organisations

#### Research Institutions and Universities

National health research institutes, university teaching hospitals, medical schools and research centres

#### Diagnostic Laboratories and Pharma

Diagnostic laboratory networks, pharmaceutical QC labs, national blood transfusion services and blood banks

### WHY CHOOSE GENYRA GROUP

#### 01 Comprehensive One-Stop Portfolio

Four specialised SBUs under one roof offering a seamless, integrated service experience from lab setup to digital health systems and professional training.

#### 02 Triple ISO Certification

ISO 9001:2015, ISO/IEC 17025:2017, and ISO 13485:2016 — a rare triple accreditation assuring consistent quality across every division and service line.

#### 03 85%+ Client Retention Rate

Long-term partnerships averaging 9+ years speak to the trust clients place in genyra Group. Many clients have grown with us since our founding in 2017.

#### 04 Local Presence, Global Standards

Deep understanding of East Africa's healthcare context combined with international quality standards, regulatory frameworks, and global supplier networks.

## Get In Touch With Our Team

### CONTACT INFORMATION

**HEAD OFFICE** P.O. Box 43844, 00100  
Nairobi, Kenya

**TELEPHONE** +254 705 435 438

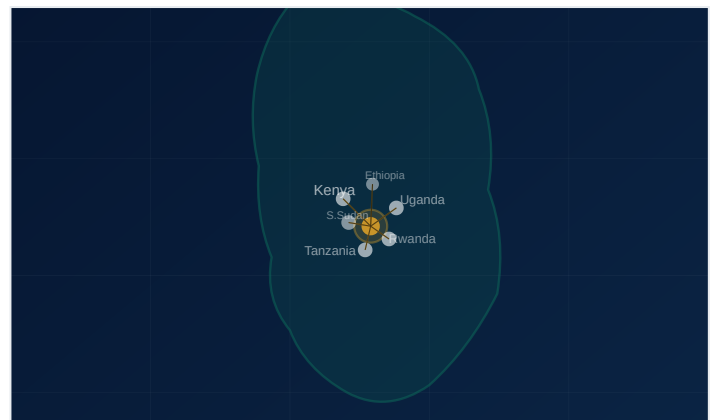
**GENERAL ENQUIRIES** [info@genyragroup.com](mailto:info@genyragroup.com)

**SALES** [sales@genyragroup.com](mailto:sales@genyragroup.com)

**WEBSITE** [www.genyragroup.com](http://www.genyragroup.com)

**ACADEMY** [academy.genyragroup.com](http://academy.genyragroup.com)

### REGIONAL PRESENCE — 6 COUNTRIES



<b>Kenya</b> Headquarters	<b>Uganda</b> Active
<b>Tanzania</b> Active	<b>Rwanda</b> Active
<b>South Sudan</b> Regional	<b>Ethiopia</b> Regional

### WORKING HOURS

Monday to Friday: 8:00 AM to 5:00 PM EAT  
 Technical Support: 24/7 for critical equipment  
 Emergency Response: Available on request

### SBU CONTACTS

BioSciences: [info@genyragroup.com](mailto:info@genyragroup.com)

MedTech Solutions: [sales@genyragroup.com](mailto:sales@genyragroup.com)

Health Systems Advisory: [info@genyragroup.com](mailto:info@genyragroup.com)

Metrology and Calibration: [info@genyragroup.com](mailto:info@genyragroup.com)

genyra Academy: [academy.genyragroup.com](http://academy.genyragroup.com)

## Partner with genyra Group

We invite you to explore how genyra Group can be your strategic healthcare solutions partner. From laboratory infrastructure to digital health systems, precision calibration to professional development, we have the expertise, the certifications, and the commitment to help you deliver better healthcare outcomes.



THINK · INNOVATE · SOLVE