

East Africa's digital health shift puts AI and hospital tech on procurement agenda at WHX in Nairobi

East Africa's healthcare providers increasingly adopting AI-supported diagnostics to improve access and efficiency.

NAIROBI, KENYA, September 4, 2026 /EINPresswire.com/ -- The healthcare sector in East Africa is undergoing a significant transformation as digital tools transition from pilot projects into everyday use. There is an increasing adoption of AI-supported diagnostics, telemedicine, hospital management

systems and connected devices. Governments and healthcare providers across the region are investing in interoperable systems, digital claims platforms and data-led healthcare to improve access, efficiency and continuity of care. According to the Global System for Mobile



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*Tom Coleman, Portfolio
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Communications Association (GSMA), digitalisation could contribute an estimated [KES 19 billion to Kenya's economy by 2028](#). However, the World Health Organisation (WHO) reports that only [around 30% of telemedicine projects](#) in the African Region are currently implemented, indicating both a growing technology opportunity and significant scope for further deployment.

At the broader Middle East and Africa level, market growth is forecast from USD 12.06 billion in 2024 to USD 54.84

billion by 2031, representing a 24.3% CAGR between 2025 and 2031. Against this backdrop, World Health Expo (WHX) 2026 in Nairobi will bring healthcare technology providers, hospital decision-makers, distributors and investors together at the Kenyatta International Convention Centre (KICC) from 16–18 September. The event's timing coincides with an active procurement period, when healthcare providers are assessing technologies that they can implement at scale.

Dr Anne Musuva, CEO of the Kenya Healthcare Federation, said: “Kenya is undergoing ambitious digital health reforms, creating significant opportunities to improve access, efficiency and quality across our healthcare system. AI-supported diagnostics and telemedicine, in particular, have the potential to extend quality healthcare beyond major urban centres and help build a more equitable health system.



“As an official supporter of WHX, the Kenya Healthcare Federation recognises the importance of bringing together government, technology partners and healthcare providers to turn policy ambitions into practical solutions. Platforms such as WHX provide an important opportunity for these stakeholders to collaborate, share expertise and strengthen Kenya’s digital health journey in a way that ultimately improves access to healthcare for all.”

Kenya’s digital-health push is moving from policy into implementation. The Digital Health Act , 2023, established the Digital Health Agency and created a framework for integrated health information systems, digital services and health data governance. The Ministry of Health is now advancing a Health Information Exchange, e-claims processing, the SHA Registration Portal, the AfyaYangu app and digital hospital management systems, while AI-assisted X-rays and multimodal AI tools are being used to support faster diagnosis and community-level screening.

For hospitals, this means that AI can be applied in several practical ways. It can aid in interpreting medical images and support laboratory decision-making. Additionally, electronic records can improve continuity of care, and hospital management systems can strengthen patient flow, claims processing, inventory control and resource planning. The Ministry of Health has also identified AI as a valuable tool for early disease detection, clinical decision-making, disease surveillance and health financing, signalling a shift towards technology that can provide measurable operational and clinical benefits.

The regional opportunity extends beyond Kenya. Ethiopia’s Digital Health Blueprint 2021–2030 prioritises digital infrastructure, interoperability, data use and services that can extend care beyond major urban centres. Ethiopia Health Connect is expected to expand teleconsultation and digital health services to more than 30 million Ethiopians, creating demand for telemedicine platforms, remote diagnostics, health information systems and supporting connectivity infrastructure.

Digital adoption in East Africa must account for limited connectivity . According to the WHO, only

30% of telemedicine projects in Africa are implemented, with unreliable electricity, scarce devices, and poor broadband as key barriers .

The ability to deploy services effectively is essential. Providers require systems capable of functioning with variable bandwidth, offline or asynchronous workflows, integrating with national platforms, and protecting patient data. Suppliers that offer these features are better equipped to serve a region with access gaps and practical digital needs.

The investment environment is also developing. Briter data cited in a 2026 regional health-tech review shows that East African startups attracted USD 865 million between January and August 2025, the highest regional total in Africa during that period. Health technology accounted for [approximately USD 150 million of the total](#) . Briter's 2025 Africa Investment Report identifies Kenya as a leading investment market, accounting for 29% of disclosed African startup funding. The next stage will depend on converting capital into interoperable, secure and commercially sustainable systems that healthcare providers can procure and operate.

Now in its 10th edition, formerly Medic East Africa and part of the WHX Africa portfolio, WHX is held under the patronage of the Ministry of Health, Kenya, with support from the Kenya Healthcare Federation. More than 5,500 attendees are expected, including 15% international participants, alongside 200+ exhibitors from 30+ countries. The show will occupy 4,500 sqm net, an 81% year-on-year increase, while USD 84.19 million in total estimated business was generated at WHX 2025.

"Kenya's healthcare sector is rapidly adopting digital solutions, and September marks a key moment for the market. WHX in Nairobi brings together AI diagnostics, telemedicine platforms, and hospital technology providers with healthcare leaders during an active procurement period, giving buyers a direct view of available solutions," said Tom Coleman, Portfolio Director - Healthcare, InD.

WHX will showcase eight product sectors, including IT and digital health solutions, which will be relevant to CIOs, IT directors and hospital leaders evaluating AI-supported diagnostics, electronic medical records, hospital management systems, telemedicine platforms, connected devices and health data tools.

The WHX portfolio includes three key healthcare events in Africa, held in Nairobi, Lagos and Johannesburg, forming a unified platform that connects global brands with regional distributors. WHX also sits alongside major continental health convenings, including the Africa Health ExCon (AHEC) in Egypt and the Africa CDC's Conference on Public Health in Africa (CPHIA), creating a complementary ecosystem where policy, procurement and commercial capability reinforce one another.

Registration for WHX is free for healthcare professionals, suppliers and procurement leaders. With SHA timelines advancing and regional reforms accelerating, the September dates at KICC offer a defined window for East African hospitals and their partners to review financing changes

and lock in procurement decisions for the coming year. To find out more and be part of East Africa's evolving healthcare landscape, register for WHX in by visiting:

□ Registrations:

<https://www.worldhealthexpo.com/events/healthcare/nairobi/attend/registration-lp>

□ Book a stand: <https://www.worldhealthexpo.com/events/healthcare/nairobi/exhibit/apply-for-a-stand>

□ Event information: <https://www.worldhealthexpo.com/events/healthcare/nairobi>

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