

# Media release.

Embargoed until Sunday 22 July, 2018.

## Dutch health delivery trailblazer uses VR technology to bring Kenyan clinic to the RAI in Amsterdam.

Thursday 19 July, 2018.

Every day across 13 countries in sub-Saharan Africa, North Star Alliance's committed local teams are breaking barriers to health, providing marginalised populations with stigma-free access to essential health services through their e-health network. With their pioneering model and scale, the organisation is poised to share promising practices at the 22<sup>nd</sup> International AIDS Conference (AIDS2018) in Amsterdam, the Netherlands from 23-27 July, 2018. To bridge the geographical divide, the Dutch-based innovator has tapped into virtual reality technology to share their work with the world.

"With much of our work falling in the field of HIV, when we learned that the International AIDS Conference was coming to our home turf we immediately started thinking about how to best share our model, our people, our context and our impact. We turned to virtual reality to best tell our story." shared Ylse van der Schoot, Executive Director of North Star Alliance.

Located in the centre of the AIDS2018 Global Village, [North Star's exhibition booth](#) is set to transport delegates and visitors from Amsterdam's RAI Convention Centre to one of their 49 Blue Box clinics in Africa. Popping with colour and the vibrancy of life; a shipping container will be set up as a replica clinic, complemented by wraparound artwork, establishing a setting of sunny skies, open roads and an African landscape. And then, the true diamond: the short 360° virtual reality tour of North Star's Jomvu clinic in Kenya is loaded and ready to be experienced via two Oculus-Go headsets.

"Virtual reality helps us to establish the value of our healthcare delivery model, in the context of our clients. With 360° vision, visitors gain a firsthand look at what a real clinic looks like, the roles of our local teams and the impacts on our clients. It demonstrates our innovative, proven model and driven people, which are what makes this organisation a success. To illustrate this, we want to showcase our organisation, talk about our promising practices, and find more partners who share our vision for a healthy future for all." continues Ylse, "Joining our Alliance means giving more people access to health, something that everyone should have."

With more than 11 years' experience in operations, North Star has built a wealth of insights, and is proud to share promising practices at AIDS2018. An international and cross-functional team has been assembled to represent the about 300 staff, and will be present at all North Star activations, from their film screening, to satellite sessions, partner and networking events, AIDS2018 publications, and more.

As an organisation, North Star Alliance is an illustration of the Power of Many. It is the combined work of their people and their partners that creates North Star's impact on the ground. The Power of Many is so central to realising North Star's impact, it runs throughout the AIDS2018 activations forming a visually beautiful campaign. Visitors to North Star's booth can learn more about North Star's model and promising practices, along with collecting a limited-edition button badge, and a pair of North Star Alliance virtual reality cardboard glasses.

North Star's exhibition space at the 2018 International AIDS Conference is booth #640 in the Global Village at the RAI Convention Centre in Amsterdam, 08:30 – 18:00, Monday 23 to Friday 27 July, 2018.

-ENDS-

## More about North Star's 360° virtual reality tour:

For best viewing, [download the Vimeo app](#) (free) on your smart phone, and then, when pressing the link below, select the 'V' icon in the bottom right hand corner of your screen to watch the film in-app.

North Star's 360° virtual reality tour can be found at this link: [northstar-alliance.org/360tour](http://northstar-alliance.org/360tour)

Password for viewing (until 22 July) is: contact [cathy.jongens@northstar-alliance.org](mailto:cathy.jongens@northstar-alliance.org) for password

## More about North Star Alliance:

[North Star Alliance](#) provides quality healthcare to mobile workers and the communities they interact with. Using repurposed shipping containers as clinics, North Star's network of [nearly 50 clinics](#) is linked together using their own digital e-health system, providing continuity of care for clients, and valuable data insights across the organisation.

With their comprehensive healthcare package and unrivalled access to a hard-to-reach group of clients, the model is impacting on hundreds of thousands of people each year. [In 2017](#) the organisation provided 189,005 clients with access to 319,952 health services. Around 120,000 clients participated in behavioural change communication sessions, and nearly 100,000 clients received services via North Star's outreach teams.

## For photo opportunities and interviews, contact:

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