Roelinde Bakker leads the business expansion of SafeCare in Africa and Asia. SafeCare is part of the PharmAccess Group, an international not-for-profit organization dedicated to the strengthening of health systems in sub-Saharan Africa. The SafeCare approach is based on internationally acknowledged (ISQua) quality standards and dissects the improvement process of healthcare providers in survey-able, measurable steps. The methodology has been adopted by public and private partners in over 15 African countries.

Roelinde has a background in health sciences. Innovation in health (care) has been the common thread throughout her career. Before joining Pharm Access in 2021, she worked in Healthcare Procurement, Micro Insurance and Healthcare Innovation in Africa and Asia for Dutch insurer Achmea and TNO, a Dutch innovation and research institute.