

ENABLING INCLUSIVITY IN HEALTHCARE INSURANCE



Topics of Discussion

Healthcare insurance in Kenya

Inclusive insurance product model

Making inclusive insurance work

An example implemented in Kenya

Healthcare insurance in Kenya



Statistics show that NHIF (National Health Insurance Fund) covers 18 % of Kenyans (estimated at 8.5 million Kenyans), whereas the 32 private health insurers collectively cover only 1 % of the Kenyan population

*Source: Institute of Economic Affairs published in July 2021
<https://ieakenya.or.ke/>*

Challenges in Kenya's healthcare industry



Loss making

- High service costs
- Fraudulent claims (>36%)

Lack of transparency

- Manual capture of claims
- No accountability

Inability to capture growth

- Lack of data driven decision making
- Low ability to capture demands from consumers



Inclusive insurance product model

What an inclusive insurance product would look like for a private healthcare insurer



Inclusive insurance products should embrace
**affordability, simplicity, access for all, customer-
centricity and easy to access.**



Where to start



Insights from consumers

- Invest in a CRM
- Feedback through distribution channels e.g. agents, aggregators



Product development

- Data driven decision making
- Testing and piloting products for consumer feedback before scaling



Adopting technology

- Utilizing online distribution channels
- Controlling and managing costs through E2E digital technology

Making inclusive insurance work

Partnerships

- Collaborating with healthcare providers to have fixed costs, to lower claim costs
- Partnering with technology solution providers to provide E2E digital solutions for administration purposes for example Slade, MTIBA, Curacel etc, which reduces overall operational costs
- Fraud detection through AI powered solutions for accountability, which controls high costs attributed to fraudulent claims

Products

- Use aggregators to provide insights into member's profiles, needs and behaviors e.g. MFIs, sacco, organized groups etc
- Embedding other benefits in the healthcare products e.g. life insurance, funeral cover, hospital cash benefits etc
- Simplify customer processes e.g. customer journeys by using MNOs



An example implemented in Kenya

Britam- MTIBA partnership

Product

Britam partnered with CarePay (MTIBA) to offer a low cost health insurance product to its customer base. The benefits included inpatient, last expense, maternity and chronic illness covers. The premium cost is between \$30-40

Approach

- Pilot with MTIBA's customer base to qualify the product
- Send SMS messages to the customer base and convert them through telesales
- Get real time feedback on individuals who purchased and did not purchase the product

Scaling the product

- Combine both traditional and digital distribution channels
- Digital processing of claims
- Embedding a low cost outpatient benefit
- Introducing flexi monthly payments and premium financing option



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THANK YOU

