Health Microinsurance Emerging Lesson #20 [1]

Theme: Consumer Education
Source: National Health Insurance Scheme (Ghana)
Learning Theme: Health

For example, during the field test, Freedom from Hunger observed that low income households may place more value on the range of insurance benefits to enable them to access needed care and reduce the total costs related to illness, and less value on insurance as a mechanism that helps prevent illness or promotes health. (Note that the National Health Insurance Scheme covers consultations and prenatal care). Specifically they learned that an important message to stress to consumers is that the cost of illness includes a lost opportunity to generate income.

Source URL: http://www.impactinsurance.org/hwg/lessons/health-microinsurance-emerging-lesson-20

Links: