Health Microinsurance Emerging Lesson #23 [1]

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

Freedom from Hunger (FFH) has developed consumer education materials in a number of settings, and the experience in Ghana with the National Health Insurance Scheme (NHIS) product have confirmed the importance of using an iterative and structured process that incorporates a range of considerations, such as existing knowledge base of the population, language, culture and customs. The features of the product and how it works on the ground must also be reflected. As FFH gained a greater understanding of the features and functioning context of the NHIS, coupled with knowledge and perceptions of prospective enrollees, it was able to refine the education tools and approach.

Source URL: http://www.impactinsurance.org/hwg/lessons/health-microinsurance-emerging-lesson-23

Links: