

Business models

The typical microinsurance business model involves an insurer partnering with a distribution channel. However, as new players enter the market, models are evolving. Intermediaries are playing an important role to deliver microinsurance, often taking on the enrolment and claims functions.

Other models involve public-private partnerships between governments and the insurance industry. These partnerships have emerged as a particularly successful way of offering microinsurance at scale: governments provide premium subsidies, and leverage the expertise of insurers and the client base of distribution channels to achieve public policy objectives.

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