



MICROENSURE

part of the Micro Insurance Company

How can microinsurance solutions help to meet affordability needs and pay for quality care



By Leona Lillian Abban

- **M’Afia is a 32-year old porter who makes a living working in the Mallam Atta Market.**
- **Her work involves carrying purchased goods on her head. Often using a large pan with a moistened coil of cloth as a buffer.**
- **M’Afia’s primary dream is to one day be able to access and afford quality health care when her 2-year old falls ill. Education for Baby Akos is M’Afia’s second dream.**



Patience's Story

We knew that our daughter was going to die and
we had little capacity to change that until you
came along –

Patience's Grandmother

400 million people

UN's 2030 AGENDA

Global Overview

- No access to essential health services.
- 5M die every year due to lack of access
- 100M people are driven into extreme poverty due to exorbitant cost of care in low and middle-income countries

- To promote physical and mental health and well-being, and to extend life expectancy for all, we **must** achieve universal health coverage and access to quality health care.
- “We must leave no one behind”



Proposed
Solutions

THREE MAJOR AREAS TO CONSIDER

Government Intervention

The Power of Embedded
Health Insurance

Create digital access
using Tech platforms

GOVERNMENT INTERVENTION

Rethink general taxation as a tool to finance the Universal Health Agenda

Referencing the dark green patched countries, there are some clear examples where taxation has come up as main drivers of achieving UHC.

UHC needs to become a National Agenda, just Financial Inclusion. Auto is Mandatory, why not Health?



Create Affordability by Embedding Health Insurance

Provide sustainable health financing for universal health

- Everyday used products in retail and FMCG

Build financial inclusion and finance universal health

- Financial Services including credits, deposits & remittances

Employers' Mandate

- Micro Health Schemes as mandatory for all Employers
Gig Work Spaces is a great start

Within Sharing Economy

- Micro, Nano and digital distribution in Ride-Hailing, Delivery and Travel Apps spaces

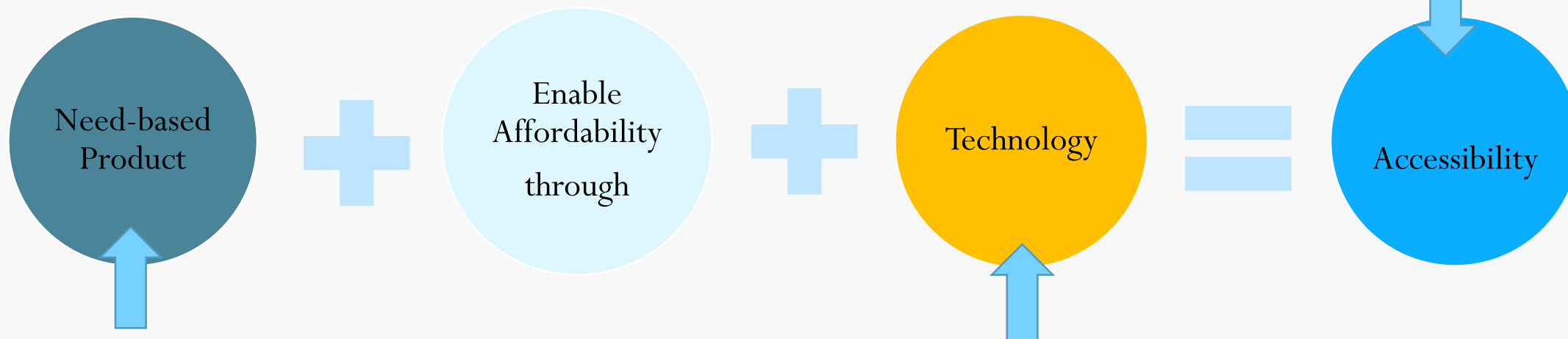
Create a Global, Regional or National Safety Net

- Community Based Health Insurance Schemes like Accord Micro Health Insurance in India-save out of pocket payment by over 67%
- Creation of Micro Health Insurance Schemes for specific ailments



The Power of Technology: - to target the 75% informal sector

Simple, affordable and accessible products at the doorstep of every Ghanaian – delivered through USSD in a local language of choice if possible, self-sign ups.



1. Should be Simple
2. Should target comprehensive coverage
3. A mix –low frequency, high severity & vice versa
4. Tailor premiums/benefits to fit low-income, middle-income, high income people

1. The Bridge
2. Enabler of accessibility
3. Enabler of affordability

Case Study / Lessons by Micro Insurance Company

1

Initiated Mobile Products through 3 Major Mobile Companies in Ghana

Tigo-2010

Airtel – 2013

Vodafone – 2020/21

2

Products built to touch every life while answering real needs

3

Seamless and Frictionless customer journey is crucial. Simplicity is key.

4

Insurance penetrated to first-time users, a much-desired outcome

5

Technology-enabling platform reduces cost, creates access and leads to sustainability over time



Conclusion

THROUGH PARTNERSHIPS, WE BRING THE DREAM ALIVE



M 'Afia and Baby Akos say Thank you!



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