



Women's World Banking

Supporting health insurance solutions for low-income women after Covid-19

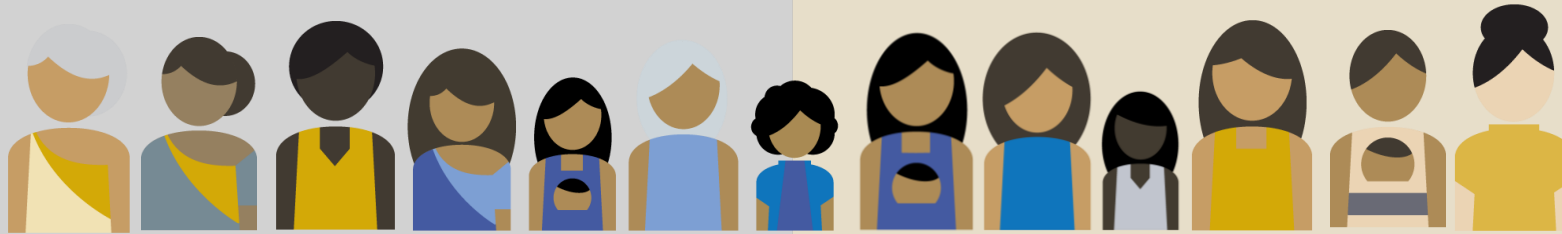
March 24th, 2021

In developing countries, up to 95% of women's employment is in informal jobs unprotected by labor laws

Source: UNWOMEN

Out-of-pocket health expenses pushed 100-200 million people below the poverty lines

Source: World Health Organization



Low income population does not have formal safety nets

Health is the biggest financial risk

Barriers for insurance uptake



Customer

- Limited understanding of the concept of risk and health insurance
 - Limited positive experience/reference of insurance resulting in lack of trust
 - Don't know how to buy and use insurance
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Insurer

- Limited understanding of unique risks of the customer segment (low and middle income/mass market), resulting in ineffective product design
 - Distribution costs are high without an aggregator
 - Perception that the segment has high risk and hence lower profitability
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Aggregator

- Insurance not a strategic priority
- Limited technical expertise and capacity to launch insurance business
- Perception that bundling insurance will make their core products (e.g. loan) unaffordable

How we remove these barriers

We take human-centered design approach to understand the customers' unique needs for product design and delivery model

Insurance product is commercially viable in less than 24 months, insurers can launch with little to no upfront investment



We build aggregator's capacity through technical advisory, insurer selection and IT platform to make them ready to launch insurance in 6 months

Impact of Covid-19 on low-income women livelihoods in Uganda

Women customers, working in the informal sector, were not working during the lockdown, and still had to take care of the family

Many low-income women customers diversified their business not to rely on one unique source of income

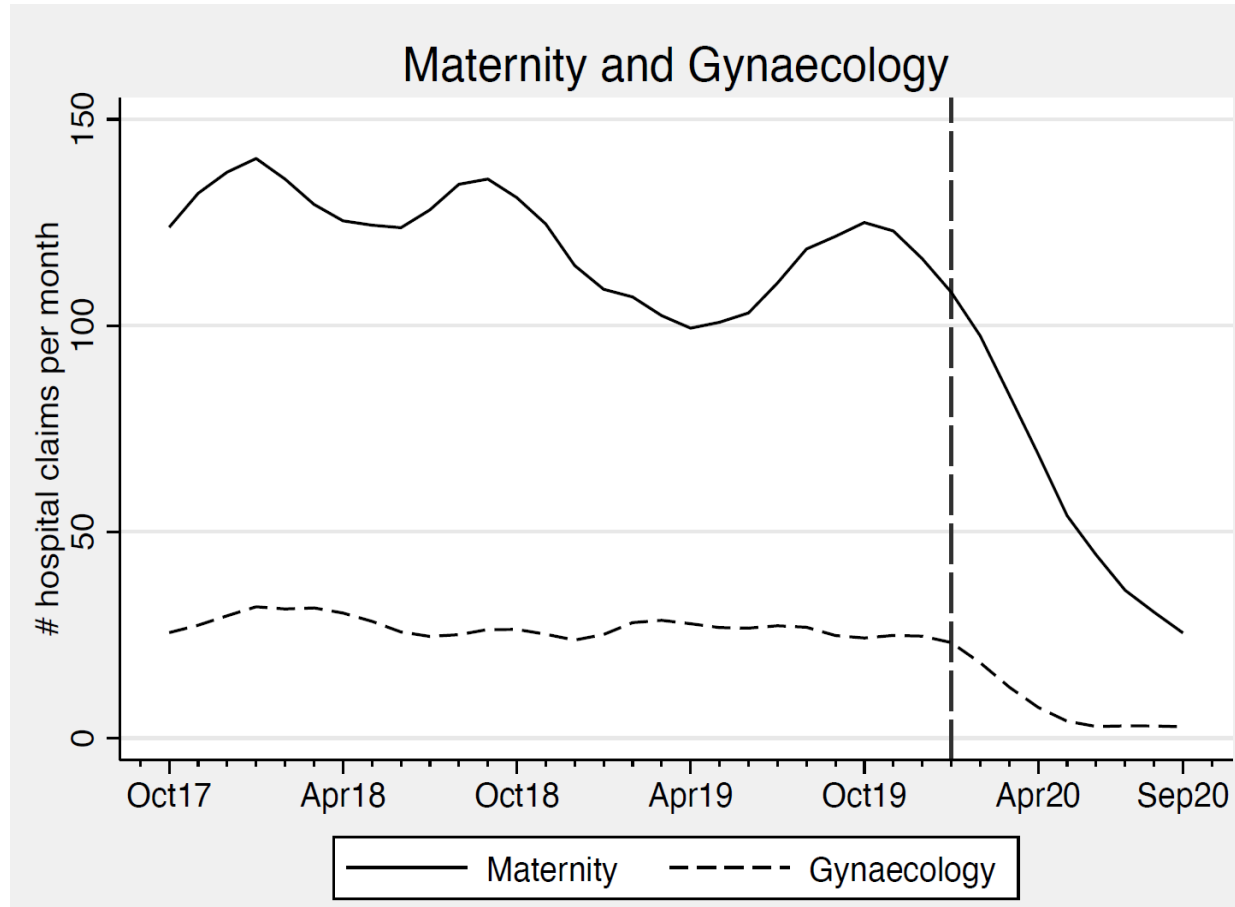
“It affected me so bad because we were not working and yet I had to look after my son, we had to eat and meet our bills”

“I was able to diversify my business. I started a piggery project and ventured into local chicken [...] I will continue to grow the local chicken business so that I do not have to depend on only one source of income again.”

A woman's journey through Covid-19



Low income women were disproportionately affected by Covid-19; products need to be adjusted to answer to their changing needs



Example from Egypt

Key recommendations:

- Conduct further research on how Covid-19 has impacted usage of insurance for low-income women
- Develop value-added services for low income women customers such as telemedicine
- Develop new services meaningful for women low-income customers such as providing a birth benefit