

Summary

Microinsurance Conference 2008

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Centro De Convenciones y Exposiciones
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Session 8 – Health

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Experimenting with innovative health microinsurance products
Issues for new practitioners - early quantitative lessons learned from 2 schemes in Pakistan

Microinsurance practitioners introducing new health insurance products need to address a number of issues prior to implementation:- the choice of distribution channel, what health expenses to cover, the design of market research, should the scheme be mandatory or not, the criteria for enrolment, the basis for setting the premium, what exclusions should apply, should the premium be annual/monthly, will claims be reimbursed to the client/settled with the service provider, etc. A comparison of early quantitative results of two differing experimental schemes launched in Pakistan in 2007/8 suggests some useful early lessons learned with regard to these issues concerning enrolment success, marketing expenses, claims experience, etc. as well as some suggested improvements and challenges to conventional thinking.

Key messages:

Investing in experimentation will deliver valuable experience that benefits, and should be shared with, the whole industry.

Given the youth of the microinsurance industry, it is unlikely to flourish unless it is willing to take some risks to fill the gaps in experience.

Questioning the conventional may be a good way to overcome obstacles.

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