



OUTPATIENT HEALTH INSURANCE FOR URBAN POOR

India has more than 100 mn urban poor who face financial burden of ill health with close to 70% out of pocket expenditure (OOPE) on health. A large share of expenditure on health is attributed to seeking care in Out-Patient Departments (OPD)¹. The current health insurance offering in India largely cater to expenses for institutional treatment and out-patient services like medicines, consultation fee and diagnostics have suboptimal or negligible coverage.

OPD-Linked Health Insurance Product: An insurance product tailored to cover OPD needs of underserved communities has the potential to significantly reduce catastrophic expenditure on health and facilitate access to quality health services that seem unaffordable currently. Some of the key features of the insurance product will include: OPD and IPD benefits, Hospicash, Accidental hospitalization and maternity benefits. The product aims to:

- Encourage timely detection and treatment of illness
- Reduce catastrophic out of pocket expenditure (OOPE) on health (as it is estimated that c. 56% of OOPE on health is on OPD)

PAHAL (Partnerships for Affordable Healthcare Access and Longevity), is a flagship USAID and IPE Global urban health initiative. PAHAL has partnered with **Aditya Birla Health Insurance Company (ABHIC)** to develop a viable health insurance product that covers In-patient and Out-patient expenses for patients belonging to underserved urban communities. **GramCover Insurance Brokers** is also engaged to develop and provide mobile/ web based technology solutions for online enrollment of households and for the distribution of certificate of insurance.

Merrygold Health Network (MGHN) a network of more than 700 clinics in tier II and III cities, run by **Hindustan Latex Family Planning Promotion Trust (HLFPPT)** is India's largest social franchising model network.

The project initiating a training of their Out Reach Workers (ORWs) and Merry Tarang Workers (MTWs) on **18th September, 2018** to empanel urban poor households and communities and market this OPD linked health insurance product. The pilot phase is being conducted in 4 urban poor locations in Rajasthan and UP. This will increase the knowledge of communities about the benefits of health cover to **shield them from catastrophic health related financial shock**. Additionally, it will also **lead to women empowerment** as it improves the credibility of MTWs in the community and ultimately helps in improving their socio-economic status.

The modules in this training will build the capacity of MTW on:

- Financial planning, insurance product, selling skills etc. to ensure smooth implementation.
- The concept of Insurance, its types and how insurance reduces OOPE to the ORWs and MTWs.
- To articulate clearly about the advantages and disadvantage, offerings of the product.
- to make ORWs and MTWs understand the OPD-linked insurance product, when to use the product, how to enroll households and how to help them in claiming reimbursements.

¹ PAHAL Study.

Batch 1

Bhardwaj Hospital (Bagru, Jaipur), 28 participants

Batch 2

Atulaya Hospital (Jaipur), 36 participants

Training Discussion:

- The day began with the introduction of trainers, ORWs and MTWs. To test the knowledge of the ORWs and MTWs on insurance, a pre-test was conducted before the training.
- After that, ABHIC Trainer introduced the concept of health insurance product and its components to the MTWs, which included OPD and IPD components, Accidental coverage and maternity benefits.
- Followed by this, was the demonstration of the web based online enrollment process by Gramcover Trainer.
- At the end, to test knowledge of ORWs and MTWs on insurance and key features of the insurance product, a post-test was conducted.
- All the stakeholders, ie. IPE Global, ABHIC, Gramcover, HLPPT and MGHN will come together to discuss the plan the training in other districts.

Post Training, ORWs and MTWs will go in the communities and will interact with households and create awareness about the insurance product and mobilize community members to enroll in the insurance scheme. The project plans to target at least 5,000 policies in the pilot stage. For now, total of 350 workers will be trained and larger goal is to train about 3,000 workers and has potential to reach approximately 2.8 million people annually.

About PAHAL: PAHAL (Partnerships for Affordable Healthcare Access and Longevity) is USAID and IPE's flagship innovative financing platform to promote health financing models and provide catalytic support to social enterprises (IBMs) for improving access to affordable and quality healthcare solutions for the urban poor communities, with a focus on Tuberculosis, Maternal and Child Health and WASH.

Aditya Birla Health Insurance Company Ltd. (ABHIC): Aditya Birla Health Insurance Company Ltd. (ABHIC) is a private health insurance provider, part of Aditya Birla Capital Limited (ABCL), a Non-Banking Financial Institution (NBFC) and is duly registered with Insurance Regulatory and Development Authority of India to carry on business of health insurance as a standalone health insurer.

Merrygold Health Network (MGHN): MGHN promoted by HLPPT, is the largest Social Franchising Network in India with 700+ network clinics across 7 states. MGHN promotes delivery of quality and affordable reproductive and child health services to vulnerable and low-income communities in tier II and tier III towns.

Gramcover: GramCover is an IRDA register insurance broker that uses innovative approach for insurance distribution in rural India with effective use of technology. The company is working with leading life and non-life insurance companies of India.