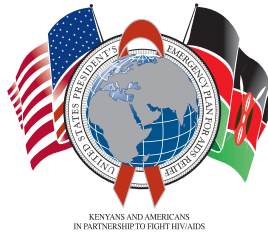




USAID
FROM THE AMERICAN PEOPLE



SHOPS
Strengthening Health Outcomes
through the Private Sector

Sustainable Strategies For Accessible, Quality Health Care Public-Private Sector Engagement in Kenya

Health Insurance Demand (HID)

The private sector currently provides close to **25 percent** of all ART services in Kenya (NASCO 2014). Because of this substantial role, increasing access to the private sector should be a priority and can be accomplished by establishing sustainable health insurance programs – programs that are known and understood by Kenyans.

SHOPS Kenya therefore launched a mass media education campaign to educate consumers about insurance. One component of the campaign was a television spot featuring a Kenyan family saying: **“My family is safe because we have health insurance that covers us all year round. That’s being responsible. We are number 1.”** It was followed by a call to action: **“Get health insurance so as to be responsible.”**

Publicizing these messages showed great promise in terms of getting people interested in insurance:

- Among individuals who were exposed to the campaign, **77 percent** agreed or strongly agreed that they were more likely to buy health insurance as a result of the campaign.
- Furthermore, **70 percent** of people exposed to the campaign believed people would likely go buy health insurance because of the campaign.

Providing health insurance products that meet the needs of HIV-infected populations can reduce the need for publicly funded or subsidized care while giving them choice of provider and decongesting public health facilities. However, to do so requires communications campaigns such as this to address knowledge gap and the campaign needs to be supported by the industry/supply side who must ensure the availability and accessibility of affordable insurance products.

STRATEGIC OBJECTIVE: Increase Role of The Private Health Sector



HCF Mechanisms



Private Health Care Provision



Policy and Partnership

Sustainable Strategies For Accessible, Quality Health Care

Public-Private Sector Engagement in Kenya

Electronic Data Interchange (EDI)

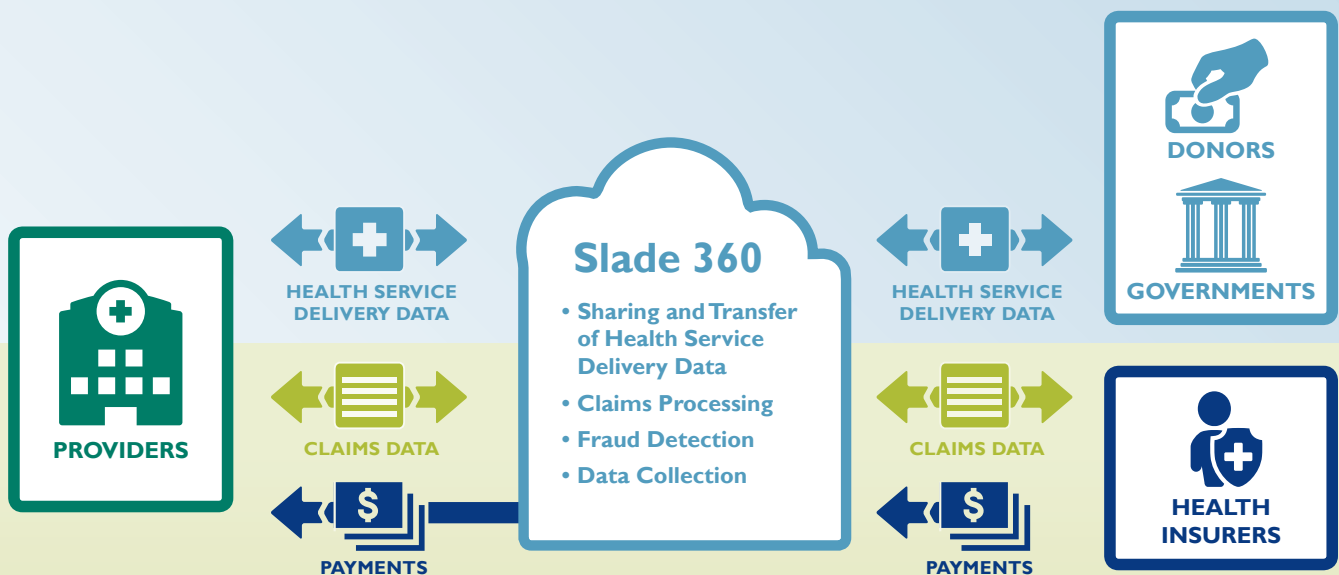
Of the approximately **1.4 million** people living with HIV in Kenya today, only **755,226 (53%)** are receiving lifesaving anti-retroviral therapy (ART). This is due in large part because the collection, transfer and utilization of patient data from providers to stakeholders have been grossly inefficient. The Ministry of Health and donors need this data from both private and public health sectors to track progress towards achieving epidemic control.

In response, SHOPS Kenya explored the use of an electronic data interchange (EDI) to automate the transfer of billing information from providers to insurers to reduce the cost of insurance for Kenyans and organize data to assist with controlling the epidemic. This technology streamlines the reporting of HIV services, decreases the cost of insurance by improving administration, and improves the procurement and management of commodities.

An EDI pilot program – that showed very promising results – was implemented with a hospital and an insurance company.

- Before the EDI, insurers required on average **28 days after a patient visit** to receive claims from the health care provider.
- After the EDI intervention, the average number of days required to transmit claims reduced to just nine days. This represents an improvement of **68 percent**.

This demonstrates that using EDI has great potential to strengthen private health sector services, generate vital health data, and efficiently improve population health.



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