

# ENHANCING ENROLMENT



## Insurance Education and Awareness Creation

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# Presentation Plan

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- I. Introduction
- II. Insurance Education and Awareness Creation.
- III. Insurance Education Planning
- IV. Insurance Education Strategies
- V. Insights

# I. INTRODUCTION



# Objective

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Re-enforce the marketing capacity of managers/promoters of MHI schemes.

# Specific Objectives

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- Know how to elaborate and implement marketing plan.
- Know how to organize sensitization meetings.
- Know marketing techniques and tools.

# Expected Results

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**After this presentation and discussion that follows, managers/ promoters will be able to;**

- Take public education and awareness creation as a key issue in MHI.
- Identify target audiences and select appropriate mechanisms/information and marketing techniques,
- Improve skills for effective public relations; working with media and performing public information meetings.

# II. INSURANCE EDUCATION



# 1. What is Insurance Education?

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- The process by which promoters inform, influence and persuade the population to understand the importance of a MHI scheme and enrol.

## 2. Objectives of Insurance Education

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- To enable the population understand the concept of MHI.
- Adhere massively to it.

# 3. Basic Questions on Insurance Education

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These questions are always asked when drawing an awareness creation plan. They include;


- What are you selling? (knowledge of the product and services)
- Why are you selling? Knowledge of the health situation of the area , common problems with illnesses)
- To whom do you sell? (knowledge of the clients)
- For whom are you selling? (knowledge of the promoter/stakeholders)
- Where are you selling? (families, schools, associations, professional groups, NGOs, churches, women's groups etc)
- Against whom are you selling? Knowledge of the competitor, his products and services)
- How are you selling? (face-face, door to door, success stories, use of local actors, testimonies, contact visits, sketches, with prospectus, telephone, internet, media, etc.)

# 4. Importance of insurance education

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- Arouse interest in micro health insurance
- Attract attention and gain a person's interest in the scheme
- Inform, influence and persuade people to adhere
- Massive adherence leads to more income and thus viability and sustainability

# **III. INSURANCE EDUCATION PLANNING**



# Pre-requisites for Insurance Education

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- Establish the goals/objectives (SMART)
- Identify target audiences
- Select information
- Select communication tools/channels
- Implement the action
- Evaluate results

# Research

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- Know information about the population and their buying habits (treatment habits and willingness to contribute)
- Seeks information on why people buy certain products/services
- To measure the circulation of publications and reading/listening habits of the population.

# Creative Work

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- Develop a theme for marketing campaign
- Put together ideas for carrying it out
- Prepare a copy (written copy)
- Prepare the lay out (a sketch that shows the placement of the copy and illustrations)

# **IV. INSURANCE EDUCATION STRATEGIES**



# A) Internal Strategies

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## 1. Hire the right people

- Compete for the best people (staff)
- Hire for service competencies and service inclination
- Be the preferred employer (offer better facilities to staff)
- Promote team work
- Choose the right office site

# A) Internal Strategies

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## 2. Develop people to deliver quality services

- Train for technical and interactive skills
- Empower your organization and MHO staff
- Promote team work

## 3. Retain the best people

- Include MHO staff in the organization's vision
- Treat MHO staff the same with other staff
- Measure and reward strong service performers

# B) External Strategies

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## 1. Communication openness

- Be honest in sharing information, facts for MHO success
- Find out why message remains unheard and improve on communication process (determine comm. Objective, design message, select channel etc)

## 2. Tolerance

- In the face of problems respond in an understanding and patient manner.

## 3. Accommodation

Accommodate the desires, approaches and expect judgment of the actions of major stakeholders and service providers.

## 4. Advocacy

- Provide a vocal advocate and sales person for the project (animators)

# V. Insights

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- *Why has enrolment remained low and how best can we sell MHI to increase enrolment?*

*Thanks  
for  
Listening*