

2020-17 | Accident, Sickness & Health Insurance for Savings Groups in Ghana

Partner Financial Institution:	VisionFund Ghana	SCBF Contribution:	CHF 101'413 (64%)
Grantee:	VisionFund International	Matching Contribution:	36%
Country:	Ghana	Theme:	Health
Duration:	December 2020 – December 2022	Product:	Insurance
Potential Outreach:	15,550	Target Group:	Multiple
Thereof Women:	Approx. 80%		

CONTEXT

The government of Ghana has a strategy in place to reduce economic vulnerability and income inequality. The Ministry of Finance, in collaboration with financial sector regulators and other key stakeholders, have developed a National Financial Inclusion and Development Strategy (NFIDS) to address the fundamental barriers preventing the underserved population from accessing financial products and services that would enable them to generate income, build assets, manage financial risks, and become economically empowered. Health insurance products is an important facet of such strategy, increasing resilience of communities.

VisionFund Ghana (VFG) serves about 40% of the market where it operates and is hoping to scale up in these areas. The institution has a requisite team and gender sensitive products that it hopes to extend to the unserved sectors of these communities. This project will permit VFG to access World Vision Savings Group members and their families, the majority of whom will have no connection to formal financial services, including hospicash health cover, using a digital platform.

CURRENT STATUS OF THE MFI

VisionFund Ghana is a pro-poor, faith-based microfinance institution working with caregivers in hard to reach, impoverished locations so they can create secure futures for their children. It is dedicated to working with the most vulnerable families and communities regardless of religion, race, ethnicity or gender, to create lasting change in their lives. VFG lends USD 5.75m to over 33'000 clients from 22 branches, 85% of whom are female and 52% of whom live in rural areas. VFG offers credit life insurance for its borrowers and is developing accident and health insurance products for 2021.

VFG realises that there are members of communities that World Vision (VFG's ultimate parent) serve whose first interaction with financial services to improve financial resilience may be an insurance policy for health. VFG is in need of assistance to pilot this project to educate such communities on health and financial literacy and offer such products.

OBJECTIVES AND MAIN ACTIVITIES

The overall goal of this project is to find the most effective way to equip poor communities within World Vision Area Programmes with more resilient health and financial tools. This work can then be scaled up to the over 50'000 Savings Groups and 1.3 m members that WV have across the globe. Initially the project will assess potential beneficiaries for their specific needs and ability to pay for health insurance. The most appropriate product will then be selected along with different distribution methods (full time independent individuals and part time local members of the community). Education modules for financial and health literacy will be given and a hospicash insurance product offered. This will be reviewed and amended as appropriate, six and twelve months after the first offering.

Upon completion, the financial institution should be in a position to roll out the scheme to its remaining Savings Groups in Ghana (87'000 members) and VFI will have valuable knowledge for roll out in other countries.

Partnering with:

