

2022-15 | Saathealth family health intervention to address financial health needs of low-income users and increase uptake of insurance

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| Financial Sector Partner (FSP): | Shalp Pvt. Ltd. (Saathealth) | SCBF Contribution: | CHF 148,770 (62%) |
| Grantee: | n/a | Matching Contribution: | CHF 90,626 (38%) |
| Country: | India | Theme: | Financial resilience |
| Duration: | Nov 2022 – Jan 2024 | Product: | Financial health products and literacy platform |
| Potential Outreach: | 20,000 clients (health products) 5 million people (financial literacy) | Target Group: | Low-income clients |
| Thereof Women: | 50% for health products (10,000) 50% for financial literacy (2.5M) | | |

CONTEXT

Between 2020 - 2021, approximately 514 million Indians were covered by health insurance ([IRDAI 2021](#)). Approximately 63% of the Indian population is not covered by any health insurance scheme. Health emergencies, including outpatient consultations, force Indians to pay out-of-pocket for health services, raising their risk of being pushed into poverty ([Dang et al. 2021](#)). A recent [Niti Aayog policy document](#) highlighted that lack of awareness and understanding of complex products such as health insurance, especially amongst the missing middle, hinder their adoption by clients. Consumer education and awareness campaigns can prove effective in improving the acceptance and uptake of health insurance. Additionally, digital sales channels can bring down costs, such as commissions, incurred by insurance providers, hence making health insurance more affordable for end-clients. The Saathealth family health intervention offers a digital, scalable platform to reach, educate and empower low-income families with reliable information to facilitate their financial decision-making around health. Launched in early 2022, the intervention reaches consumers with preventive health content in local languages using visual and interactive formats. By encouraging users to interact with the health content, Saathealth steers them towards health savings and better financial planning to take care of the health needs of their family.

CURRENT STATUS OF THE FSP

Saathealth's AI-powered behavioural health platform empowers healthcare organisations to deliver targeted interventions and foster positive health outcomes for consumers. Saathealth is part of the Indian National Health Authority's Market Access Programme, Google's Advisor Programme for SDG Startups and IKP Knowledge Park's DEEP programme. Saathealth's family health intervention, funded by ACT Grants, reaches more than 1.5 million people each month. Saathealth's innovative approach to guiding positive health outcomes has been featured in publications like the Stanford Social Innovation Review, ACM Compass and Frontiers in AI. The Saathealth platform has won the George Institute for Public Health's Covid Care@Home innovation challenges, is a winner of the PATH primary healthcare Tech Challenge and was a finalist in the Commonwealth Digital Health awards for 2022. The SCBF grant funding will enable scaling the family health intervention to reach more underserved families and help them choose critical financial products for their health needs.

OBJECTIVES AND MAIN ACTIVITIES

Through the family health intervention, Saathealth aims to become a trusted provider of information to support low-income families' financial health decision-making. By aggregating demand from underserved customers, the intervention will accelerate reach and lower the acquisition and distribution costs for providers of financial health products. Upon project completion, the family health intervention will be able to demonstrate how a sustainable business model can create scalable impact with underserved health consumers.

Partnering with:

