



# Accelerating Universal Health Coverage



## THE ROAD TO UNIVERSAL HEALTH COVERAGE

In 2008 Population Services Kenya (PS Kenya) began a journey that now provides over 3.5 million Kenyans with better healthcare each year. The Tunza family health network was established in response to a need that PS Kenya had observed in its work delivering reproductive and family health services to under served communities. Developed as a social health franchise, Tunza provides family health services through an innovative franchise model. Universal Health Coverage (UHC) has steadily been gaining traction as a viable model of increasing access to, providing financing for and delivering equitable health services across the globe. Endorsed as a UN resolution in December 2012, UHC is now finding its home nationally as part of the current government's Big Four policy agenda. Kenya has the distinct advantage of a national insurance fund that can accelerate the achievement of this goal. An estimated 15 million people were under cover in 2017, mainly those in the formal sector which NHIF had been originally mandated to cover. Products like SupaCover have been instrumental in serving Kenyans who are in the informal sector and registrations will likely continue as more people learn of the advantages of cover.

A significant challenge is ensuring that, once one has a card in hand, there is an easily-accessible facility that can provide quality services on-demand. PS Kenya's work in increasing the number of Tunza network members who are accredited by NHIF and, therefore, available for the public to receive services from, has been instrumental in the path towards UHC.

**50% OF FACILITIES IN THE TUNZA FAMILY HEALTH NETWORK ARE ACCREDITED TO OFFER SERVICES TO NHIF MEMBERS.**

## BUILDING SUPACOVER

NHIF partnered with Tunza to spearhead the roll out of a communication campaign to increase enrollment of individuals in the informal sector dubbed SupaCover. Customer education took place through mass media and grassroots activations around the country. The team went on the road, moving from county to county, interacting with citizens and literally "ramping up the hype" and spreading the word on the reorganised and expanded service offering. With SupaCover, being an easy to remember, catchy and self-explanatory name, social health insurance finally made a connection with ordinary people.

The seven-month long campaign targeted everyone from farmers, fruit vendors and fishmongers and resulted in increased NHIF registrations, translating into about a million Kenyans covered by the scheme. Data from the next four months continued to show a significant increase in new members opting into the scheme. The name that had been a catalyst — SupaCover was so popular that NHIF team decided to keep it as the official name.





## INCREASING ACCESS TO SOCIAL HEALTH INSURANCE

Since 2015, PS Kenya staff have been working with NHIF with the aim of accrediting as many private providers as possible, and normalizing the idea of small scale providers as ideal NHIF partners. The approach had two pillars — the first was advocacy directed towards NHIF to make the case for redesigned criteria that would encourage the empanelment of small and medium sized facilities. This included negotiating for lower joining fees for accredited status, and revised frameworks governing staffing structures for facilities. The second pillar was anchored in building the quality of services that Tunza network facilities provided as part of their accreditation readiness. The Tunza quality team would work with providers to help them understand and apply for the various licenses they needed, build diagnostic services, and embed customer service procedures.

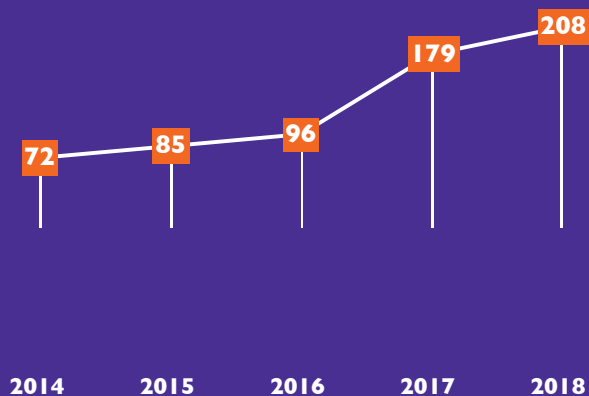
Over 95% of Tunza facilities that have undergone the quality enhancement programmes received NHIF accreditation on their first application. Through

years of working with Tunza facilities, NHIF has coe to recognise the standards required to stay within the franchise which enables them to make faster decisions regarding onboarding Tunza franchisees. It's a win-win approach that ultimately serves the beneficiary that all partners are trying to reach — the patient.

Tunza community mobilizers undertake extensive community engagement that spreads the word about the benefits of enrollment and cover. A significant challenge is ensuring that, once one has a card in hand, there is an easily-accessible facility that can provide quality services on-demand. Tunza's work in increasing the number of providers who are accredited by NHIF and, therefore, available for the public to receive services from, has been instrumental in the path towards UHC.

## THE ROAD TO UNIVERSAL HEALTH COVERAGE (UHC)

### 50% OF TUNZA NETWORK FACILITIES ACCREDITED BY NHIF



### OVER 480,000 NHIF MEMBERS CAPITATED TO THE TUNZA NETWORK

