

# UNDP ICMIF Insurance Innovation Challenge Fund – Winning Project



*Providing affordable and accessible health insurance to members of cooperatives in Kenya*

Award recipient	CIC Insurance Group
Location	Kenya
Product	Health
Target population	Low-income households in cooperative societies

Duration of project	1 April 2024 to 31 March 2026
Projected total new policies issued	931
Projected total new members covered	6,790
Projected total new lives covered	13,424
Projected total number of individuals educated/trained	15,163

## What is the project and why is it needed?

Through its project, CIC Insurance Group will broaden access and distribution of its Coop Care Micro Health product - the only one in the market that provides the standalone option of purchasing inpatient coverage, making it the most accessible and affordable offering available.

The project responds to the urgent need for affordable, reliable, and quality healthcare in Kenya. Cooperatives serve approximately 14 million Kenyans, but more than half of the population struggle financially due to climatic and after effects of COVID-19.

By targeting low-income households in cooperative communities, the project aims to reach 6,790 members by March 2026. The average household earnings of the target market range from KES 15,000 (USD 104) to KES 50,000 (USD 349) per month.

The payment of hospital bills, reduction of out-of-pocket medical expenses and payment of funeral benefits will allow for the policyholders to be more economically empowered and productive. The product will also target rural members of cooperatives who have previously been excluded from mainstream insurance for personal lines of insurance, many of which are women. Poor women are especially vulnerable to risks related to health, income generation, maternity and death. CIC Insurance Group believes that risk protection is a form of financial inclusion, and Coop Care is designed to fulfill the need for inclusive insurance.

## What is innovative about it?

The project will implement innovative systems, processes and technologies including a fully automated claims process, a member, provider and corporate self-access portal and an underwriting strategy that is underpinned on preventative healthcare. The project will also use a multichannel communication approach which enables communication to take place at various touchpoints and access to a 24-hour call center. The product is exclusively for members of cooperatives and rides on an established distribution infrastructure of over 1,000 cooperative relationship officers CIC has spread across the country. The focus will be on overcoming the negative perceptions of insurance and increasing access and awareness.

# How does it follow a value-orientated solution framework?

The project takes a holistic value-oriented approach, intertwining economic empowerment, education, community resilience and gender equality. The product was co-created with cooperative officials and focused group discussions. As a cooperative, there will be constant engagement with the policyholders throughout the project period to ensure the product meets the specific needs of its policyholders.

<b>Gender equality</b>	Women make up 52% of Kenya's population but often face unequal access to economic, political, social, and cultural opportunities. To address this inequality, CIC is making a concerted effort to target women and women-owned organisations. These include United Women's Sacco, Machakos Cooperative Union, Masai Kajiado Women's Dairy, and Kurura Women's Cooperative Society, which collectively reach close to 30,000 maize farmers. The product also includes specific coverage appropriate for women.
<b>Education</b>	Limited knowledge on insurance products and processes is a significant barrier to Kenyans receiving quality insurance coverage. To combat this, the project will invest in technology and resources to enhance the customer experience and provide them with more touchpoints throughout the distribution process.
<b>Community building and resilience</b>	The project places a strong emphasis on deep engagement with local societies which are the natural affinity market of CIC. By partnering with various cooperative societies across Kenya, CIC aims to reach underserved communities, particularly in rural and semi-urban areas. This community-focused approach ensures that the benefits of the project reach those who need them most, contributing to the resiliency and sustainability of these communities.

## What is the scaling up strategy?

Over the next five years, the Coop Care Micro Health project plans to tap into the vast customer base of cooperatives in Kenya, which includes over 14 million members. The goal is to onboard 20% of this base, translating to more than 2.4 million households or approximately 10 million individuals who will directly benefit from affordable Coop Care health insurance.

This proposed expansion is realistic for several reasons:

1. CIC's reputation as the preferred insurer for cooperative healthcare and insurance needs establishes a strong foundation of trust and reliability.
2. CIC possesses both the capacity and the distribution structure necessary for the product to thrive.

The product is designed with scalability in mind. With over 200 hospitals spread across the country, it has the potential to be distributed through all 27 branches of CIC across the country. Furthermore, the success of the product can be replicated in CIC's regional offices in Malawi, Uganda, and South Sudan, extending its impact beyond Kenya.

## Who is CIC Insurance Group?

[CIC Insurance Group](#) is a leading cooperative insurer in Africa, providing insurance and related financial services in Kenya, Uganda, South Sudan and Malawi. As a cooperative, CIC has been pivotal in creating a financial safety net for Kenyans by offering flexible insurance and financial services tailored to their needs.

## How to get involved?

Through the UNDP ICMIF Insurance Innovation Challenge (IIC), the United Nations Development Programme's (UNDP) [Insurance & Risk Finance Facility](#) and [The ICMIF Foundation](#) are helping mutual and cooperative insurers scale up innovative, affordable and inclusive insurance products which specifically serve the needs of underserved households and/or micro, small and mediumsized enterprises (MSMEs) in developing economies, with a particular focus on women.

For more information and how to get involved please contact the ICMIF Foundation [foundation@icmif.org](mailto:foundation@icmif.org)

### About UNDP

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet.

### About The ICMIF Foundation

ICMIF has been providing development support to its members in emerging markets for over sixty years and in 2015 established a charitable organisation called [The ICMIF Foundation](#) (registered charity in England and Wales No. 1179919) to take the work to the next level. To date, The ICMIF Foundation has reached over three million low-income households in total with insurance and resilience building efforts, equating to over 16 million lives being impacted.

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