

*Affordability*



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# Food4Health

Impulsvortrag

Nachhaltig erfolgreich: Wirtschaft und SDGs

BMZ/BDI Workshop, 23 März 2017





### The challenge

How might we improve access to medicines and diagnostics in Kenya?



### The situation

- Less than one in eight Kenyans (12.1%) in rural areas have some form of health coverage<sup>1)</sup>
- Skepticism against insurance in general and little affinity to take precautions for future health risks<sup>2)</sup>

1) 2013 Kenya Household Health Expenditure and Utilization Survey; 2) Expert interviews LoT workshop, May2016



# Food4Health

Idea creation at the Lab of Tomorrow, May 2016

## Affordability



**QUALITY**

**HEALTH OUTCOMES & STRENGTHENING**

**GREATEST IMPACT?**

**LONG TERM SOLUTION SUSTAINABILITY**

**KENYA**

**MEDICINES**

**DIAGNOSTICS**

**PREVENTION**

How might we improve access to medicines and diagnostics in Kenya?

Access to Availability & Affordability

ACCESS on health & affordability

IMPROVE - faster - cheaper - higher quality

Kenya vs RO Africa -> demand

Kenya - Round - 77 COUNTIES NATIONAL LEVEL

Medicines - generic - NCD & chronic diseases

Technology & Diagnostics

Diagnostics - Accurate - reliable

Medicines - Access - Test RESULTS on Hand

Engagement Time Counterfeit Quality Drugs

Prevention - Quality of Care



# Food4Health

*Innovative financing mechanisms for health*

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There is a need for innovative financing options for **health coverage** for the BoP population in developing countries



**Painless sustainable resource generator** for low income families & self-employed



## **Win-Win Solution**

**Participating companies** increase their visibility and reputation while creating sustained commercial viability

**Customers** buy needed food and build up health savings



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*Linking consumers' buying habits into health saving to acquire financial coverage - the mechanism incentivises change*

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How does it work?



Consumers buy food and commodities



Points are earned on a mobile account



use the points  
or  
transfer to  
someone



Collected points are redeemed into a voucher for a Health Plan

▶ We make health coverage an investment not a cost





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*What happened since May 2016?*

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Exploratory **partnership discussions** with food manufacturers and health insurers in Kenya have started



The **acceptability** of the program has been assessed in a field research in Kenya\*

Nairobi, Eldoret, Kajiado, Kisii, Kakamega, Ngong, Mombasa, Nyeri, Thika, Kisumu, Kitale and Naivasha



The **viability** of the program has been assessed and discussed in a Lab of Tomorrow iteration workshop

(\* ) The research was conducted by Clara Ogando commissioned by GIZ, report, Oct 2016



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Lab-of-Tomorrow iteration workshop, Nairobi, Nov 2016





# Food4Health

## Sustainable Development Goals framework

## Affordability



The Food4Health model adopts a transversal approach leveraging synergies across health, food/commodities, insurance and information technology

### SDG 3

Ensure healthy lives and promote well-being for all at all ages

#### Target 8

Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

