



LINDA MAMA
— **BORESHA JAMII** —

PRESENTED BY:

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INTRODUCTION

- Flagship program rolled out in 2013
- Targets all pregnant women in Kenya
- Funded by the GOK, World Bank and JICA among other development partners
- Location: Nation-wide

INTRODUCTION

- On **18th October 2016**, the program was launched and branded **LINDA MAMA** but the program officially transitioned to NHIF on 1st April 2017



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BENEFICIARIES

Eligibility

- All pregnant women who are Kenyan citizens.

Registration of beneficiaries

- Through the mobile using an **USSD CODE *263#**
- NHIF Contracted facilities
- Huduma centres countrywide.
- NHIF service points.

REGISTRATION REQUIREMENTS

- Pregnant women of age 18 years and above will be registered using their ***National Identification Card.***
- Pregnant women under 18 years will be registered using their ***Guardians' National Identification Cards.***
- Pregnant women without National Identification cards/guardians will be registered using the ***Ante Natal Care Cards***



28-Mar-18

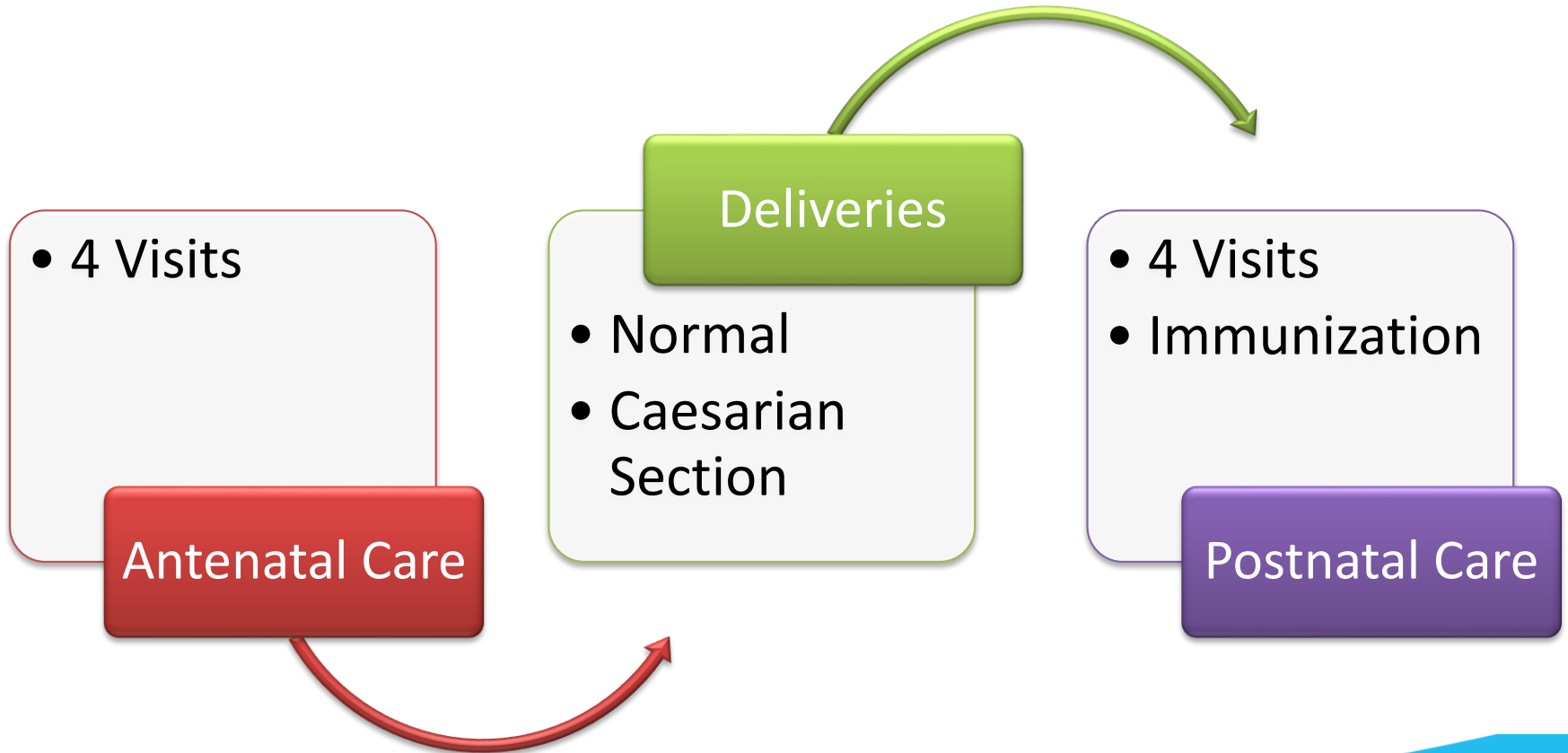
SOCIAL HEALTH PROTECTION

nhif
Aya Yetu. Bima Yetu
Website: www.nhif.or.ke
Toll-Free: 0800720601

ACTIVATION OF LINDA MAMA

- To activate the cover, the expectant woman is required to visit NHIF contracted health facility for **confirmation** of pregnancy and **activation** of cover.
- This can be done through either of the following:
 - a) Mobile **USSD CODE *263*30#**
 - b) Healthcare providers **NHIF Web Application**

BENEFIT PACKAGE



IMPLEMENTATION DESIGN

Phase I-April 2017

- Private and Faith Based Facilities contracted to offer delivery services to beneficiaries

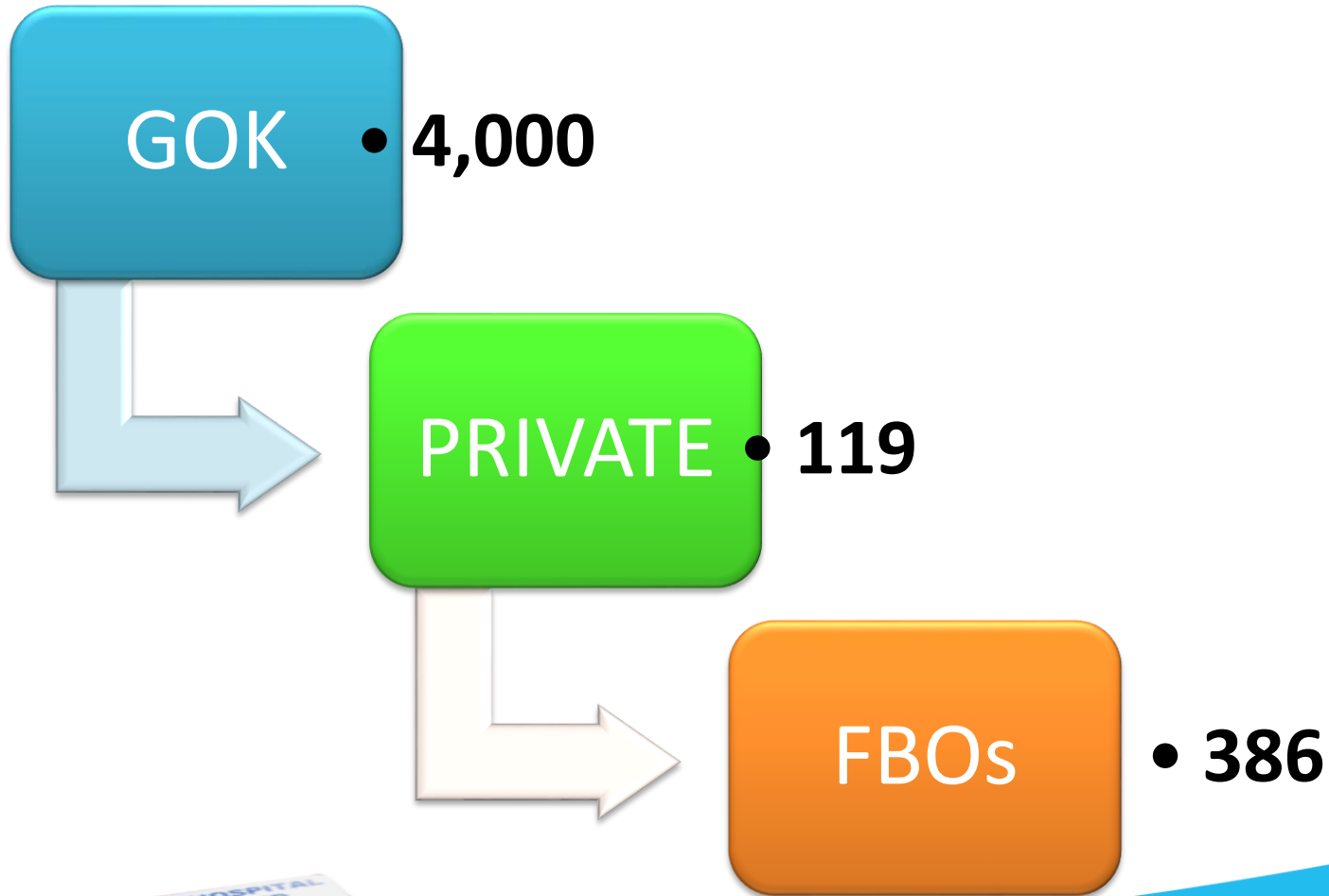
Phase II-July 2017

- Public health providers contracted to offer delivery services only.

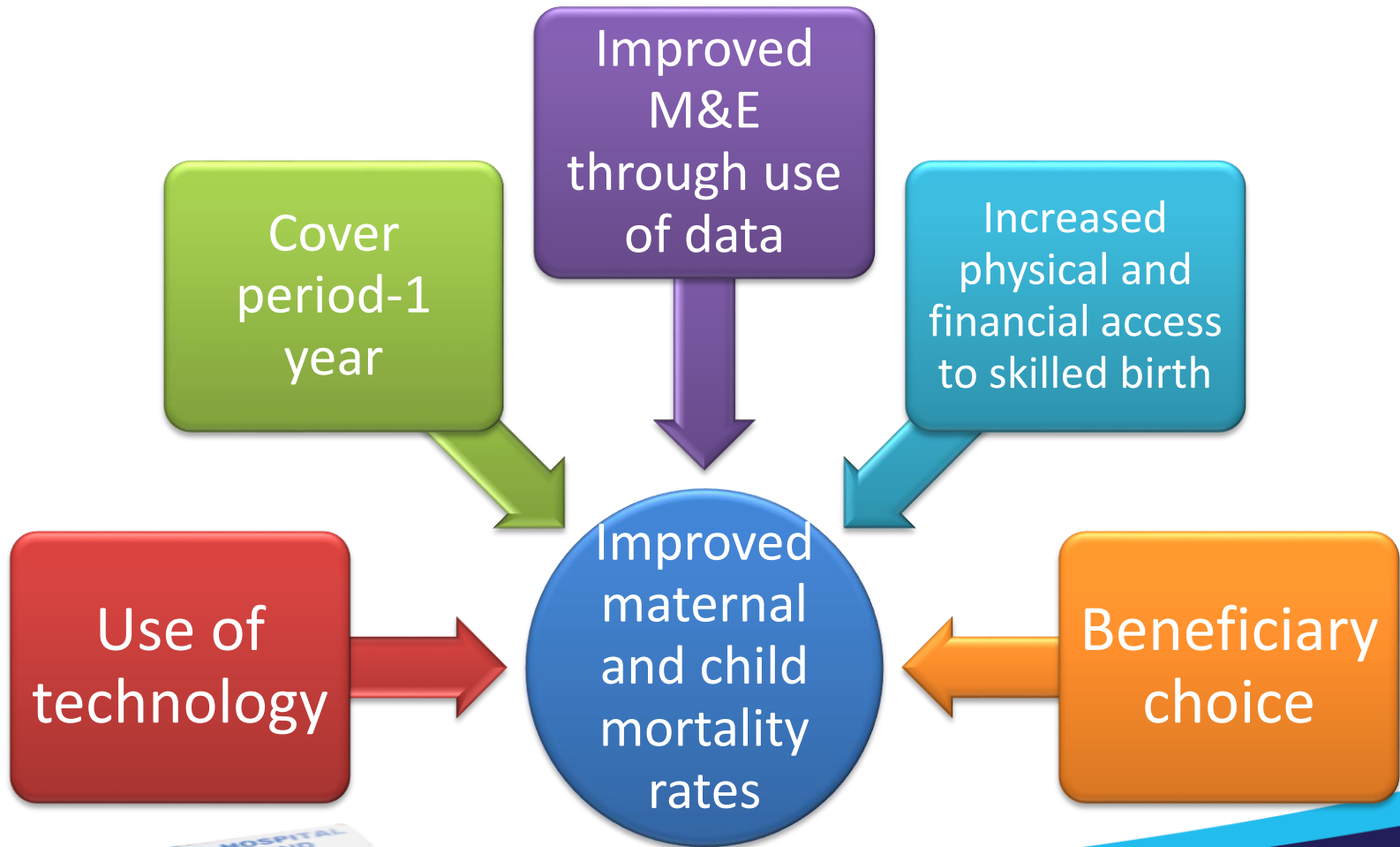
Phase III- March 2018

- Expansion of the benefit package to include Antenatal & Postnatal services

ACCESS TO SERVICES



KEY FEATURES



CHALLENGES OF LINDA MAMA

Demand Side Challenges

- Identification documents e.g. IDs
- Default rate by NHIF members
- Non-Kenyan residents e.g. refugees

Supply-side Challenges

- Operating environment
- Capacity challenges
- Slow uptake of program

WHAT WE ARE DOING

Public information and education campaign

County engagement to remedy supply-side challenges

Sensitization and training of health providers

Facebook: National Hospital Insurance Fund - Official

Twitter: @nhifkenya

Website: [www@nhif.or.ke](http://www.nhif.or.ke)

LinkedIn: National Hospital Insurance Fund

Tollfree :080 0720601



Thank You



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