

INSURANCE TODAY

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KIRUDDU HOSPITAL CSR ACTIVITY

Supporting of communities is a core mandate of different institutions so as to improve livelihoods of citizens. The association for every quarter carries out a CSR activity in areas that support road safety. This phase of the CSR is supported by our renewed commitment to the public to settle motor third party claims where we are in partnership with Hope for Victims of Traffic Accidents (HOVITA). This campaign is aimed to reaching out to the masses who are victims of Road accidents to see how they can be compensated through Motor third party cover offered by the different Insurers.

This campaign has three approaches namely;

a) The Hospital approach; This is where we engage hospitals with training about how to support accident victims involved in road accidents to be able to be compensated by Insurance.

b) The Police Approach; Since these are usually the first on the accident scene, the association has gone out to empower them on the understanding of how statutory Motor third party works and how to support victims to ease compensation.

c) 'The I Know my rights' approach; These are individuals in communities that are already empowered and understand how insurance operates and its relevancy to urge them to continue but also share the knowledge to others to improve lives. The association handling the first approach where we have partnered with the major hospitals on highways to offer training on how insurance operates, to get data from hospitals about accident victims to support the process of compensation and to support hospitals with facilities to aid recovery of accident victims. The association reached out with a number of things such as Ambu bags, Oxygen cylinders, Screens, Pulse oximeters, wheels chairs to mention but a few. This was also followed by a hospital signage of the services offered which was pressing need for the hospital since the community lacked knowledge of how well to utilize the hospital facility.



The hospital director, Public relations as well the head of Emergency Unit received the UIA team with positive comments of how the support is much welcomed since it will improve delivery of health care to the country. The director added that he is grateful to the fact the Insurers have come out to support communities especially the emergency department since it is the busiest throughout the year. This initiative will go a long way to clearing minds of person that have long thought that the third-party cover as a tax. This will go a long way in improving the image of insurance in the country.

Proposed actions for Insurance;

Government should be encouraged to Insurer its equipment. This is because facilities such as hospitals have high level equipment that is not insured and yet the risk of breakdown is high yet these machines have to be running to support communities that contribute to the development of the country.

Insurers should push for the NHIS (National Health Insurance Scheme) bill; The proposed bill is founded on the basis that Ugandan citizens have increased out of pocket expenses. This eventually affects their saving and investment patterns. Thus, if the NHIS was to be instituted the population would benefit immensely.



ROTARACT LADIES OF JINJA CSR ACTIVITY

Rotaract Ladies at Work (RLAW), is an initiative under Rotaract Uganda, an organization that operates under rules and regulations as stipulated by Rotary International. RLAW was put in place so that lady Rotaractors in Uganda not only undertake amazing projects for the betterment of Ugandan communities but also help Rotary's ambitions for diversity and increase membership. In

the spirit of charity and service above self as cultivated by Rotary International, the ladies who formed the initiative have taken it upon themselves to go reach out to various communities in need to make a difference in the lives girls and ladies; the event happens annually on 8th March of every year.

The team set out for Buyengo Subcounty, Jinja District, Eastern Uganda, with the full support of the community leaders in Buyengo, to hold a full day medical camp specifically offering services on general consultancy, HIV testing and counselling, Cancer screening, maternal health awareness & education, menstrual hygiene and offering reusable sanitary towels, family planning services & education and also offering general medication to the community. The team also planted trees and gave over 100 trees to the community to promote the go-green campaign. UIA was among the sponsors of this event among others like National Forestry Authority, Reproductive Health Uganda, Afripads, and Mkazipreneur.



SOS CHILDRENS VILLAGE DONATION

SOS Children's Villages Uganda is an organisation focused on supporting children without parental care who are at risk of losing parental care. Since 1989, SOS has been working to ensure that children grow up in a loving family environment and have their rights fulfilled. In Uganda SOS has four Villages located in Kakiri, Entebbe, Gulu and Fort Portal. Since our inception, SOS has transformed lives of over 100,000 children, youths and adults both directly through Family Like care program or indirectly in Family Strengthening programme. Our current enrollment at SOS countrywide stands at 34,000 children.

The Covid-19 pandemic has posed a number of challenges to different communities due to the lock down in different economies that has caused a lag in different activities that support the villages. SOS being inclusive. This is the sole reason as the association we decided to support this cause to support the children in this community with the basic needs of survival through such tough times. The support was driven to meals, education, and health services to the Children's Villages in Uganda.



INSURANCE SUPPORT TO FIGHT COVID-19 TO THE NATIONAL TASK FORCE.

The relevancy of such contributions could never be understated given the timing, behavior and effects of pandemics to the country and the world at large. The association through its corporate social responsibility arm thought it wise to support government initiatives to stop the spread of the virus.

The CSR initiative to support to the National Taskforce was successfully accomplished with the delivery of the 1,000 blankets and 1,000 pairs of bedsheets respective to the taskforce. These were handed over by the CEO of the association to the PS and Minister of Health who expressed gratitude towards this gesture.

COLLABORATION WITH INNOVATION VILLAGE.

The impact of the pandemic has created an environment of the “New Normal”. This new normal has created aspects of limitations in movement of the different groups of people, Social distancing and in general minimal contact between individuals that constitute the target market for Insurance.

Such times have required us to be able to craft mechanisms through which we continue to access our clients with ease to deliver our promise of risk mitigation. Thus, the partnership with the InsurTech Lab at The Innovation Village we have created a “Hackathon” this is an innovation program where solutions to address a specific challenge are designed within a short period of time. For this to be successful, collaboration is required between insurance companies and the innovators. The Hackathon that run from May 15th to 16th 2020, had the Innovating community meeting the different underwriters in the challenge of addressing Customer Engagement through digital facilities especially in light of the COVID-19 pandemic.

This was a successfully concluded process that was on a first come first serve basis. With Britam and GA Insurance who were the member companies that participated.

The solutions were developed with the support of the different players that had applied to be part of the innovation process. The next step is to run a Pilot Program prior to integration for the participating insurers and this will also be opened up to other interested insurance companies.

In light of the need for digital solutions, the Association in partnership with the InsurTech Lab will be running a number of innovation activities which will commence with a survey to better understand existing challenges so as to develop solutions that are suitable for each player on the market.

*For more information about Insurance? Send your questions to Uganda Insurers Association (info@uia.co.ug) or call 0800 10 50 50 or to the Insurance Regulatory Authority of Uganda (info@ira.go.ug) or call 0800 124 124.
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