

# How to Choose Medical Insurance for Your Small Business

ICT EDITION





# How to use this workbook

This guide is designed to cater to your specific situation. Use it to navigate the process, whether you're buying medical insurance for the first time, already have cover, or are considering switching providers.

**First-Time Buyers:** If you've never purchased medical insurance, start with the section "Key Steps to Take Before Getting Quotes." It walks you through understanding your needs, setting a budget, and researching providers.

**Already Covered:** If you already have a medical insurance plan but want to ensure it's still the right fit, go to "Steps After Getting Quotes and During Negotiation." This section helps you evaluate your current plan and compare it to other options.

**Switching Providers:** If you're considering changing insurers, focus on the sections "Compare Plans" and "Common Mistakes to Avoid." These will help you identify gaps in your current plan and find a better fit without losing key benefits.



# INTRODUCTION

As a business owner or employee benefits manager, you've likely encountered countless insurance providers claiming to be the best or offering unmatched benefits. For a first-time buyer, this can be overwhelming, especially when you don't have all the necessary information to navigate the process. This guide cuts through the noise to give you clear, actionable steps for selecting the right medical insurance plan for your ICT business. By the end, you'll have the confidence to make decisions that fit your team's needs and your business goals





# FIRST TIME BUYER



# Critical actions before getting quotes

- Assess your team size. Group insurance plans are now available in Kenya for teams as small as three members.
- Decide on Dependents: Will your plan cover employees' dependents? Including dependents increases costs but may offer value to your team
- Survey Your Team: Conduct a simple survey to identify priorities. This ensures the plan aligns with their expectations or comes close.
- Research providers .Look for insurers experienced in covering small businesses and the ICT sector. Check reviews and ratings for reliability, customer service, and claims efficiency
- Set a budget. Know how much your business can allocate annually

# Critical actions after getting quotes

- Compare three or four quotes from different insurance companies
- Review plans to see which meets your team's needs and budget.
- For inpatient coverage, check sublimits for specific treatments or conditions.
- For outpatient coverage, confirm if there are restrictions such as copayments, limits on specialist visits, or excluded providers.
- If optical coverage is included, verify whether it covers features like anti-glare or blue-light protection.
- Go through the hospital network provided by the insurer. Confirm that you are satisfied with the listed providers, or identify any providers you would like added. Ask about the process and timelines for adding new providers
- Your staff are young, and while you may not expect frequent admissions, don't overlook preventive care. Look for insurers that offer services tailored to remote work environments—things like Workspace Comfort Check or wellness programs to address long hours spent in front of screens. Ask for specific details and don't fall for the one size fits all wellness programs that are usually offered with little or no impact
- And let's talk about mental health. Due to nature of work: tech often leads to burnout. Counseling, therapy, and mental health support aren't just nice-to-haves—they're critical to keeping your team happy and productive. Make sure your medical cover includes this, as it's becoming a non-negotiable for top talent in the industry. Again ask for specifics, is it virtual, one on one or group and where will the charges be deducted from. Is it from the member's benefits or the insurer will bear the costs

# Critical actions after getting quotes

- We're in the tech space, so naturally, your employees will appreciate digital solutions. Look for a plan that includes telemedicine—whether it's video or phone consultations. Your team is busy, and being able to consult a doctor without leaving home is a huge plus. Find out the costs involved as well.
- Review exclusions and limits. Understand what the policy doesn't cover in detail including waiting periods.
- Ask about claims processing turnaround times. Request proof of timelines if possible.
- Flexibility: Look for plans that allow adding or removing employees easily. Ask for their refund policy for members who are removed within the year.
- This being a young team, can they give group cover for their parents and siblings
- Ask if this is the final price or there are some discounts that can be accorded. Are there benefits that can be increased at no extra cost?

# Critical actions after choosing the insurer

- Review the policy document carefully for any changes or unexpected clauses
- Confirm the grace period they issue for premium payment to avoid cover being suspended.
- Communicate with Employees: Ensure your team understands the coverage, including claims processes and key benefits. The insurer usually conducts a member's sensitization. Have it done before cover commences.
- Additional Coverage Options: If your team is younger, inquire whether the insurer allows group coverage to extend to parents and siblings. This can be a valuable benefit for employees with dependent family members.
- Set Up Systems: Work with the insurer to ensure employee registration and access are operational before the coverage start date



# RENEWING YOUR COVER



# Essential steps

- Ask for employee feedback. Were they satisfied with the coverage, claims process and service in general?
- Analyze claims history. Did the plan meet your team's needs?
- Review costs. Check if premium increases match the value provided.
- Negotiate better terms with your provider.
- Adjust coverage based on utilization trends.
- Review any policy changes.
- Start renewal 1-2 months before the policy expires to avoid lapses.



# SWITCHING MEDICAL INSURANCE PROVIDERS



# Smart moves

## Reasons to Switch

- Rising premiums without added value.
- Poor customer service or claim delays.
- Coverage that doesn't match your team's needs.
- Provider not aligned with your long term goals

## Steps to Switch

- Research and compare new providers.
- Check portability options for pre-existing conditions, waiting periods.
- Notify your current provider in writing.
- Start the new policy immediately after the old one to avoid coverage gaps.

# MISTAKES TO AVOID



# try to avoid

- Skipping the fine print. Always check what's excluded thoroughly.
- Choosing Based on Price Alone: Cheaper plans may lack essential benefits or reliable service
- Ignoring Employee Input: Engage employees to ensure the plan meets their needs
- Delaying the Process: Start early to avoid rushed decisions and lapses in coverage
- Copying Another Business: Avoid choosing a plan simply because another company is happy with it. Their needs, team size, and budget may differ significantly from yours, so what works for them may not work for you. Always evaluate options based on your unique business needs.

# Conclusion

Buying health insurance is about making decisions that impact your team's health and your business's success. Whether you're new to this, reviewing a current plan, or switching providers, every choice should align with your team's needs and your business goals.

This guide gives you the tools to take action confidently. Avoid rushing or following what others are doing. Focus on plans that meet your unique requirements and support your team's well-being.



# THANK YOU

**EMAIL**

info@aytinafrica.co.ke

**WEBSITE**

www.aytinafrica.co.ke

**TELEPHONE**

+254 753 18 18 18