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**Expanding Health Insurance Scheme in Nigeria; Awareness as a Potential Demand-Side Tool**

 David Adewole, University of Ibadan, Nigeria, ayodadewole@yahoo.com

Dr. Saidat A. Akanbi, MBBS

Department of Staff Medical Services,

University College Hospital,

Ibadan Nigeria.

saidatakanbi@gmail.com

Department of Staff Medical Services,

University College Hospital,

Ibadan Nigeria.

Dr. Kayode O. Osungbade, MBBS, MSc, FMCPH, FWACP

Department of Health Policy & Management,

Faculty of Public Health, College of Medicine,

University of Ibadan, Nigeria.

koosungbade@yahoo.com

Department of Health Policy & Management,

Faculty of Public Health, College of Medicine,

University of Ibadan, Nigeria.

Aims and objectives/Introduction

Stakeholders in developing countries are faced with the challenges of implementation and expanding the health insurance scheme among the informal sector. With the aid of an innovative model, a cross-sectional descriptive survey was carried out to assess the level of awareness and perception of health insurance scheme among women in the informal sector.

Methods

A multi-stage sampling technique was used to select study participants. An interviewer-administered, semi-structured questionnaire was used to collect data. The data was analysed using SPSS version 16. Chi-square test was used to test associations between selected variables of interest. Logistic regression model was used to determine predictors of awareness of the NHIS. Only variables associated with a p value promises of acceptance of health insurance among the informal sector. Strategic awareness creation especially among women in this sector is important. Innovative concepts to enable potential beneficiaries better comprehend the concept may enhance acceptance. Stakeholders need to address the areas of concern as expressed in this study.