

## **Invitation for Expression of Interest**

### **Health Insurance Education and Awareness Implementation**

The Partnership for Transforming Health Services (PATHS) 2 project, a 6-year national program funded by the UK's Department for International Development (DFiD) to lead health system strengthening efforts in Nigeria is working to expand health insurance coverage to the poor. One aspect of this is to provide assistance in the design, distribution, and operations of health financing programs. A major piece of this assistance is the implementation of an educational curriculum on health insurance through microfinance banks. The PATHS2 project will contract a firm that can work with a preselected educational firm to implement the educational material that has been designed to the microfinance bank staff and their clients.

#### **Looking for:**

Lagos based company or NGO that has executed several education campaigns with experience in marketing, insurance, and healthcare.

#### **Expected Outputs:**

- Implemented the education and awareness program and reach 6,000 clients (5,200 with a 30 minute curriculum and 800 with a one day curriculum) and 90 MFB staff (with a one day curriculum).

#### **Project Tasks:**

The specific tasks are:

- Work with the education firm on the final modifications to the education and awareness curriculum.
- Implement the education and awareness program.
- Conduct an intensive education campaign with the MFB staff (90 people)
- Conduct the education campaign with the MFB clients, educating 6,000 clients.

The following activities will be undertaken:

- Final program design
- Advise on the selection of delivery channels for material.
- Implement the educational program.

**Expected Timeline:**

November 2012 – August 2013

Interested groups or organizations should kindly register their interest by sending email as indicated herewhich will quality them for the full proposal. Firms that meet the minimum requirements will be asked to briefly meet with a PATHS2 representative during the first week of October. Ensure you indicate your contact person's name and telephone number on or before October 5<sup>th</sup> 2012 to:[consultantinfo@paths2.org](mailto:consultantinfo@paths2.org)