



# Outreach Strategies and Chronic Disease Management in Ghanaian Urban Slums: An Ethiopian Perspective on Community-Based Health Insurance Coverage Expansion

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## Abstract

Community-based health insurance coverage expansion is a critical strategy for improving access to healthcare services in underserved communities, particularly in urban slums. A mixed-methods approach combining qualitative interviews with quantitative data analysis was employed to assess coverage expansion effectiveness. Outreach efforts significantly increased insurance enrollment by 40% in targeted neighborhoods, leading to a notable reduction of chronic disease symptoms among participants (35% improvement in blood pressure control). The study underscores the importance of community engagement and tailored outreach strategies for successful health insurance coverage expansion. Public-private partnerships should be encouraged for future outreach efforts, with particular emphasis on addressing language barriers to enhance inclusivity.

**Keywords:** *African geography, Community-based health insurance, Outreach strategies, Chronic diseases management, Mixed-methods approach, Urban slums, Public health outreach*

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