



# Health Insurance Accessibility in Rural Rift Valley, Kenya: A Policy Impact Evaluation

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## Abstract

Health insurance coverage in rural areas of Kenya's Rift Valley region remains limited compared to urban centers. A mixed-methods approach combining qualitative interviews with community surveys to evaluate the implementation and acceptance rates of health insurance schemes in selected villages. Policy makers should prioritise targeted outreach strategies to enhance coverage among underserved rural communities. Develop and implement tailored insurance schemes that address specific needs and challenges faced by rural populations.

**Keywords:** Kenya, Rift Valley, Rural Health, Policy Impact, Access Levels, Community Engagement, Mixed-Methods Approach

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