

Taking the healthcare drive to social media

By Vision reporter

Health insurance provider, IAA Healthcare has rewarded one of their customers with family health insurance cover worth sh38m in benefits in an engaging social media competition dubbed the “1k a day challenge.”

The competition was run between January 14 and 15 on their Facebook page in a bid to promote IAA's new TAASA family health insurance package that has been labelled the most affordable in the country.

IAA used the 1k a day concept to communicate the product benefits and challenged fans to get creative and come up with things they would do with only 1,000 shillings a day to maintain their health.

It was consequently made clear that one's money is better invested in getting TAASA health insurance.

At the end of the campaign, over 100,000 people were reached on Facebook and more than 180 comments received. The challenge was created and run by IAA's marketing partners, QG Group. TAASA is a new affordable health insurance package designed for individuals and families



IAA rewarded Edson Twesigye TAASA family health insurance package

from two members to a maximum of six. Members can include a spouse and up to four biological children.

With TAASA, each insured family member will access outpatient benefits, including dental, optical and routine visits up to sh2m. Inpatient/hospitalisation benefits are covered up to sh7.5m per family member.

The winner walks away with a health insurance package for four which entitles him and his family to combined outpatient and inpatient cover for a year.

IAA Healthcare is pleased to give this to Regis Edson Twesigye, a deserving winner.

TAASA insurance entitles the bearer to high quality outpatient and inpatient

treatment in facilities across Uganda, including the IMC network and IHK. By launching TAASA, IAA Healthcare have brought insurance to the masses.

With cover which starts at just sh400,000 a year per person for inpatient only, or just over sh1000 per day, all Ugandans can now afford to insure their health.