

The medical insurance sector in Kenya is fairly developed, but it still faces a significant challenge as far as global standards and positioning are concerned. Regulation of the insurance industry in Kenya is simplified, with the IRA being the identified statutory authority mandated to carry out regulatory and supervisory activities. As such, the barriers to market entry and one of the industry risks are mitigated. There is a variety of insurance companies acting as the insurance policy providers, with their policies differentiated to meet as large a client base's needs as possible. However, the country is yet to fully embrace insurance in its entirety. The limited knowledge made public as well as its often complex and confusing nature has led to many would-be policy holders opting not to take up medical insurance. The limited networking available among insurance companies has also stifled the sector's growth and development. It therefore falls on the government as well as investors to improve the situation through comprehensive information, simplified health insurance policies and expansive coverage under policies provided.