

## Two Key Pillars of the Reform

To present a clear and understandable framework for health system reform that integrates the GP system as a service delivery modality and SHI as a financial mechanism, a simplified approach with clear messaging can help the general public grasp how these components will improve healthcare. Here's a structured explanation that can effectively communicate the reform to the people:

### 1. Explain the Vision of Health System Reform in Simple Terms

“Accessible, Affordable, Quality Healthcare for All”: Emphasize that the reform aims to make healthcare available to everyone, at a cost they can afford, and with high-quality standards. This overarching vision resonates with people's needs and goals.

### 2. Define the Two Key Pillars of the Reform

Service Delivery through the GP System (First Point of Care):

Describe the GP system as the starting point for healthcare. The GP is the local healthcare provider who will see patients first, offer essential care, and guide them through the healthcare journey.

Explain that the GP will provide primary care services (basic health services), and if needed, they will refer patients to specialists or hospitals. This creates a structured path for care that people can rely on, avoiding the need to seek expensive care directly.

Message to People: "Your neighborhood GP is your first contact for health issues. They will treat basic health needs and connect you to more specialized care if required, making healthcare simple and accessible."

### Financial Protection through Social Health Insurance (SHI):

Present SHI as the financial support system that helps people access healthcare without financial hardship. Explain that under SHI, individuals contribute based on income, and in return, their health costs are covered. This includes GP visits, medicines, hospital referrals, and other essential healthcare services.

Message to People: "With SHI, you pay a small amount regularly, and in return, you and your family can access healthcare without worrying about high costs when you're sick. It's a system that supports you financially for your health needs."

### 3. Describe How the System Will Work Together

A Connected Health Pathway:

Use an analogy, such as “building a bridge” that connects each step of healthcare from the local GP clinic to specialist services and hospitals.

Explain that people start with their GP, who will guide them and coordinate any necessary additional care. All levels of care are linked through the SHI system, meaning financial coverage applies consistently across each level, ensuring continuity.

Message to People: "Imagine a healthcare journey that starts with your GP and, if needed, connects you to specialists and hospitals. SHI covers each part of this journey, so you don't have to pay out of pocket every time you need care."

#### **4. Highlight the Benefits for Individuals and Families**

Health System that Puts People First:

Affordable Care: SHI helps to prevent high out-of-pocket expenses.

Easy Access: The GP system ensures that everyone has access to a nearby healthcare provider who understands their needs.

Quality and Accountability: The system includes standards for quality, and GPs are trained to provide trusted, reliable care.

Message to People: "This reform puts people first by making healthcare affordable, easy to access, and high-quality. Your GP is there to help you, and SHI ensures you don't face financial difficulties in getting care."

#### **5. Address Common Questions and Concerns**

What Will I Pay? – Explain that SHI contributions are based on income, meaning everyone contributes fairly, and in return, their healthcare costs are covered.

How Do I Access a GP? – Describe how GPs will be available in local communities and that they are the first contact for any health issues.

How Will Quality Be Ensured? – Assure that healthcare providers under this system will meet certain standards, and SHI will help fund improvements in service quality.

#### **7. Reinforce Key Messages Consistently**

"Your healthcare journey starts with your GP, and SHI makes it affordable."

"GPs are the gateway to healthcare, guiding you to the right care while SHI covers the cost."

"Affordable, accessible, quality care for everyone – a system that supports you."

By framing the health system reform in these clear, relatable terms, people can understand the complementary roles of the GP system for service delivery and SHI for financial support, making healthcare both navigable and affordable.