## SPECIAL PAPER

## The Place of Private Health Insurance in Cyprus and its Prospects

Andreas Kontopoulos BSc, MSc in Pharmacy, MSc, PhD Candidate in Health Management

Eva Kontopoulou, Product Manager & Medical Insurance Underwriter at Trust Insurance Cyprus ltd

## **Abstract**

The aim of this study is to investigate the future and the place of private health insurance in Cyprus. Even though this phenomenon has only recently appeared in Cyprus, it seems that up to now, and based on the current health system, it has not achieved to convince the public for its necessity. It is believed that by now, the right conditions have been created in Cyprus in order for this product to enjoy the market share it deserves. It is estimated that the PHI will receive the part of the market share that amounts to them by having the place of a mainly supplementary health care insurance, especially after the application of the National Health System.

Key words: Health Insurance, Private Health Insurance