Dissertation

A DESCRIPTIVE STUDY TO ANALYZE HEALTH INSURANCE LITERACY AMONGST ADULTS IN DELHI-NCR REGION.

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Introduction

Introduction

Health insurance is among the most complicated and costly products that consumers buy. Lacking health insurance-related knowledge and skills—or health insurance literacy—puts people at risk of choosing an insurance product that could fail to provide needed benefits or protects them financially. Health insurance literacy has been defined as "the degree to which individuals have the knowledge, ability, and confidence to find and evaluate information about health plans, select the best plan for their own—or their families'—financial and health circumstances, and use the plan once enrolled".

The ease of selecting a suitable health insurance plan and making optimal use of health insurance benefits is influenced by a variety of factors:

(a) State regulations that limit health insurance products and marketing practices;
(b) The complexity of plan benefits;
(c) The quality of support received when selecting or using health insurance, and
(d) One's health insurance-related knowledge and skills.

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Aims and Objectives

Aims and Objectives

- To assess health insurance literacy amongst people in the Delhi-NCR region.

- To analyze areas on which health insurance experts must increase counseling of the consumers to increase health insurance demand.

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Literature Review

Literature Review

Nobles AL, Curtis BA et al found through their study that approximately half of the students indicated they had been confused about their health insurance plan, and one-quarter of the students had either stopped or delayed their medical care due to the confusion. Tipirneni R, Politi MC et al in their Us-based research found that One hundred fifty respondents (29.6%) out of 506 reported having delayed the medical care they required or had foregone care because of the cost. Mathur T, Das G et al conducted a cross-sectional survey in Lucknow and this study established the fact that the people's preferences to invest in PVHI plans depending upon their level of health insurance literacy and perception and beliefs. Yang L conducted a research in Minessota and found that 86.6 percent of participants agreed or strongly agreed that health insurance is important to their health. Additionally, about 47.5 percent of participants responded that they were neutral that health insurance is difficult to obtain. Similarly, 44.8 percent agreed or strongly agreed that health insurance plans are hard to understand.

Literature Review- Continued

These studies show that concepts of health insurance might come across as quite complicated for people to understand and eventually choose the right health insurance product for themselves. Many of those who do not have knowledge about the basics of health insurance might be more reliant on insurance agents who approach them initially. The penetration of health insurance in the Indian market is very less which causes high out-of-pocket expenditure. More research in this area of healthcare would increase the knowledge of the people as well as help organizations to understand the perception that the population holds towards the same. There exist very few researches that where conducted in India to analyze the health insurance literacy that could help them develop information, education and communication (IEC) strategies. There exist very few research studies on the literacy of health insurance amongst the Indian population although there are studies that have been conducted pertaining to the government health insurance schemes for rural areas specifically.

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Research Methodology

Methodology

A community-based, cross-sectional study was carried out in Delhi and National Capital Region (NCR). The study was conducted through a questionnaire survey in which the residents of Delhi and the National Capital Region (NCR) were forwarded an electronically generated questionnaire.

The questionnaire consisted of 29 questions. The tool is developed using various questionnaires for demographic information along with the 21 core questions from the Health Insurance Literacy Measurement (HILM) tool.

Sample Design: A non-probability convenience sampling was done.

Inclusion Criteria:

•Questionnaire from those residing in Delhi and NCR region only were included in the study,

•The age group of 18 years and above were included in the study,

•Completed questionnaires were only included in the study.

Exclusion Criteria:

•Incomplete questionnaires were excluded from the study.

•Those below 18 years of age were excluded from the study.

•Participants who do not give their consent were excluded from the study.

Sample Size:

According to Census 2011, population of Delhi-NCR was 46.1 million. Taking 95% Confidence interval, 5% margin of error, or confidence level and assuming 50% of the population has above-average health insurance literacy, the sample size comes out to be 384.

$$n = N \times \frac{\frac{Z^2 \times p \times (1-p)}{e^2}}{\left[N - 1 + \frac{Z^2 \times p \times (1-p)}{e^2}\right]}$$

Data Management and Statistical Analysis:

Data recording and statistical analysis was carried out using Microsoft Excel. Descriptive statistics was done.

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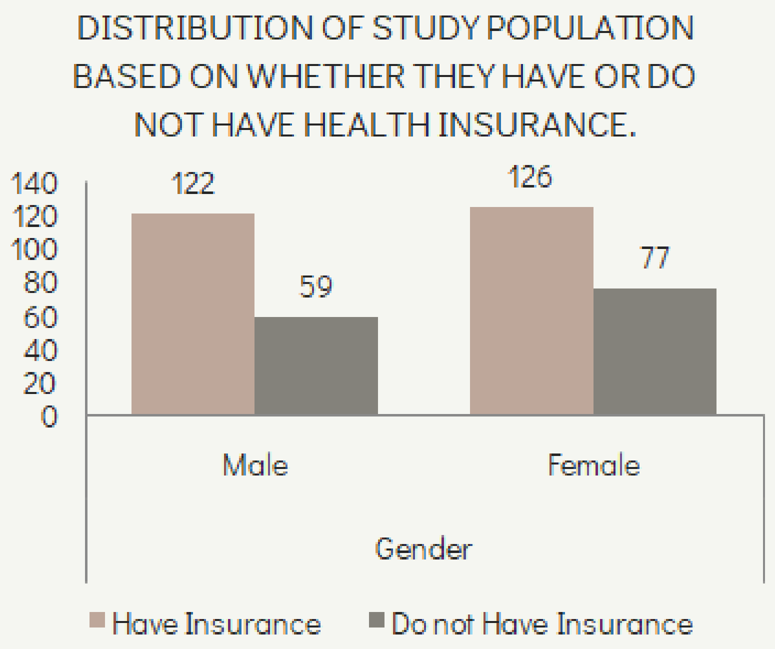
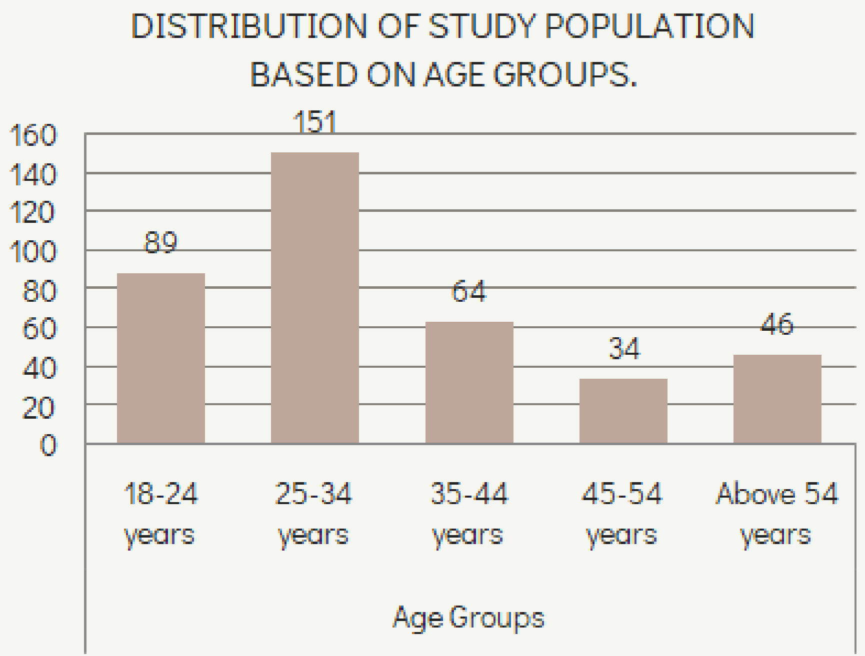
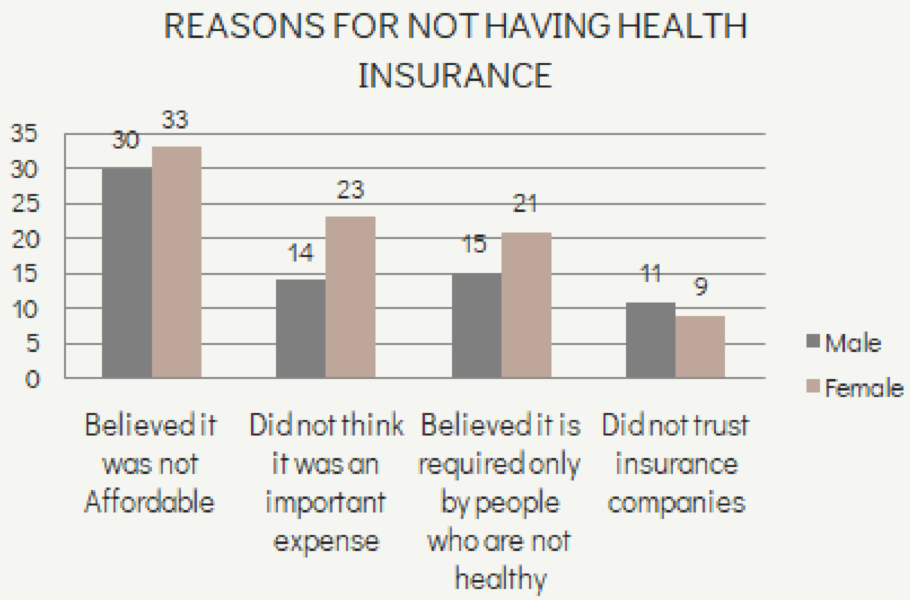
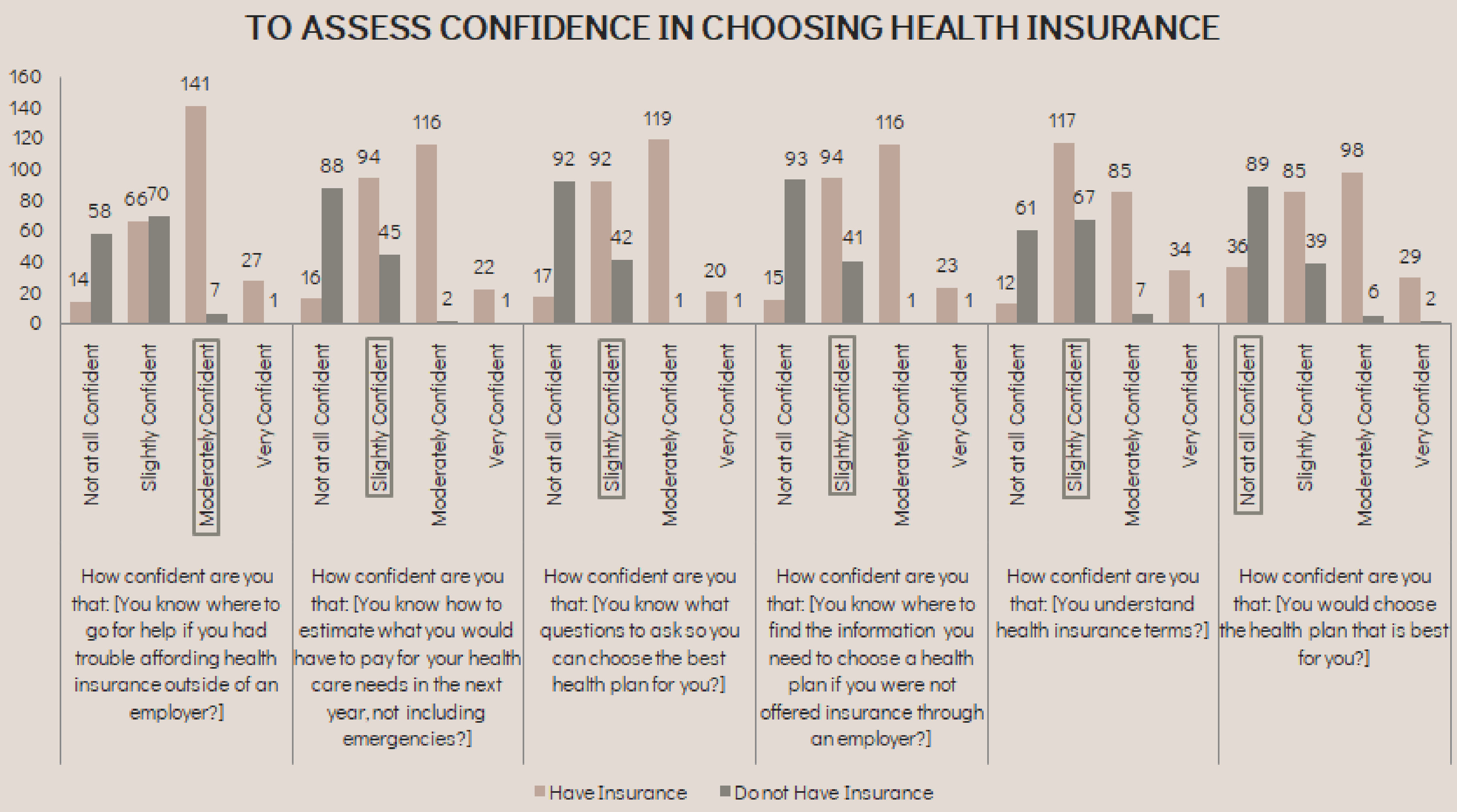
Results


DISTRIBUTION OF STUDY POPULATION BASED ON WHETHER THEY HAVE OR DO NOT HAVE HEALTH INSURANCE.
140
120
100
80
60
40
20
0
122
59
126
77
Male
Female
Gender
Have Insurance
Do not Have Insurance

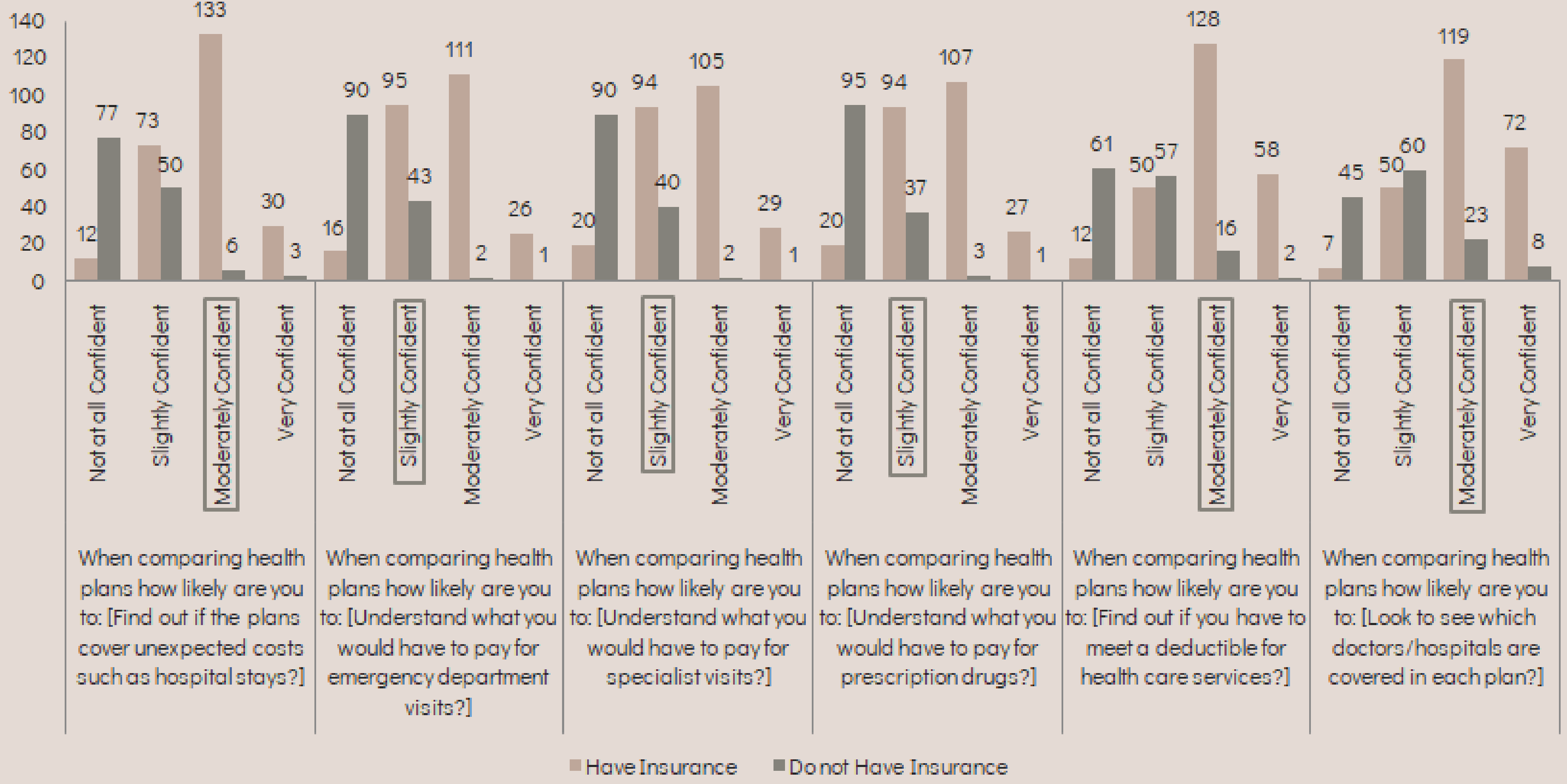

DISTRIBUTION OF STUDY POPULATION BASED ON AGE GROUPS.
160
140
120
100
80
60
40
20
0
89
151
64
34
46
18-24 years
25-34 years
35-44 years
45-54 years
Above 54 years
Age Groups



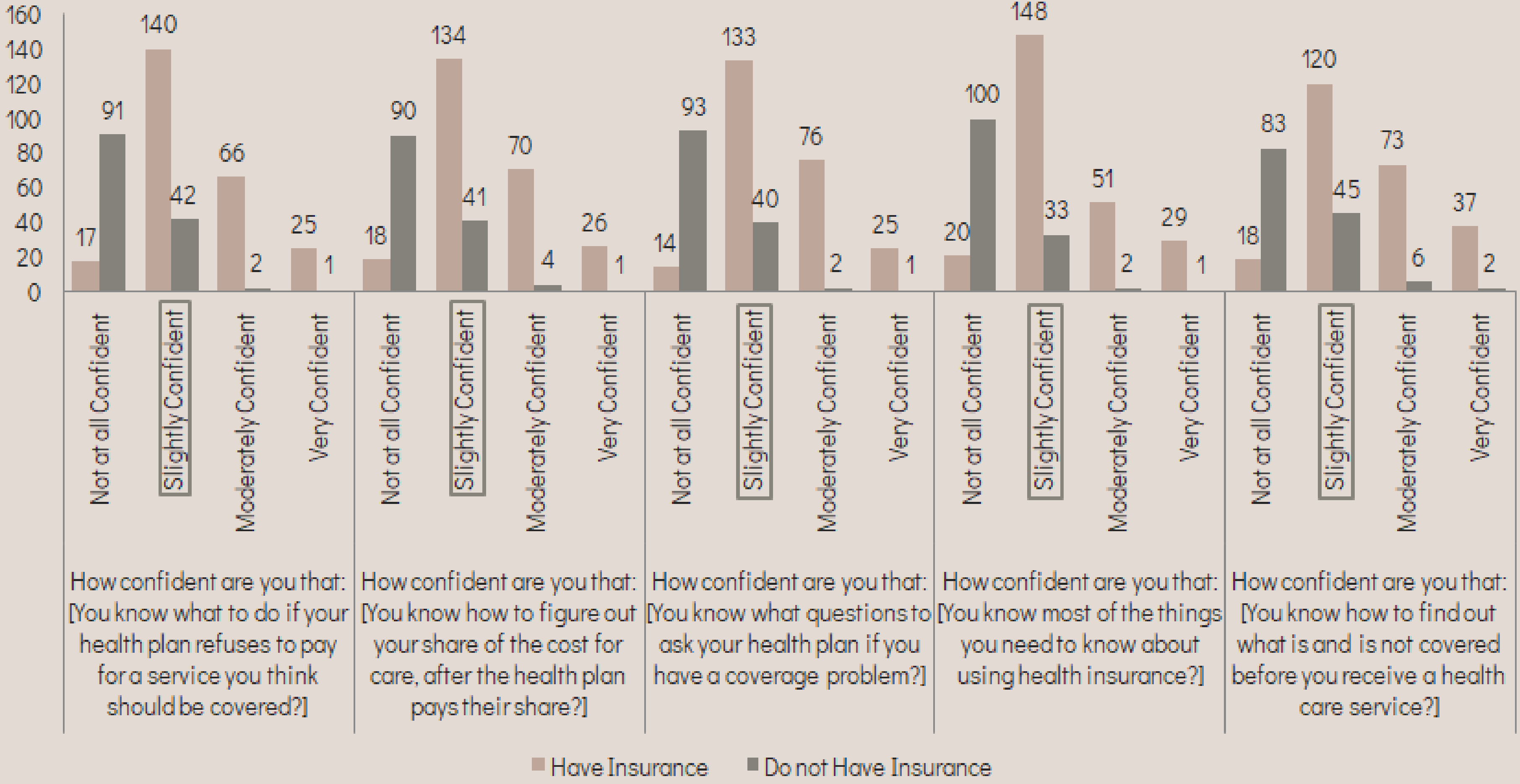
This question was added to the questionnaire to help understand the reasons for the lack of health insurance purchase by the households in Delhi-NCR. The analysis shows that there are four main reasons for the same i.e. according to the data collected, 63 people believed that health insurance was not affordable. 37 people in the survey did not consider it an important expense, 36 people thought that health insurance was required only by those who are not healthy and 20 study participants said that they did not trust health insurance companies.


TO ASSESS CONFIDENCE IN CHOOSING HEALTH INSURANCE
160
140
120
100
80
60
40
20
0
14
58
66
70
141
7
27
1
16
88
94
45
116
2
22
1
17
92
92
42
119
1
20
1
15
93
94
41
116
1
23
1
12
61
117
67
85
7
34
1
36
89
85
39
98
6
29
2
Not at all Confident
Slightly Confident
Moderately Confident
Very Confident
How confident are you that: [You know where to go for help if you had trouble affording health insurance outside of an employer?]
How confident are you that: [You know how to estimate what you would have to pay for your health care needs in the next year, not including emergencies?]
How confident are you that: [You know what questions to ask so you can choose the best health plan for you?]
How confident are you that: [You know where to find the information you need to choose a health plan if you were not offered insurance through an employer?]
How confident are you that: [You understand health insurance terms?]
How confident are you that: [You would choose the health plan that is best for you?]
Have Insurance
Do not Have Insurance

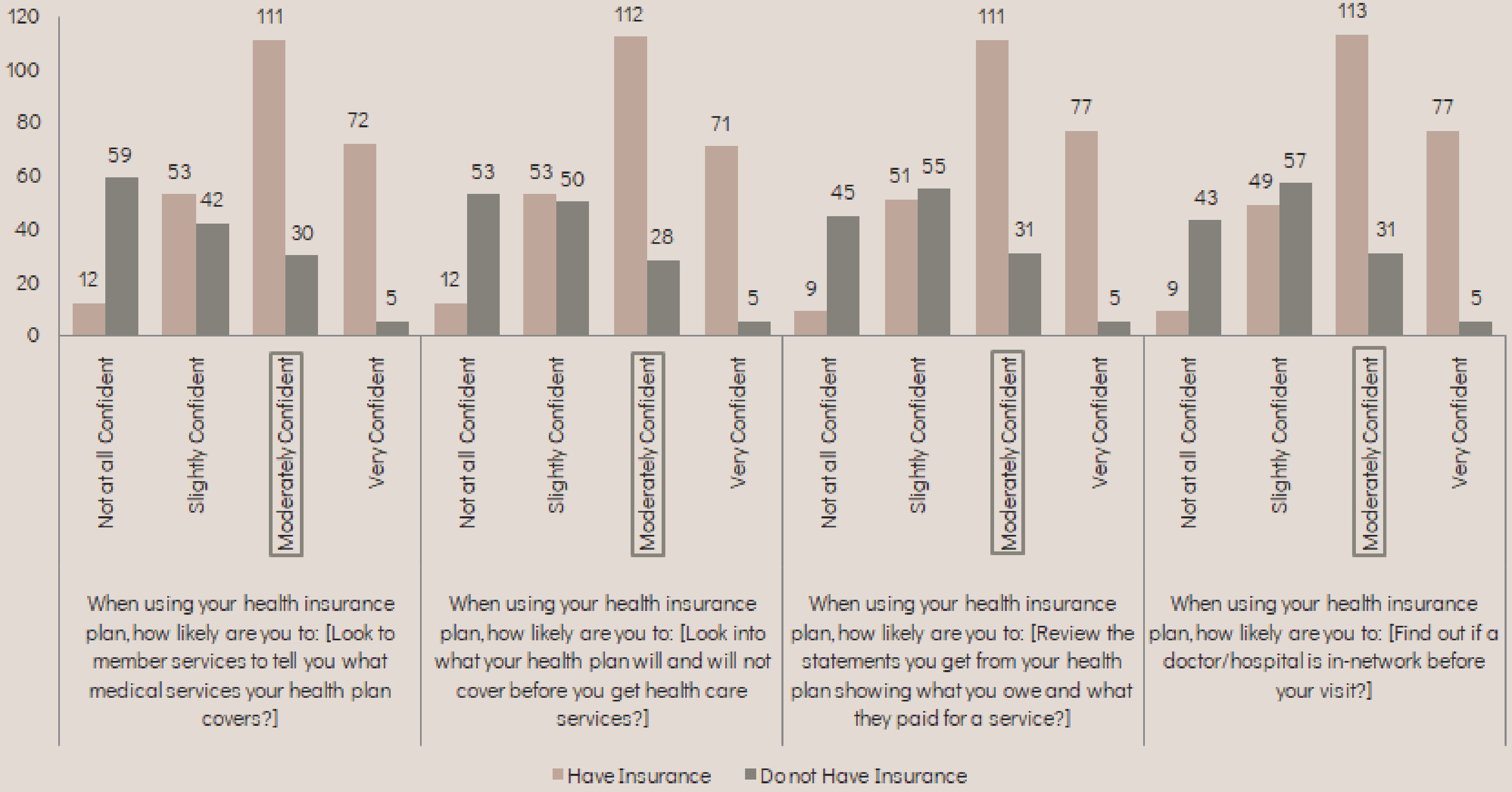
TO ASSESS CONFIDENCE IN COMPARING HEALTH INSURANCE PLANS



TO ASSESS CONFIDENCE IN USING HEALTH INSURANCE



TO ASSESS PROACTIVENESS



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Conclusion

Conclusion

•The healthcare expenditure in low-middle income countries like that of our own have high out-of-pocket expenditure when it comes to getting the required healthcare services which cause families to be pushed further into financial crisis.

•Most consumers do not read what the insurance product has to offer them w.r.t the terms and conditions of the policy which is where the benefits of the policy are described i.e. what are the diseases that would be covered and what would be excluded.

•It is recommended that Claims Settlement Ratio is something that people should look for when choosing their health insurance company.

•Since stand-alone health insurers are specialized in this industry, they can innovate on both the product and service sides and with a greater focus on health products, these stand-alone insurers are able to supply solutions for hitherto difficult-to-satisfy consumer needs. Thus by focusing on the reasons specified in the study as to why the people do not have insurance and counseling them on the same, the uptake for health insurance can be increased.

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References

References

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Thank You