A STUDY ON KNOWLEDGE, ATTITUDE AND PERCEPTION OF ADULTS OF AGE 18-60 YEARS ON HEALTH INSURANCE

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CONTENTS

- Introduction
- Factors that affect health insurance premium.
- Research Question and Objectives
- Research Methodology
- Analysis
- Conclusion

INTRODUCTION

The term ‘Health Insurance’ relates to a type of insurance that essentially covers medical expenses. A health insurance policy like other policies is a contract between an insurer and an individual / group in which the insurer agrees to provide specified health insurance cover at a particular “**premium**” subject to terms and conditions specified in the policy.

Health insurance policies are not issued for less than one year period. Health insurance policies are available from a sum insured of **Rs 5000** in micro-insurance policies to even a sum insured of **Rs 50 lakhs** or more in certain critical illness plans.

FACTORS THAT AFFECT HEALTH INSURANCE PREMIUM?

- Age is a major factor that determines the premium, the older you are the premium cost will be higher because you are more prone to illnesses.
- Previous medical history is another major factor that determines the premium.
- If no prior medical history exists, premium will automatically be lower.
- Claim free years can also be a factor in determining the cost of the premium as it might benefit you with certain percentage of discount.
- This will automatically help you reduce your premium.

RESEARCH QUESTION AND OBJECTIVES

Question:

What is the knowledge, attitude and perception of adults of age 18 – 60 years regarding the health insurance.

Objectives:

1) To assess the knowledge of the people regarding the health insurance.

2) To assess the attitude of people towards the health insurance that are available.

3) To assess the perception of people regarding the experience of having the health insurance policies.

RESEARCH METHODOLOGY

Research Design: Cross- sectional, descriptive type of study

Sampling Technique: Convenience sampling

Sample size: 223

Inclusion criteria: People from the general population who are in the age group of 18-60 years.

Exclusion criteria: Children and old age population

Data collection method: Online survey using google form was forwarded through means of email, What's App and more other social media platforms.

Data Type: Primary data

Research Instrument: The tool was constructed based on the research objectives, review of literature and guidance of experts.

ANALYSIS RESULTS

DEMOGRAPHIC CHARACTERISTICS - N= 223

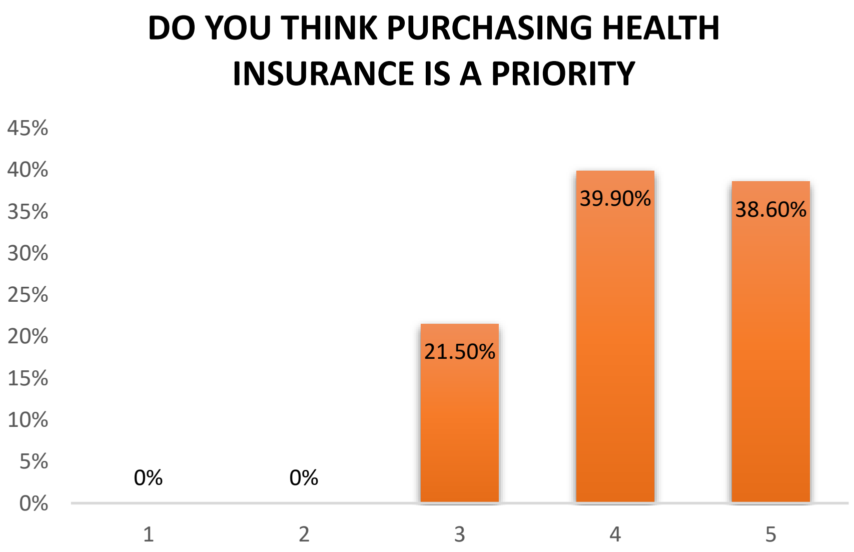
Gender: Male- 111(49.8%), Female- 112 (50.2%)

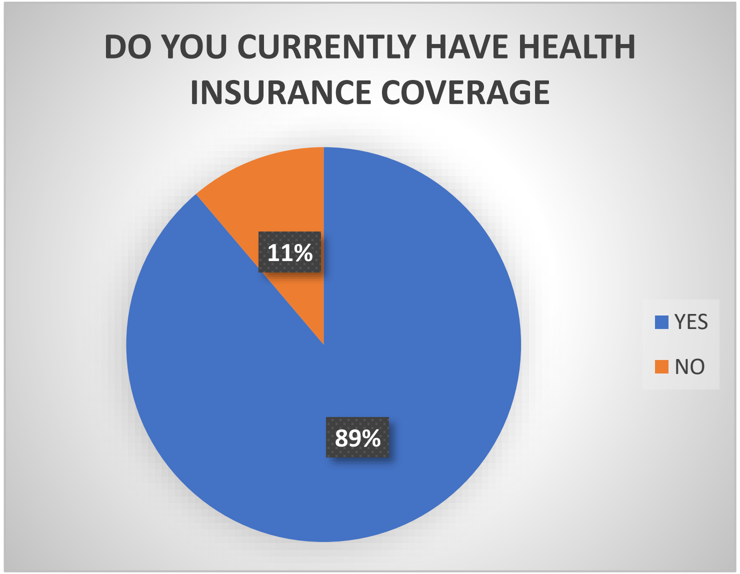
Age: 18-25 (27), 26-35 (74), 36-50 (82) and 50-60 (40)

Residence: 69.5% (155) respondents are from Urban background and 30.5% (68) respondents are from rural background.

Education: the educational of the participants 39.9% (89) are graduate, 37.2% (83) are post-graduates, 17.9% (40) are secondary education and 4.9% (11) are primary education. So, most of the respondents are graduates and well know about the health insurance coverage.

KNOWLEDGE OF THE RESPONDENTS





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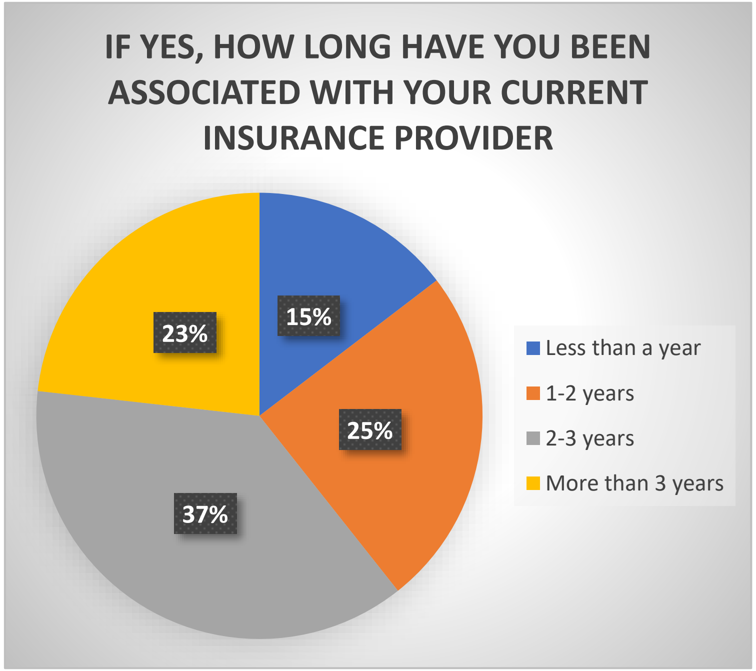

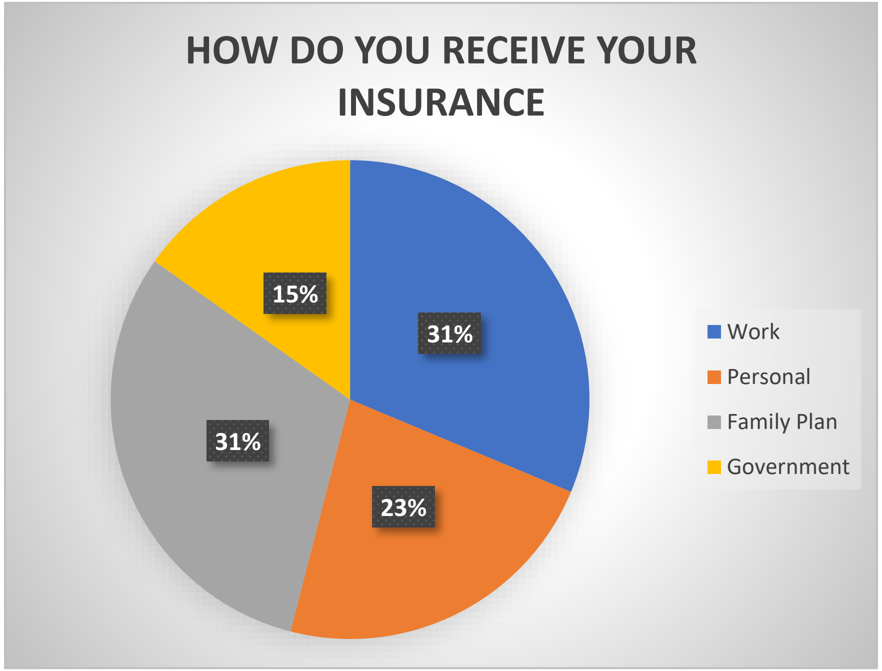

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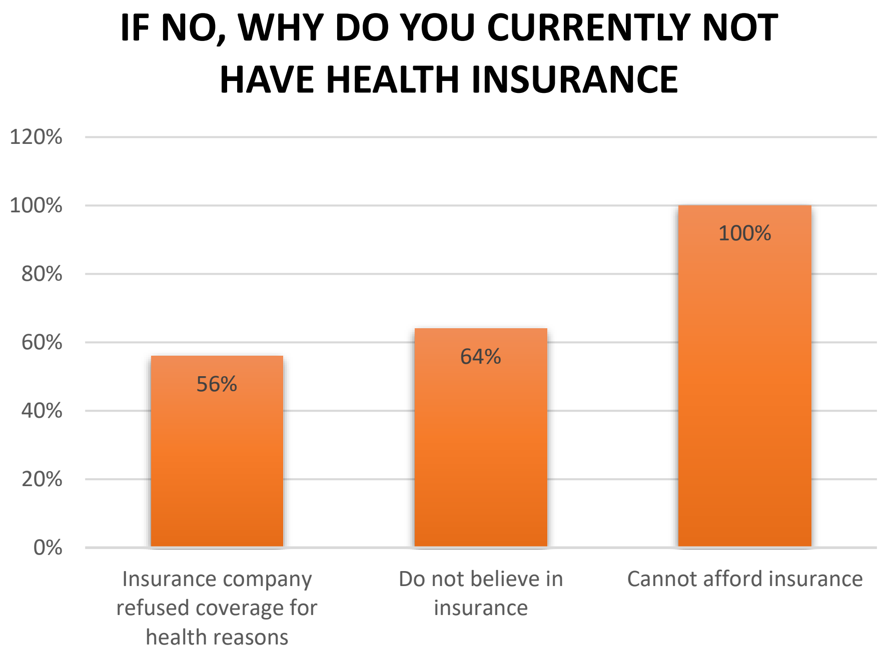
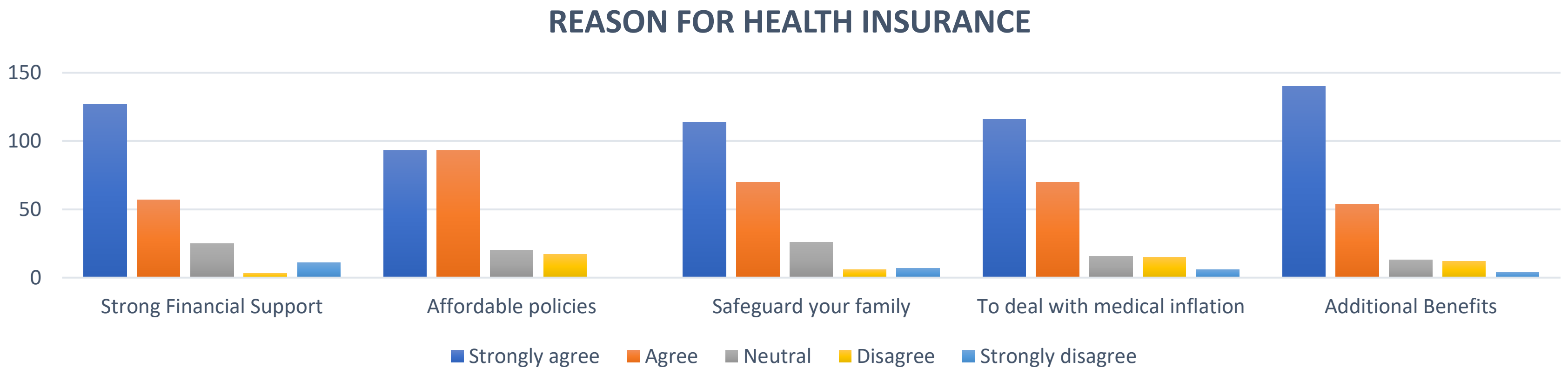


What are the Consequences of Not Buying a Health Insurance Plan ?

- Large Healthcare Expenses
- Loss of Savings
- Lack of Quality Care
- Increased Worry
- Falling Into Debt

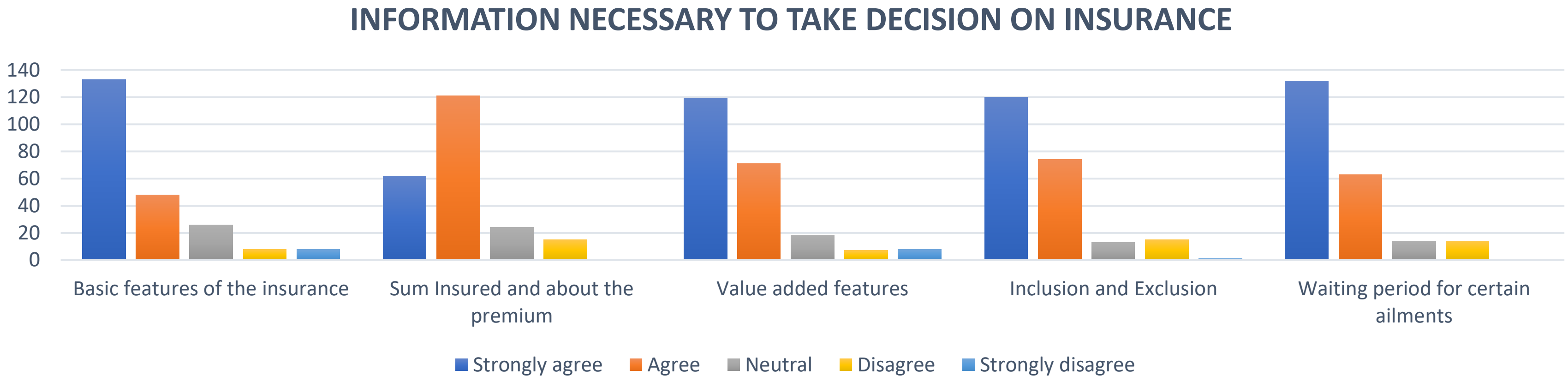
ATTITUDE OF THE RESPONDENTS

Reason for health insurance	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Strong Financial Support	127	57	25	3	11
Affordable policies	93	93	20	17	-
Safeguard your family	114	70	26	6	7
To deal with medical inflation	116	70	16	15	6
Additional Benefits	140	54	13	12	4

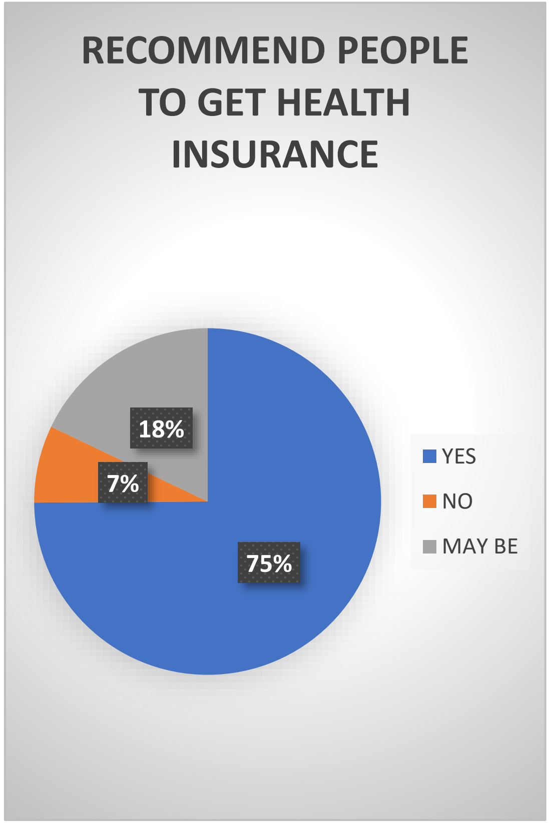


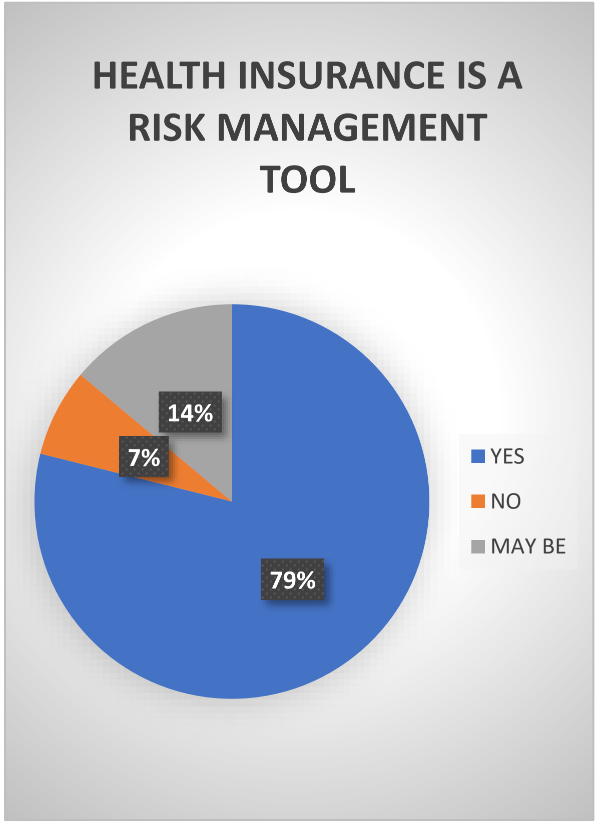
ATTITUDE OF THE RESPONDENTS

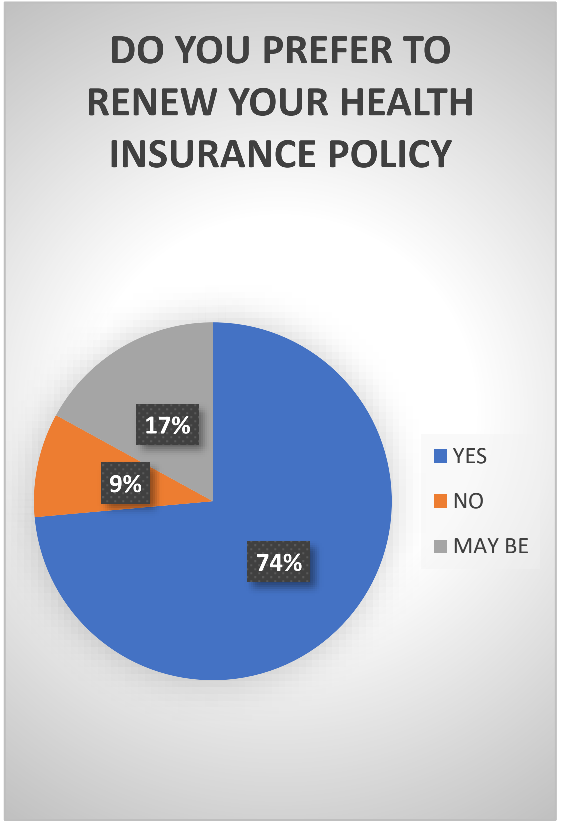
Information necessary to take decision on insurance	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Basic features of the insurance	133	48	26	8	8
Sum Insured and about the premium	62	121	24	15	-
Value added features	119	71	18	7	8
Inclusion and Exclusion	120	74	13	15	1
Waiting period for certain ailments	132	63	14	14	-



PERCEPTION REGARDING HEALTH INSURANCE







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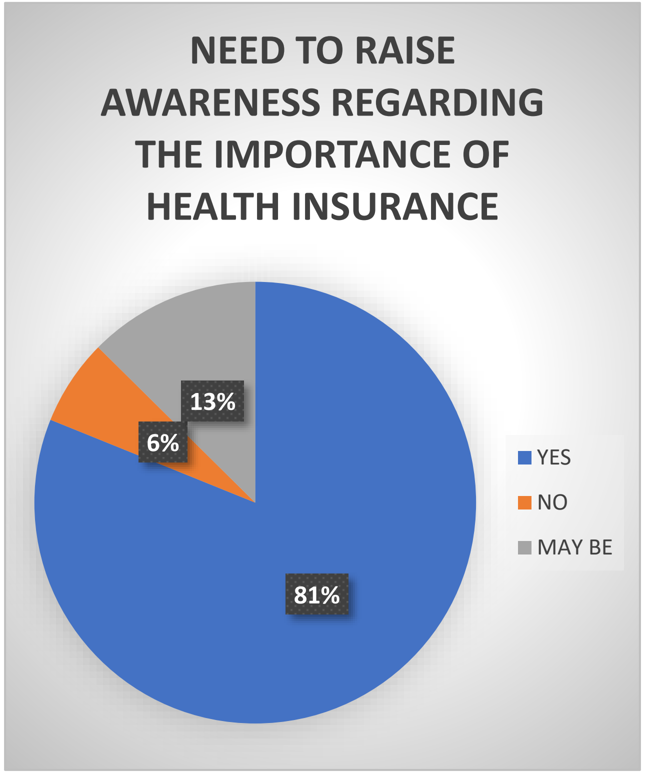
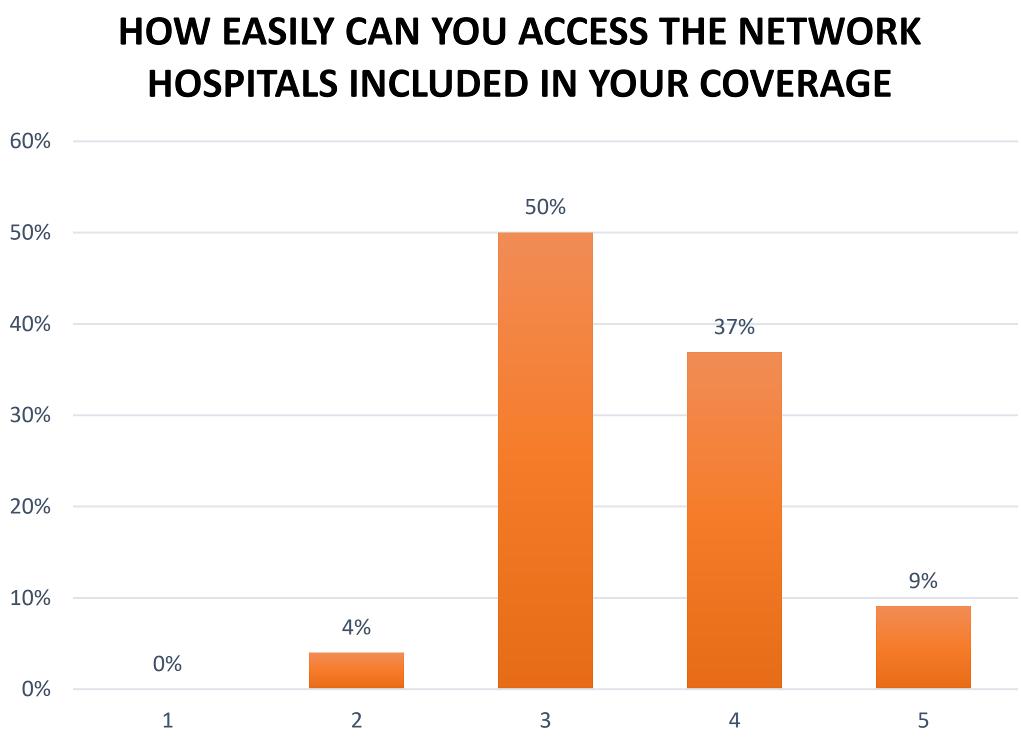
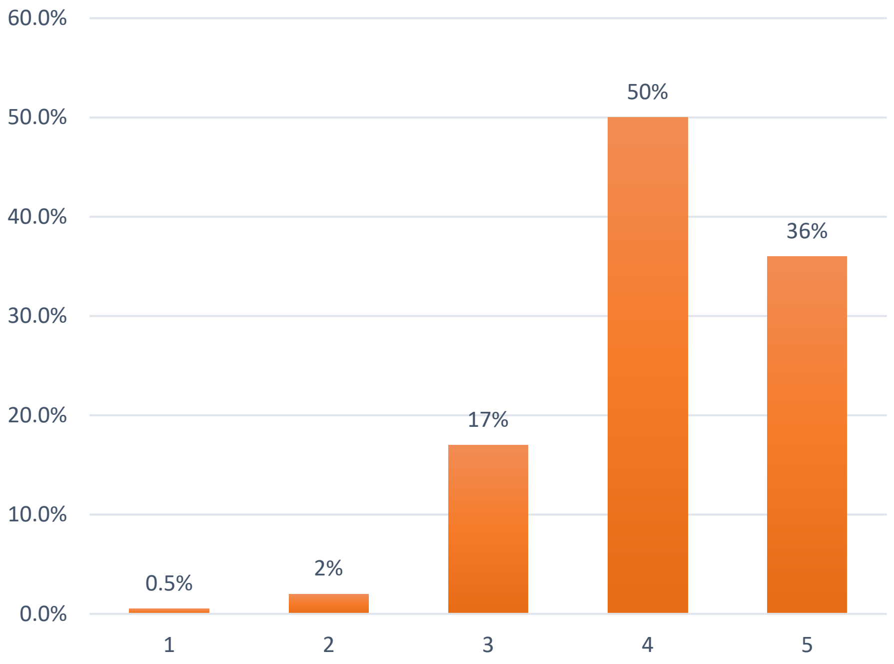




PERCEPTION REGARDING HEALTH INSURANCE

RATE YOUR OVERALL LEVEL OF SATISFACTION WITH THE CURRENT HEALTH INSURANCE CARRIER



- Patient satisfaction is a proxy but a very effective indicator to measure the success of Health Insurance providers.
- Patient Experience is the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.
- It is a holistic perception that the patient forms about the insurance provider based on the overall interactions/ care touchpoints

CONCLUSION

- An attempt is made to understand the people's knowledge, attitude and perception regarding the health insurance policy.
- Our life is unpredictable so we do not know when the pandemic situation arrives again and medical inflation happens.
- People have different perception on health insurance coverage and need to raise awareness on having health insurance.
- The participants who are educated has known the importance of the health insurance and invested in buying the health insurance plans.
- In over all level of satisfaction with the current health insurance carrier are 50% of the respondents have selected 4 out of 5.
- The mass media marketing strategies need to be added and bring awareness in all people mind to take the health insurance coverage.


Thank
You