

“A POLICY HOLDER SATISFACTION SERVICES PROVIDED BY PUBLIC HEALTH INSURANCE COMPANIES IN RAHURI (MAHARASTRA)”

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Abstract -- Policyholders' expectation varies depending on every individual's mentality and his environment according to the services and facilities provided by the health insurance company. The policyholders' are satisfied only when the insurance company fulfills their expectations. To ascertain the variables which influence the policyholders' satisfaction on the services of public health insurers in India, the following studies have been appraised. The Health of your family is very important for individual .when faced with hospitalization for one or more family members ,the medical bill can severely dent for individual saving. The cost associated with hospitalization might be very high and you need to be better prepared for such as emergency Marketing of Health insurance policies become paramount important to help people to meet out the untoward expenses arising out of unexpected ailments. It will be a win-win situation for Public and companies of increasing the penetration of health insurance products to its fullest potential. The benefit of health insurance has to be extended to the excluded population too. Clearly there is an urgent need to expand the health insurance net in Rahuri in Ahamadnager District of (Maharashtra) in such a situation it is essential to understand the consumers how far they are interested in buying health insurance, consumers perception is to be recorded, it is essential to limit the out-of-pocket expenses of the consumers, and suggest and bring an awareness to the consumers how health insurance would help in reducing their financial burden during hospitalisation.

Keywords — Health Insurance Schemes, Emergency Marketing, Services of public health insurers

I. INTRODUCTION

In such times health insurance provides the much needed financial relief. Some of the existing health insurance schemes currently available are individual, family, group insurance schemes, and senior citizens

insurance schemes, long –term health care and insurance cover for specific diseases Health insurance is personal insurance that provides coverage for the cost of hospital and medical expenses arising from illness or injury. Health Insurance products in India narrowly cover hospitalization benefits with a sum-assumed limit. India private health insurance sector could cover a number of secondary and tertiary preventive measures such as screening for cancer or diabetes, and preventive health checkups as well as disease management programs for specific conditions, which would be beneficial for insured and insurers alike. Health insurance market in India is under development till now in rural sector there is lot of potential to growth in health insurance. The Health of your family is very important for individual .when faced with hospitalization for one or more family members ,the medical bill can severely dent for individual saving. The cost associated with hospitalization might be very high and you need to be better prepared for such as emergency.

Public Health insurance companies in India are the:-

- New India
- United
- National
- Oriental

The Health Insurance quote must emanate from a reputable company that provides full quality coverage for you and your family

II. RATIONAL FOR THE STUDY: [RAHURI](#)

- This study would help to which type of services provided health insurance in RAHURI
- This Study is also helpful to which hospitals passes health insurance claims(Ex-Cashless, Non-cashless)
- To elicit the opinion of policyholders on the performance of the Five public and private sectors health insurance companies namely Oriental Insurance Company Ltd., New India Assurance Company Ltd. ,Star Health and Allied Insurance Company Ltd, ICICI Prudential life insurance company Ltd, HDFC health Insurance Aviva Life Insurance.

III. OBJECTIVES OF STUDY

The following specific objectives are taken up for the study.

- To study the health insurance practices followed by different companies in RAHURI (Maharashtra).
- To compare the various benefits offered by providers in RAHURI.
- To study the customer satisfaction for Health insurance companies in RAHURI.
- To study the process of claim settlement of health insurance policies.
- To find out the awareness level of health insurance in RAHURI.

IV. RESEARCH METHODOLOGY

Research Methodology will provide a structure for decision-making like implicit question are posed, explicit answer proposed, collection analysis and interpretation of information. Here in this study Descriptive and Exploratory Research method is followed, where researchers are looking for conclusions

Parameter-

- Quick service
- Availability of Policy Holder
- Availability of Agents
- Quick settlement of claims
- Consumer Guidance
- Consumer awareness programme
- Commitment & ethical behavior

Research Design –

- The research study is of qualitative research type and research design

A) Sources of Data Collection :

The data to be collected for various aspects for this research, the data will be collected through following sources –

Primary sources-

- 1 Feedback from health insurance customers (Policy holders)

Secondary sources- Secondary data will be collected through

1. Journal of marketing management
2. Internet web side
3. Insurance Magazines- Insurance world, the Outlook Money

B) Sampling Technique :

The samples will be selected through Random sampling method from Rahuri (Maharashtra)

Health Insurance advisors—05 Health Insurance customers---30
Total Sampling Size --- 35
Sampling Area- RAHURI (Maharashtra)

C) Research Instrument:

Questionnaires for Health Insurance Advisors, Health Insurance customer

V. LIMITATION

- 1) Due to business secrecy some health insurance Advisors, and Hospitals, may not disclose the real information this may affect the outcomes of the study.
- 2) As the research is limited for RAHURI (Maharashtra) the result may or may not vary with other regions.
- 3) The study restricts the services of health insurance companies like Five public and private sectors health insurance companies

namely Oriental Insurance Company Ltd., New India Assurance Company Ltd., Star Health and Allied Insurance Company Ltd, ICICI Prudential life insurance company Ltd, Aviva Life Insurance.

VI. REVIEW OF LITERATURE

“Customer Satisfaction” reveal that frequent interaction between the customer and insurer about the services rendered by the insurance company influences the customer satisfaction. J.D. Power and Associates (2011), “Policyholders Satisfaction with the Agency-Based Sales Surpasses Satisfaction with Direct Sales in Japan”, www.jdpower.co.jp/press/.../2011Japan.

A study on “Determinants of Customer Satisfaction: A Model of Technology Integration in Thailand’s Insurance Industry” depicts that magnitude of technology integration directly influences customer satisfaction whereas technology readiness of salespeople and customer indirectly influences the customer satisfaction towards insurance provider. Ravipa Larpsiri and Mark Speece (2004), “Determinants of Customer Satisfaction: A Model of Technology Integration in Thailand’s Insurance Industry”, paper presented at a conference on “Moving Forward : Leading Asia in a New Era”, organised by Asia Academy of Management, Shanghai, China, December 16-18, 2004, http://www.jgxysx.net/DAOM/079_RavipaLarpsiri.pdf

“The Focus of Business is Customer Satisfaction”, reveal that agents thorough knowledge of the product, capability to understand the customer needs and recommend suitable policy to the customer, prompt delivery of product and responsiveness increases the policyholders satisfaction. Ashley H. Aiken, Charles E. Harmon, Cary B. Overmeyer and Christopher D. Kline (1999), “The Focus of Business is Customer Satisfaction”, www.orgassess.com/pdf-Files/focusofbusinessrpt.pdf.

Consumer Protection Act, 1986”, observes that policyholders are more satisfied with the post sales services of insurance companies such as sending premium reminder notice in time, furnishing of required data and showing response to customer needs and claim servicing especially the amount of claim settled. Gopalakrishnan G. (2008), “The Insurance Customer – The Consumer Protection Act, 1986”, IRDA Journal, Vol. VI (3), pp. 33 – 35.

Nani Javeri (2006) in an article entitled, “Claims on Customer Satisfaction”, observes that the high return policies and post - sale advisory

interactions such as frequent contact, expertise and guidance in financial planning and friendliness increases the policyholders satisfaction. Nani Javeri (2006), “Claims on Customer Satisfaction”, The Hindu – Business Line, 22nd April

VII. CONCLUSIONS

The area of significant improvement possible, applies to the following areas: Technical advancement of insurance; Employee’s neat and clean appearances; Convenience in premium payment; Customer awareness programmes; Commitment and ethical behavior. On the other hand key areas of Strengths, in case of Private sector Non-life Insurance are: Better physical layout for business purposes; Error free information; Quick service; Availability of employees on time; Settlement of claims on time; Individual attention to customers; Effective investment advice and guidance. The need is to identify and fulfill customer’s expectation in this changed scenario and the present study helps in understanding customer’s perception towards better and improved service quality, which will also bring high returns to Public health - insurance companies.

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