



CONDENSED MILK #28

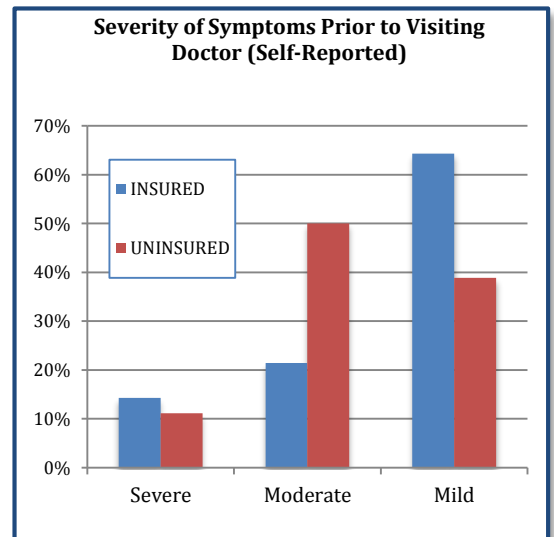
“Doing the Math” – Women’s Health Microinsurance in Guatemala

Studying Aseguradora Rural’s VivoSegura Product in Quetzaltenango

In rural Guatemala, as in much of the world, women often attend to their own health needs only after their many family responsibilities and financial priorities have been taken care of. Yet their needs are often quite critical, especially in preventive health. MILK partnered with the commercial insurer Aseguradora Rural to study the costs incurred and financial tools used by women with and without insurance to access a routine gynecological visit and treat basic problems. VivoSegura, Aseguradora Rural’s first health microinsurance product, covers preventive and curative gynecological services and provides a fixed sum for cancer treatment. We interviewed 25 women with VivoSegura and 31 women without women’s health coverage in Quetzaltenango who had visited a private gynecologist in the previous six months.

What did we learn?

- ⇒ Insurance coverage seemed to create positive behavioral incentives: insured women sought care sooner and after experiencing less severe symptoms than uninsured women. However, the positive healthcare seeking behavior was reversed for follow-up care, which often fell outside the range of product coverage.
- ⇒ Insured women spent less on direct treatment costs, but after accounting for the annual insurance premium their total outlay was higher than that of the uninsured (though the difference was not statistically significant).
- ⇒ The main financial value of the product’s preventive cover may be in smoothing consumption by financing basic care through monthly premiums; this allowed insured respondents to avoid turning to more difficult financing tools at the time of the visit.
- ⇒ Respondents’ perceptions of quality of VivoSegura providers suggest that the product may not have improved their quality of care: just 20% of insured respondents believed VivoSegura granted them access to better quality care than other solutions.

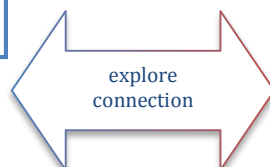




Microinsurance Learning and Knowledge (MILK) is an initiative of the MicroInsurance Centre that is working to gain insight into two questions:

Is there a **business case** for microinsurance among insurers and delivery channels?

- Detailed financial case studies of insurers, intermediaries, and distributors
- Leveraging and updating existing case studies
- Alliances with other data collection efforts
- Analysis of large intermediaries
- Industry-wide analysis



Do clients get **value** from microinsurance?

- “Building blocks” drawing together lessons from existing work
- Client Math studies
- Randomized control trial exploring links between demand and value
- Additional original research
- Collaborative efforts with other researchers

MILK Publications

Available on the MILK website at <http://www.microinsurancecentre.org/milk-project/milk-docs.html>

MILK Briefs

- MILK Brief #1: What is MILK?
- MILK Brief #2: Client Value Landscape Study
- MILK Brief #3: Business Case Landscape Study
- MILK Brief #4: What We Know About the Financial Value of Microinsurance for Poor Clients: A Snapshot
- MILK Brief #5: Changing Role of Family Networks in Coping with Risk
- MILK Brief #6: Research Design for Measuring the Client Value of Microinsurance
- MILK Brief #7: A Microinsurance Puzzle: How do Demand Factors link to Client Value?
- MILK Brief #8: "Doing the Math" - Cashless Funeral Microinsurance in Colombia
- MILK Brief #9: What is "Client Math"?
- MILK Brief #10: "Doing the Math" - Property Insurance in Ghana
- MILK Brief #11: "Doing the Math" - Health Microinsurance in Maharashtra, India
- MILK Brief #12: "Doing the Math" - Health Microinsurance in Karnataka, India
- MILK Brief #13: "Doing the Math" - Funeral and Life Microinsurance in the Philippines
- MILK Brief #14: The Business Case for Life Microinsurance in the Philippines: Initial Findings
- MILK Brief #15: "Doing the Math" - Catastrophe Insurance in Haiti
- MILK Brief #16: "Doing the Math" - Life Microinsurance in Mexico
- MILK Brief #17: "Doing the Math" – Calamity Microinsurance in the Philippines
- MILK Brief #18: "Doing the Math" – Property Microinsurance in Coastal Colombia
- MILK Brief #19: Multinational Microinsurance-only Intermediaries: Is there a Business Case? The Early Years
- MILK Brief #20: "Doing the Math" – Loan Protection Insurance in Cambodia
- MILK Brief #21: Colombian Life Microinsurance: An Emerging Success Story
- MILK Brief #22: "Doing the Math" – Outpatient Health Insurance in Tanzania
- MILK Brief #23: Getting better at improving client value: the case of Fonkoze's Kore W microinsurance product
- MILK Brief #24: "Doing the Math" - Health Insurance and Chronic Disease in Nigeria
- MILK Brief #25: Keep Your Insurance Close, and Your Friends and Family Closer
- MILK Brief #26: The Business Case for Health Microinsurance in India: The Long and Winding Road to Scale and Sustainability
- MILK Brief #27: "Doing the Math" - Funeral Insurance and Speedy Claims in the Philippines

Literature Reviews

- Is There a Business Case for Microinsurance? A review of recent literature
- Do Clients Get Value from Microinsurance? A systematic review of recent and current research

Discussion Notes

- MILK Discussion Note #1: Doing the Math: Can Delayed Payment of Claims Erode the Value of Life Microinsurance?
- MILK Discussion Note #2: Are Existing Health Financing Mechanisms Sufficient for Poor Women in Guatemala?
- MILK Discussion Note #3: Counting Lives Covered: Getting it Right

Randomized Control Trial

- Protecting those Left Behind: An Experimental Study of Life Microinsurance Purchase Decisions of Compartamos Banco's Borrowers in Mexico