

MEDICAL INSURANCE



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AGENDA

- Objective
- Overview
- Analysis
- Recommendation
- Conclusion



Objective

- To know the factors contributing to high medical bills to come up with useful insights and recommendations.
- Understand the elements and metrics that are influencing higher expenditure on bills.
- To build a linear regression model for predicting charges

Overview

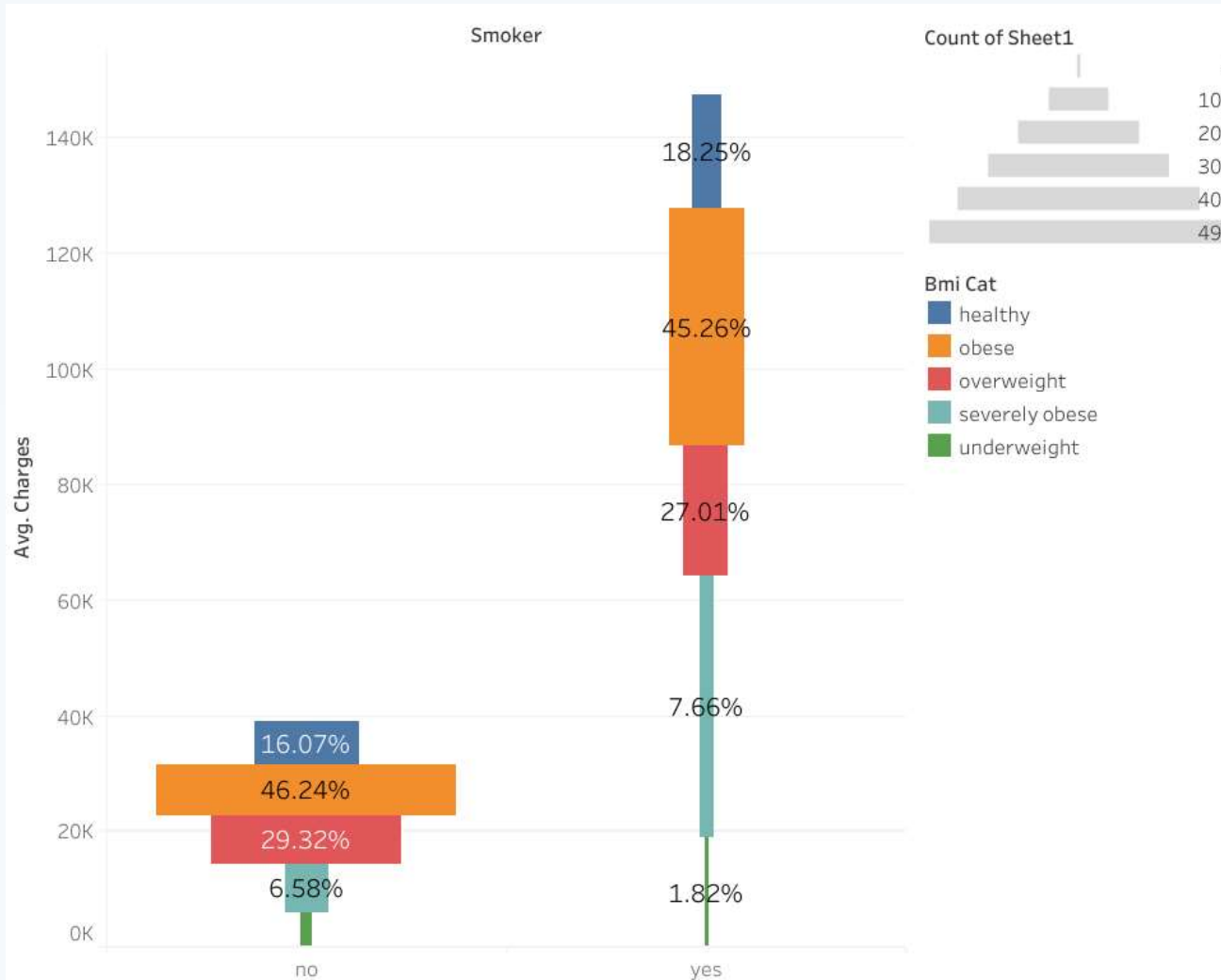
- Unhealthy lifestyle result in concerning Health issues, which will accumulate burden on financial front and also on one's own health.
- One of the reasons behind the analysis is to know if habits really increase expenditure on health.
- Adding on the reasons, “who are potential bill bearers ?” is also an important question that this analysis aims at solving.
- Potential risk bearers who are vulnerable to possible health concerns.

Generations move towards a healthier living



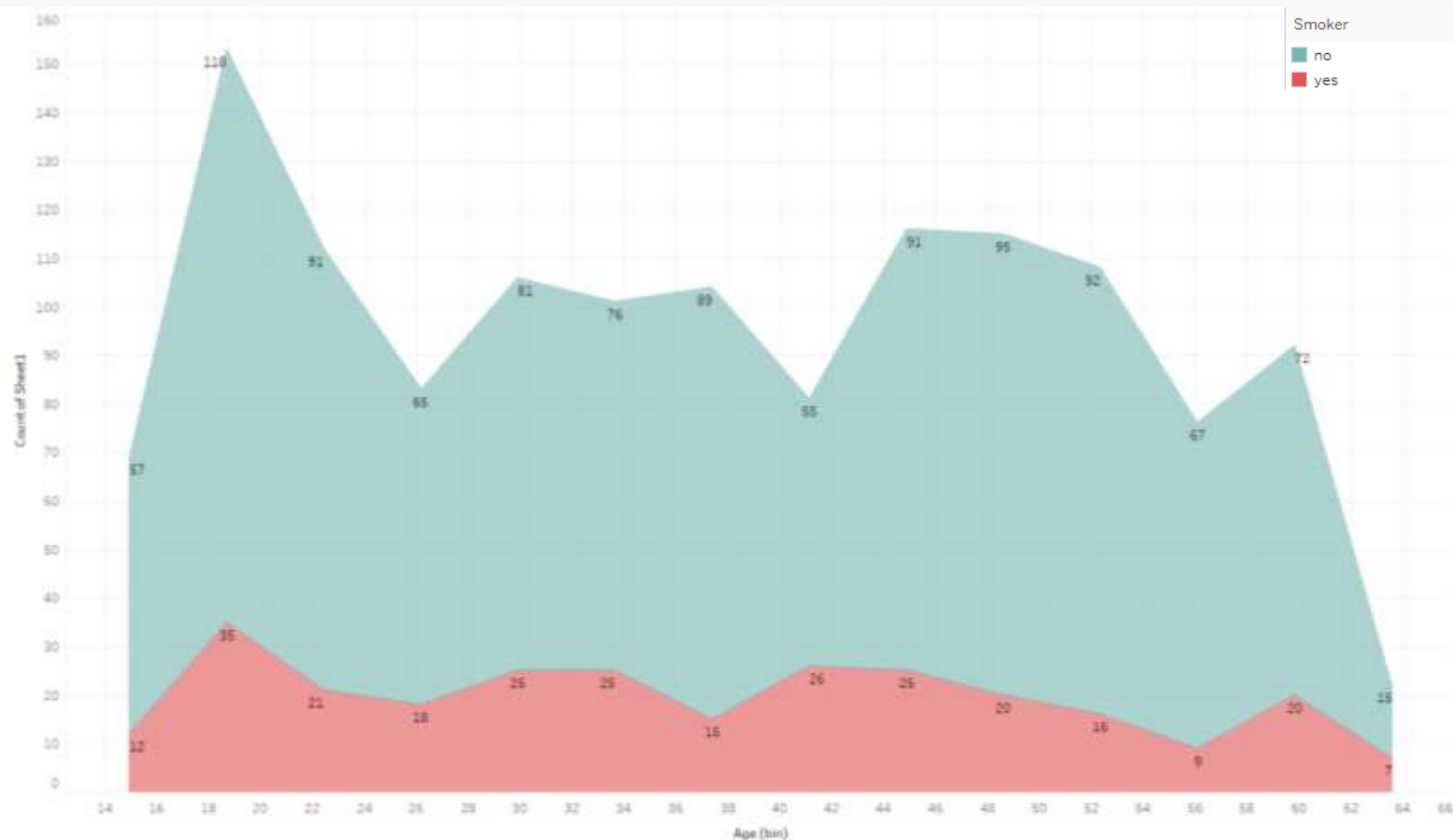
- Senior adults and mid age adults are more prone to obesity
- Teens show there is potential risk of rising obesity
- Adults and mid age adults contribute a larger part of beneficiaries.

Smoking and obesity hit hard the expenditure scale



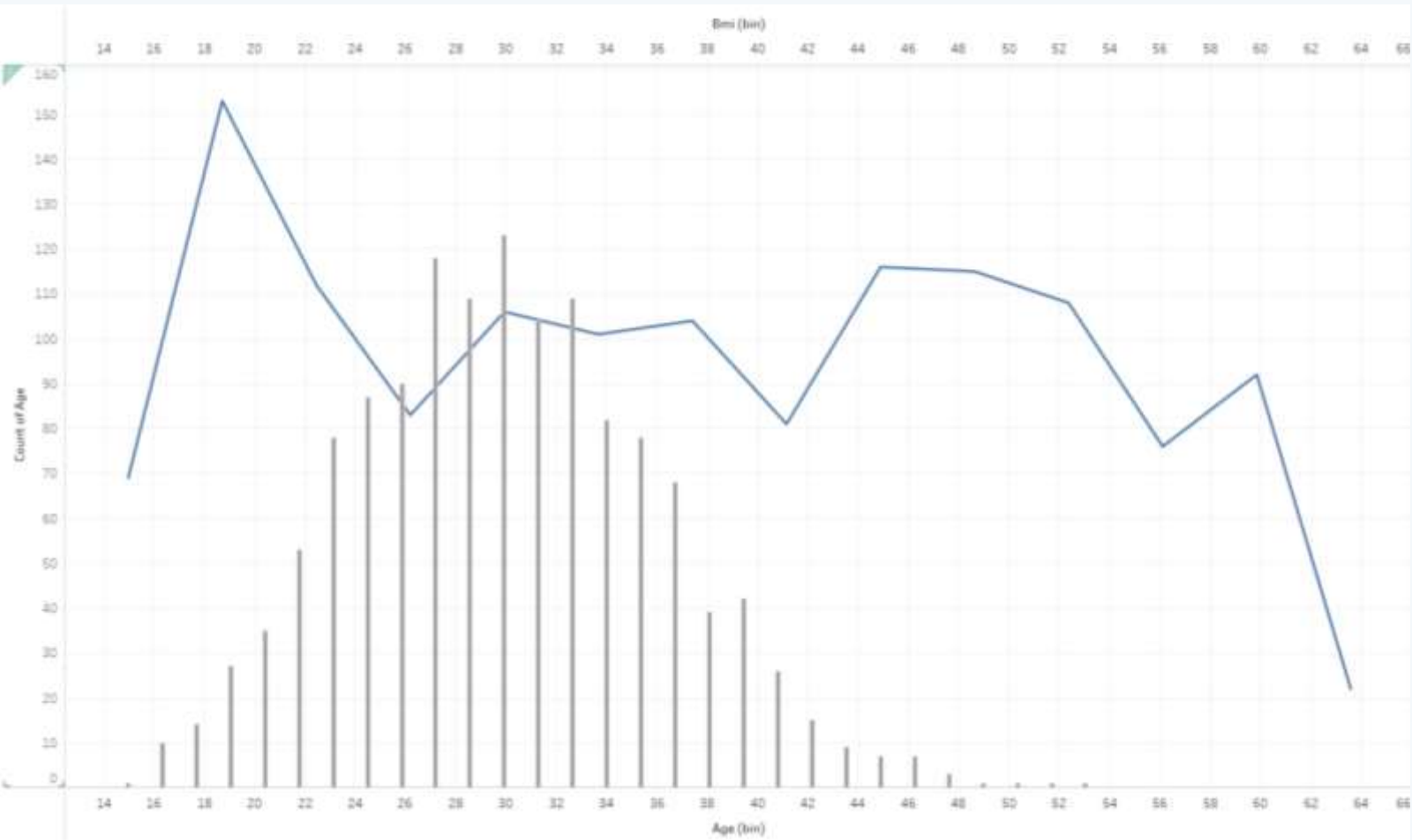
- Irrespective of smoking habits, obese and overweight categories tend to share a larger count of beneficiaries.
- Average cost per person is prominently high for smokers
- There are sizeable no. of non-smokers in the list of receivers.

Alarming rate of old teen smokers



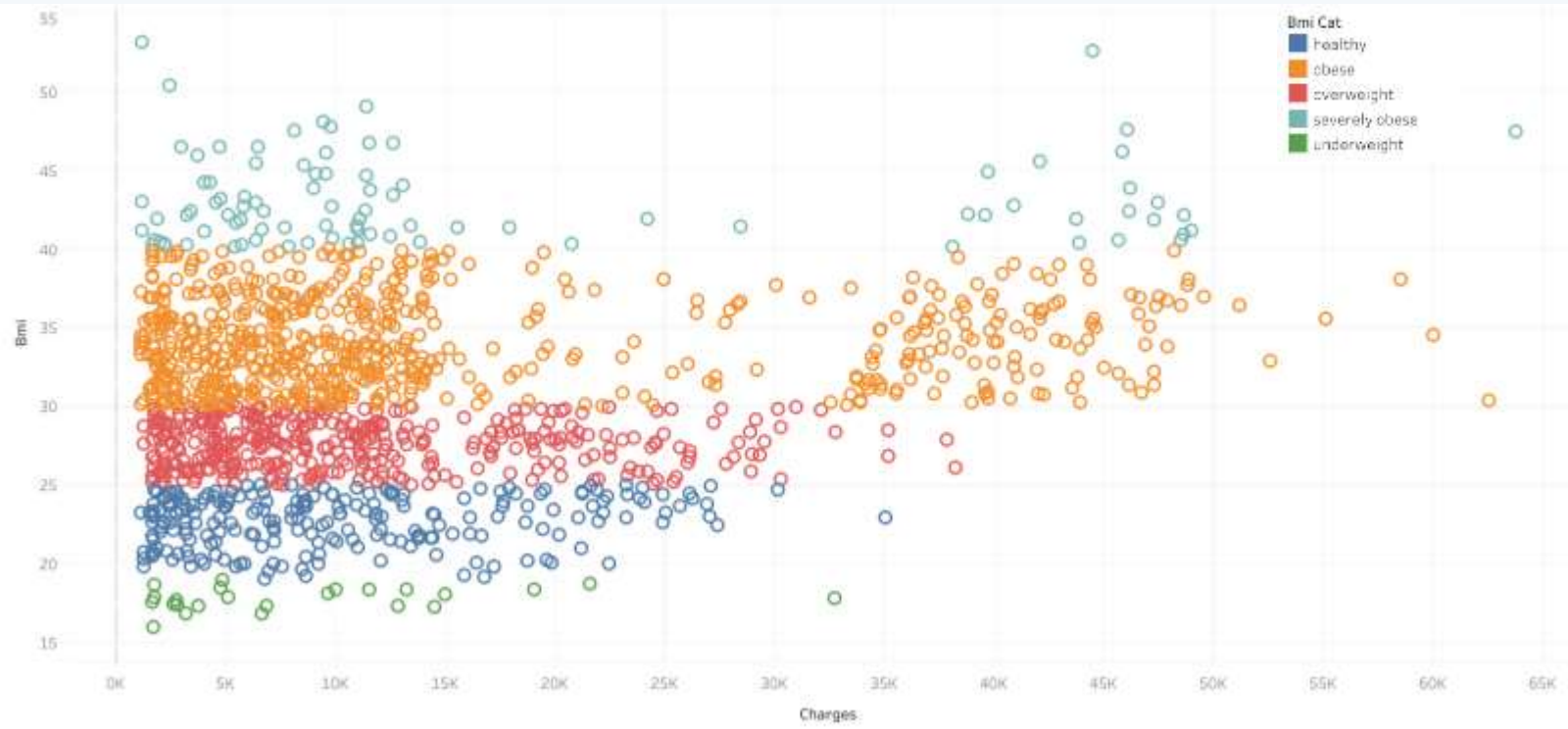
- The 18-20 age group constitute a high portion of beneficiaries
- The old teen age group also amount to a larger smokers population comparatively
- There is a visible increase in smoking habits till the age group of 42-44

Obese cases are rising up



- 18-20 age group account for a large part of the beneficiaries.
- Most of the policy holders are in the overweight, obese category.

Poor Health is an early indicator of expenditure

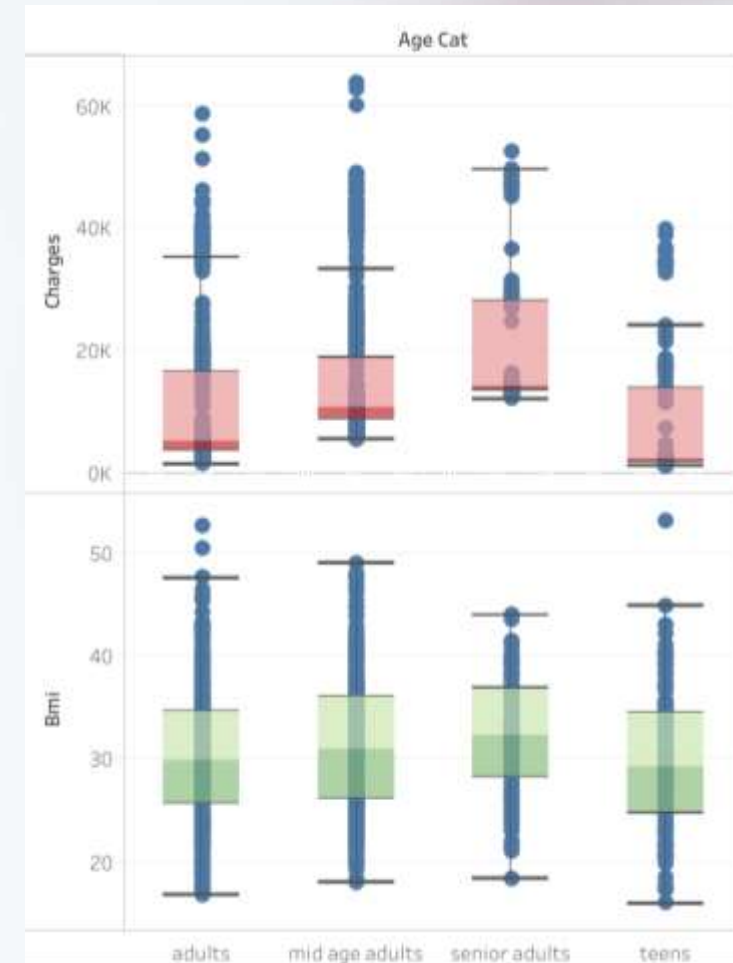


- Larger sum of charges are seen in the obese category.
- Substantial density of population are in the overweight and obese category.
- There is a microscale of increase in charges with increase in BMI

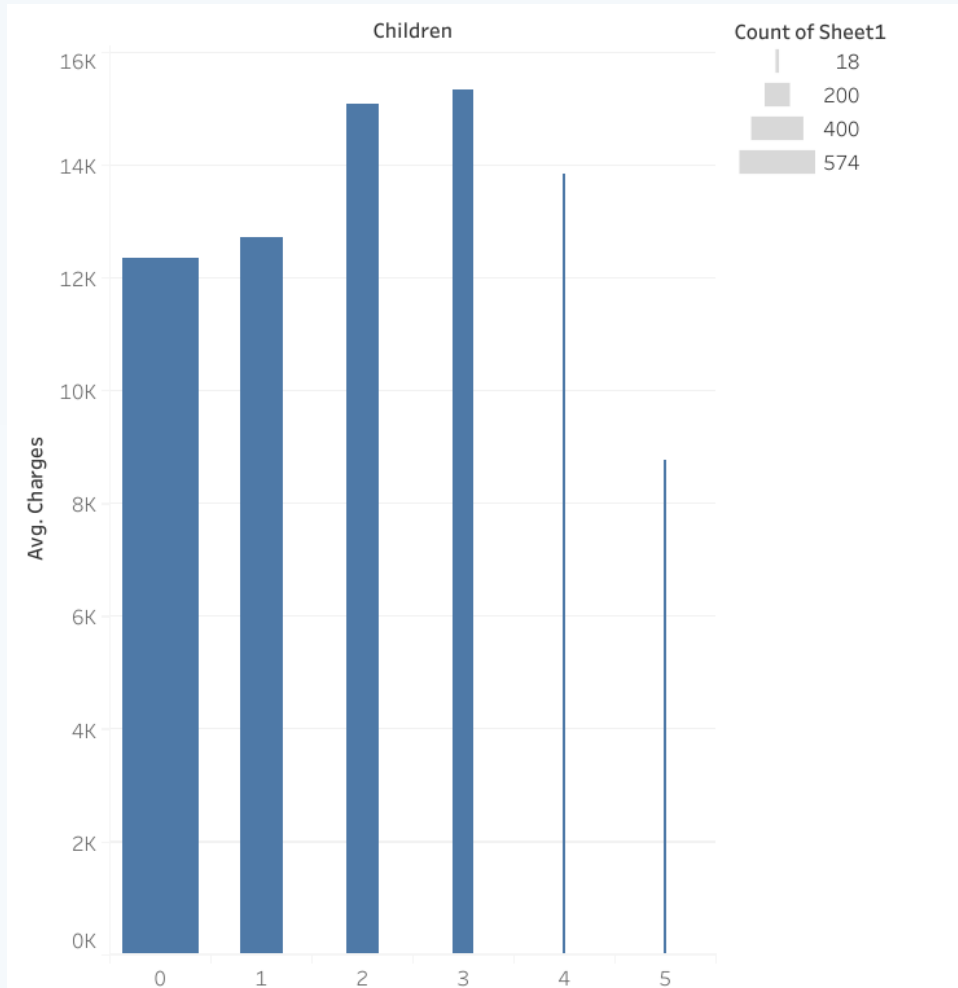
Older the age, higher the spend



- The mid age adults and senior adults spend higher amounts proportionately
- Adults and mid age adults have hefty bills.
- Both these categories have an unhealthy BMI on average.



More dependencies cause Higher charges



- sizable no. of Beneficiaries have lesser dependencies
- Average charge is high for beneficiaries having 2 or more dependencies.

RECOMMENDATION

- Target Adults and mid adults to invest more in medical insurance
- Smokers comprise of a large medical bill coverage by insurance, target them for more investment income.
- Beneficiaries with more dependencies rely on heavy bills.
- Senior adults incur huge bills
- Obesity leads to various chains of health issues. Unhealthy levels of BMI is an indicator of future burden of medical bills.
- Young age groups can be made aware through various programs about the risk of leading an unhealthy lifestyle and its impact.
- Influence care takers about how health insurance can be of a great help for the teens amid rising obesity and other health issues.

CONCLUSION

- Targeting adults and mid age adults who are potential users.
- Targeting beneficiaries with more dependencies result in more medical insurance usage.
- Healthy lifestyle choices can decrease the burden in the future.
- Rising smoking cases on older teens and young adults are an indicator of solid challenges in the near future.
- Awareness programs highlighting the impact of smoking and obesity can be prioritized.



THANK YOU