

Health Insurance Data Insights Report

Quick Summary

Looking at the health insurance data, a few important patterns stand out—especially around where clients earn the most, how they pay, and why some policies get cancelled. The numbers show big differences between provinces, banks, and types of insurance, which helps us figure out where to focus to grow the business.

What We Found

1. Where Clients Earn the Most

- **Total income from clients:** R523.8 million
- **Top 3 provinces bringing in the most money:**
 - **Gauteng (GP):** R127.1M (24.3%)
 - **Western Cape (WC):** R99.9M (19.1%)
 - **KwaZulu-Natal (KZN):** R93.4M (17.8%)
- **Provinces with the lowest income:**
 - **Northern Cape (NC):** R12.0M (2.3%)
 - **North West (NW):** R22.9M (4.4%)
 - **Free State (FS):** R26.9M (5.1%)

Why this matters: Most money comes from GP, WC, and KZN. If we want to grow in places like NC, NW, and FS, we might need cheaper or more flexible insurance options.

2. How Clients Pay & Which Banks They Use

- **Total clients:** 17,173
- **Banks with the most clients:**
 - **Capitec:** 7,591 (44.2%)
 - **FNB:** 4,257 (24.8%)
 - **ABSA:** 3,041 (17.7%)
- **How people pay:**
 - **Debit order (automatic payments):** 14,794 (86.1%)
 - **Stop order (manual payments):** 2,379 (13.9%)

Why this matters: Almost everyone prefers debit orders, and Capitec has the most clients. Banks like Nedbank (not in the top 3) might need special deals to attract more customers.

3. Which Policies Get Cancelled the Most

- **Most lapsed (cancelled) insurance products:**

- **HospiCare:** 1,321 lapses
- **PrimaryPlus:** 736 lapses
- **TotalHealth:** 361 lapses
- **Banks with the most lapses:**
 - **Capitec:** 6,636 lapses
 - **FNB:** 3,709 lapses
 - **ABSA:** 2,623 lapses

Why this matters: HospiCare has the most cancellations—maybe it’s too expensive, or clients aren’t happy with it. Capitec has the most lapses, but that could just be because they have the most clients. We should check why people are leaving.

What We Should Do Next

1. Focus on High & Low-Income Areas

- **Push premium products** in GP, WC, and KZN (where people earn more).
- **Create budget-friendly plans** for NC, NW, and FS to get more clients there.

2. Make Payments Easier

- Since **86% of clients use debit orders**, we should make this the default option.
- **Work with Capitec** (since they have the most clients) to offer special insurance deals.

3. Stop People Cancelling Their Policies

- **Find out why HospiCare loses so many clients**—is it price, coverage, or bad service?
- **Keep clients longer** by offering discounts or payment plans, especially for those at risk of cancelling.

Final Thoughts

The data shows us where the money is, what clients prefer, and where we’re losing them. If we adjust our plans based on these insights—like making policies cheaper in some areas, keeping payments simple, and fixing issues with HospiCare—we can keep more clients and grow the business.

Next Steps:

- Dig deeper into **why HospiCare policies lapse**.
- Test **low-cost plans** in Northern Cape and North West.
- Partner with **Capitec** to promote auto-payments.

Regards.(Themba Mdluli)