Example analytics 5 •
Financial insights from non-financial data

Overall, one-in-eight households saw an inpatient event in a six months period
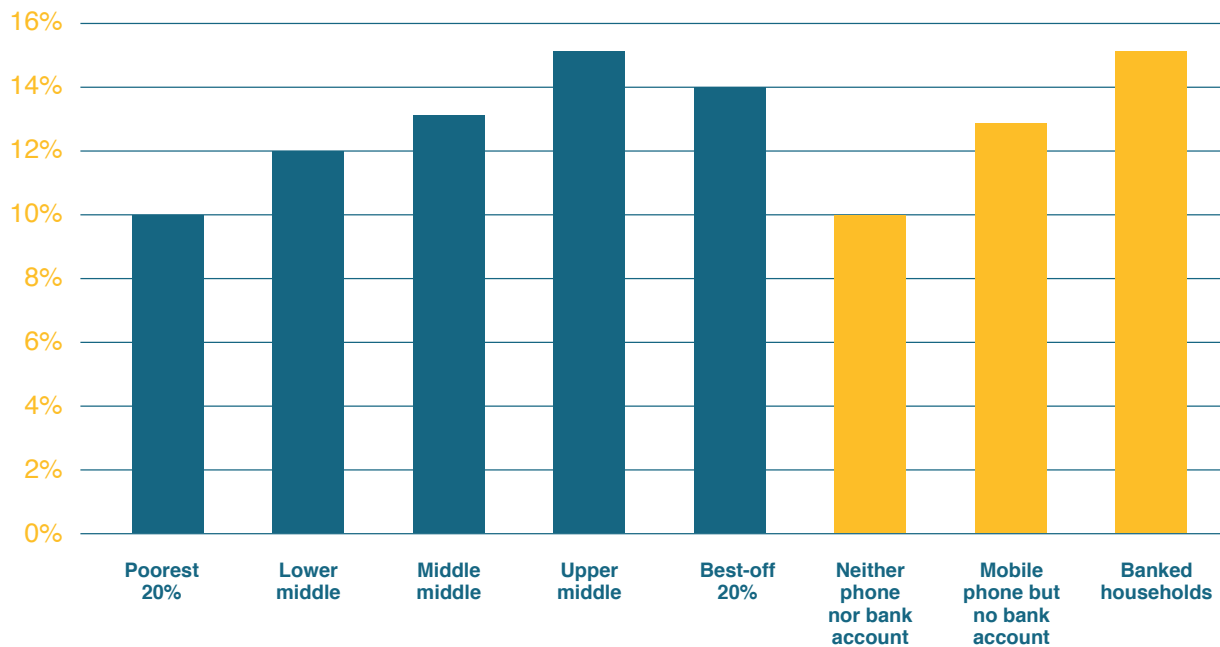
Demographic and Health or Living Standards surveys offer rich insights into events that shape the financial habits of people along the income spectrum and knowing the differences can help with product design

» **Poorer households use hospital less despite suffering more disease**

» **The lowest hospitalisation rates are evident among households with no phone and no bank account at all but this is because these are mostly very rural and very poor**
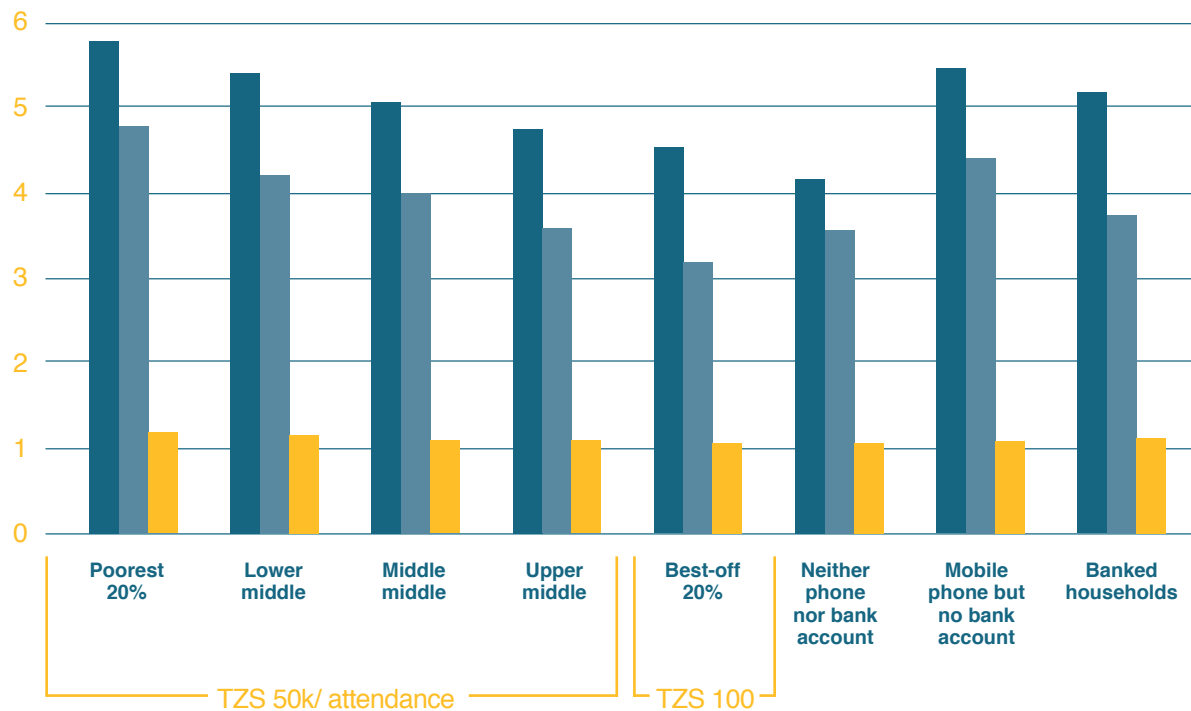
» **This is important to microinsurers – making health treatments possible through affordable cover will reveal unmet treatment need but the scale of that risk can be measured**

Example analytics 5 · CONTINUED
Financial insights from non-financial data

Households facing an inpatient event within a six month period saw 1.14 individuals suffering an event despite being of very different sizes

Legend:
- Average HH size
- O/w core family
- Individuals going inpatient

Chart categories: Poorest 20%, Lower middle, Middle middle, Upper middle (TZS 50k/ attendance) | Best-off 20% (TZS 100) | Neither phone nor bank account, Mobile phone but no bank account, Banked households

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» **The lowest hospitalisation rates are evident among households with no phone and no bank account at all but this is because these are mostly very rural and very poor**

» **This is important to microinsurers – making health treatments possible through affordable cover will reveal unmet treatment need but the scale of that risk can be measured**

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Summary

CHALLENGES ADDRESSED

» Identifying markets of a size and potential monetary value that FSPs had not previously seen

» Helping FSPs anticipate potential reactions to product offer as they enter new markets;

APPROACH

» Take a freely available policy data set and reshape its presentation to answer commercial needs;

» Use emerging external data insights to better interrogate internal data to confirm insights gained;

» Work out a potential customer value proposition for people not used to being offered a product from a particular class of supplier

» Calculate risks of supply changing behaviour and identify possible mitigations.

LIMITATIONS

» Weaknesses of averages (need to break out urban/rural as well as by income level although strong correlation between the two)

» Timeliness of data – habits in absence of supply broadly stable but rapidly changing supply patterns can change apparent average overall behaviour