

TOBIAS SCHNEIDER

## Thriving in a changing world – opportunities and challenges for private health insurance companies

The health insurance market in Poland reflects global trends – such as the rising awareness of personal health impact on quality of life. As a consequence, the health insurance market has seen substantial growth during the last years, which is forecasted to continue at over 20 percent more than life or P&C insurance globally. However, private health insurance has not yet unlocked its full potential. During the last few years, the growth of the private healthcare insurance segment has been outgrowing the public segment (see exhibit 1). This is due to three main drivers, which reveal excellent market opportunities for PHI in Poland:

- **Speed of service.** At the moment service is very slow, presenting a considerable opportunity as this is the most important factor for customer satisfaction
- **Treatment quality.** There are less doctors per capita in Poland than other European countries, which could be the main reason that treatment quality is perceived as poor
- **Inpatient services.** Many companies are focused on outpatient coverage, which results in a lack of inpatient coverage and unmet customer needs: covering more inpatient services than public providers could be an attractive option