

COVERING NANAY

THE PHILIPPINE MICROINSURANCE JOURNEY



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Our Microinsurance Journey

Pioneer Life Inc

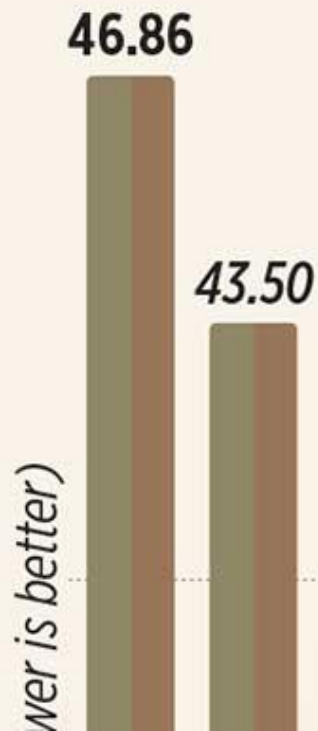






World Risk Index 2023

PHILIPPINES REMAINS THE MOST AT-RISK COUNTRY FOR 13TH STRAIGHT YEAR





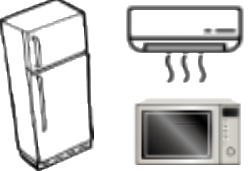



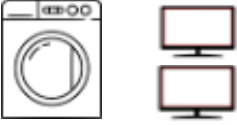



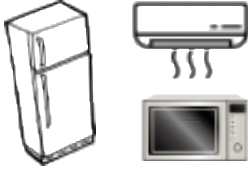


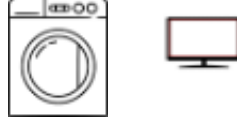




The Philippines continued to be the most at-risk country in the world in 2023, the latest World Risk Index (WRI) by the Institute for International Law of Peace and Armed Conflict and Bündnis Entwicklung Hilft (Alliance Development Works) showed. The report measures the risk index of 193 United Nations member states based on 27 indicators that link the exposure to natural disasters and societal capacity to respond. On a scale of 0 (very low risk) to 100 (very

Philippines' Historical Performance

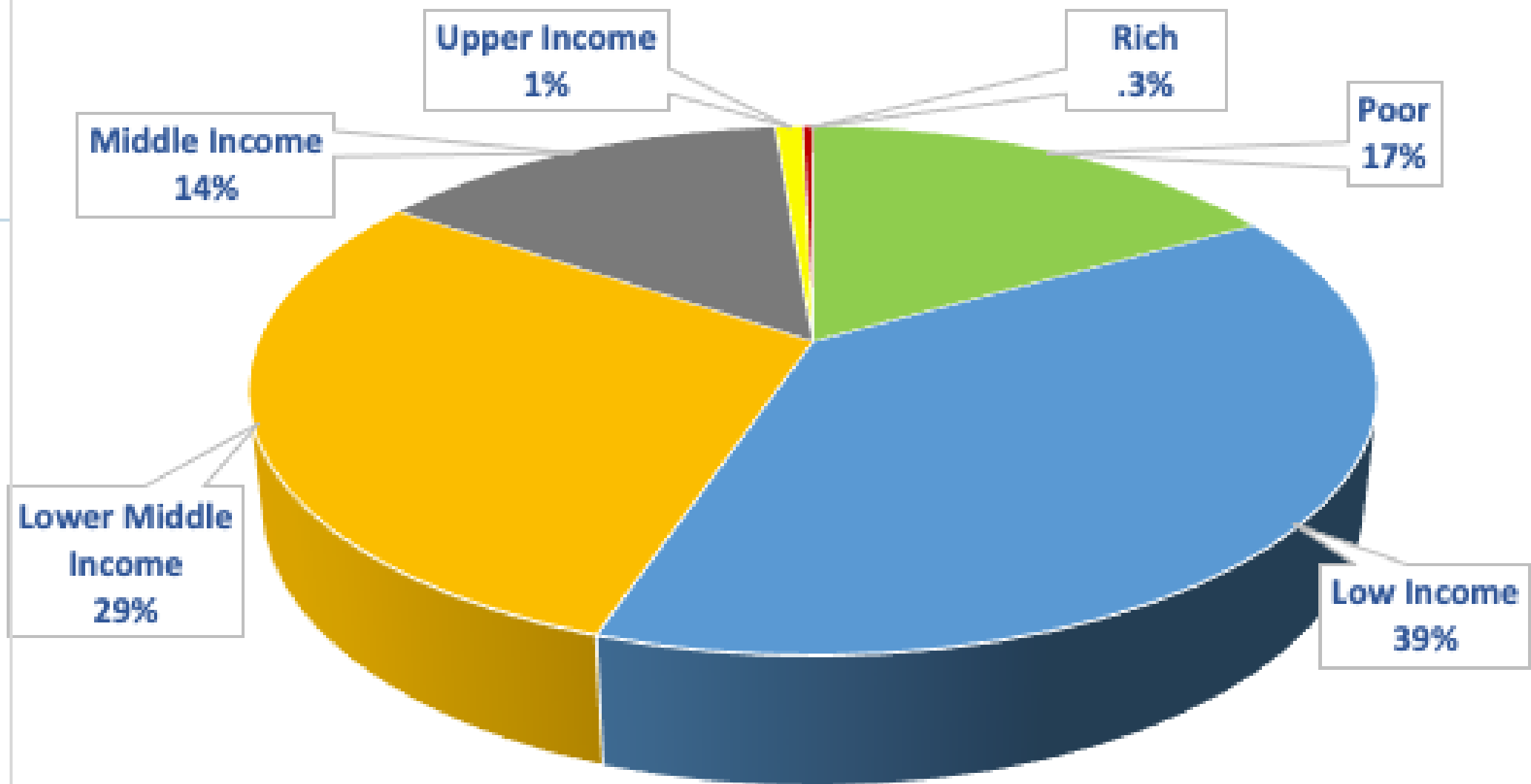
Year	Rank (/193)	Score
2010	2	45.50
2011	1	44.98
2012	1	46.93
2013	1	47.14
2014	1	47.09
2015	1	46.30
2016	1	46.43
2017	1	45.03
2018	1	45.22





Class	Profession	Cars Owned	Appliances Owned	Household Help	Minimum Monthly Income	Percentage of Population
A (Rich)					\$4,382 and up	0.30%
B (Upper Income)					\$2,630 - \$4,382	1%
C1 (Middle Income)					\$876 - \$2,630	14.20%
C2 (Lower Middle Income)	 C1: White collar C2: Blue collar	May or may not own a car		C1: May have household help C2: None	\$438 - \$876	29.30%
D (Low Income)			 May or may not have a TV		\$219 - \$438	38.50%
E (Poor)					Less than \$219	16.70%

Philippines: Socio-economic Classification



MICROINSURANCE

Microinsurance is defined as an insurance product that is designed to be **affordable for low-income individuals**, with premiums and benefits that are proportionate to the coverage provided.

Pioneer: Covering Filipinos since 1954



1973: \$11M for loss of Philippine Leader oil tanker



1989: \$2.2M cargo + \$2.7M hull claim Isla Luzon cargo ship hijacking



2009: \$20M Typhoon Ondoy (Typhoon Ketsana)



2021: \$90M Typhoon Odette (Super Typhoon Rai)



“how could we live with that decision, knowing that we could’ve done something that could’ve saved his life?”



**TYPE KA NG LAMOK,
MAGING SINO KA MAN**



PIONEER

Medi+ash
Dengue Insurance

P10,000

medical cash assistance

diagnosis only

outpatient or
hospitalization covered

P350 only

for 1 year cover

**DAPAT
ALERTO
SA
LEPTO**



PIONEER

Medi+ash
Leptospirosis Insurance

P10,000

medical cash assistance

diagnosis only

outpatient or
hospitalization covered

P80 only

for 1 year cover

Pioneer pioneering Microinsurance in the Philippines



“why not insurance in sachet, bite-sized, affordable chunks?”

No matter how much you think you know your customer, you still need to go out of your way to understand them.

We want **every Filipino** to have some kind of insurance, we want to **play a role to protect every Filipino.**

CARD and Pioneer Partnership

The Center for Agriculture and Rural Development (CARD, Inc.) is a **social development organization** that provides a range of **community development services to the landless poor women**, often referred to as *nanays (mothers)*.



It aims to develop poor communities by assisting them financially through **microfinance services.**





PIONEER

- product designer,
developer and
insurer

CARD

- distributor
(through its members)



CAMIA PAID PLAN

- \$5 annual premium
- property damage from flood, typhoon and earthquake
- accident insurance
- burial assistance benefits

The usual manner of procuring insurance coverage wouldn't work for this market.



1. Simplification of forms

2. Implementing the **1-3-5 Claims Method**

Reinventing the claims wheel

***Pioneer had the passion to innovate
for a market that **no one else**
wouldn't want to innovate for.***



\$3M IN CLAIMS PAYOUT



Stories and testimonials about claims paid led to many conversions.

*Paying claims was priority to **show**
them how honorable our company is.*

Customer-driven Product Designs



PROJECT *BABAD* (SOAK/IMMERSION)

From CAMIA PAID Plan (\$9) to SAGIP (\$34)

**GET COVERED
AND PROTECT YOUR FAMILY!**

**CP
CARDPIONEER**

**SAGIP PLAN
ENHANCED BENEFITS**

**Sagip Plan 1700
(Individual Plan)**

**Sagip Plan 2000
(Family Plan)**

Personal Accident Benefit

Principal	P 150,000
Spouse	P 50,000
Each Child	P 5,000

Funeral Benefit

Principal	P 20,000
Spouse	P 10,000
Each Child	P 5,000

Calamity Aid

<i>Damage to the House caused by:</i>	<i>Maximum Benefit</i>
Fire	P 30,000
Typhoon/Flood	P 5,500
Earthquake	P 2,500

*The increase in price will make it **more sustainable**, would provide **more value and benefit** to them, and would enable us to **continue paying claims**.*

WHEN YOU'RE HOSPITALIZED,
WORRY LESS
ABOUT YOUR EARNINGS.

CARD Care
Plus

WILL BE THERE FOR YOU.



P500 Daily Hospital Benefit

- Daily hospital cash assistance for 15 days in case of hospitalization due to sickness or accident

P10,000 Personal Accident Benefit

- Accidental death, disablement, dismemberment of hands or feet, or blindness



**URGENT
MEDICAL HELP**



ER CARE

EMERGENCY ROOM CARE
(Group Accident Emergency Expense Microinsurance Policy)

P1,900 yearly

ACCIDENT ER EXPENSE
Covers hospital expenses due to accident, from Emergency Room to confinement **P10,000***

SICKNESS ER EXPENSE
Covers hospital expenses due to sickness, from Emergency Room to confinement **P5,000***

DAILY HOSPITAL INCOME
Allowance in the event of hospital confinement due to sickness or accident **P200/day** (up to 15 days)

SURGICAL EXPENSE
Coverage for Major Operations related to the sickness or accident **P10,000***

FREE! MATERNITY EXPENSE
Covers hospital expenses related to childbirth **P2,500***

*Maximum amount that can be claimed

This microinsurance product is not insured under the Philippine Deposit Insurance (PDIC) and is not liable to



KabuklodPlan
ENHANCED BENEFITS

Personal Accident Benefit
P105,000

Burial Benefit
P55,000

Fire/Lightning Benefit
P20,000

P500



Who can avail of Kabuklod Plan?

Any member of a legitimate organization, 18-64 years old, and in good health condition



Required Documents to prove legitimacy of an organization or group:

- Registration from Cooperative Development Authority (CDA)
- Registration from SEC
- Municipal or LGU Registration Certificate
- Mayor's Permit



How many should be insured?

At least 10 members or 80% of the total group membership, whichever is higher

- 1. Do not operate in the office, the truth is out there.***
- 2. If you don't know the answer, ask the customer***
- 3. Learn what you can from the field, then re-engineer to make processes and products work.***

The *Nanays*



Microinsurance Coordinators (MICs)



These are *nanays* - CARD members - who through constant training, become **sales agents** offering or products to other center members and their families.





They know so well what the members need, and they can easily relate to them, making their convincing powers truly instinctive. They are driven to earn, eager to learn and truly committed to help others.

Life-changing Stories

SAGIP, SAKAY, SAYA

RAFFLE PROMO

Promo period: January 1, 2018 - June 30, 2018

National Grand Draw Prize
Tata Ace

Provincial Draw Prizes

1st Prize: Honda TMX 125 Alpha
2nd Prize: Devant CS LED TV 32"
3rd Prize: Panasonic Refrigerator
7.4 cu.ft

Bumili o mag-renew ng Sagip Plan policy para may chance kang manalo!



MECHANICS

- Mga pwedeng sumali:
 - 1.1 Member o Non-Member ng Center for Agriculture and Rural Bank Development Inc. (CARD) sa lahat ng CARD Provincial Offices; at
 - 1.2 Bilalí o magrenew ng Sagip Plan policy mula January 1, 2018 hanggang June 30, 2018 na makakuha ng raffle coupon.
 - a. 1 raffle coupon para sa bagong policy
 - b. 2 raffle coupons para sa renewal
- Ang raffle coupon ay dapat nakapangalan lamang sa Principal na Nakanaguro.
- Sagutin nang kumpleto at malinaw ang raffle coupon at ipasa sa Microinsurance Coordinator (MIC), sa-submit ito ng MIC kasama ng Sagip Plan Return Stub sa Partner Relationship Officer (PRO). Siguraduhin ng PRO na kumpleto ang mga raffle coupon.
- Ang raffle coupons na nai-submit ng MIC sa PRO hanggang July 15, 2018 ng alas singlo ng hapon (5:00PM) lamang ang makakasama sa raffle. Ang mga entries na ipagasa matapos ang deadline ay hindi na tatanggapin.
- Bawat raffle entry ay kwalipikado sa 2 draws:
 - 5.1 Provincial Draw: gaganapin sa July 25, 2018 nang alas diyos ng umaga (10:00 AM), sa monthly meeting ng MIC na daluhanan din ng Microinsurance Supervisors (MIS), Provincial Manager, at Area Manager.
 - 5.2 National Grand Draw: gaganapin sa August 17, 2018 nang alas dos ng hapon (2:00 PM) sa CARD Pioneer Microinsurance Office sa Makati City na daluhanan nila Mr. Geric Lante, CEO ng CPMI at Mr. Vener Abellera, President and General Manager ng CaMIA.
- Ang mga nanalo sa raffle ay makakatanggap ng tawag mula sa CARD Pioneer upang mataman kung paano at kailan makukuha ang kanilang premyo sa Provincial Office.
- Kailangan iukita ang Sagip POC number at kahit arong government issued ID sa pagkuha ng premyo.
 8. Kung hindi available ang nasaalong Principal na Nakanaguro, isa sa immediate family members na nasa legal na edad ang maaaring mag-datin ng premyo. Dalhin lamang ang Sagip POC, ID, at sulat ng pahintulot mula sa nanalo.
 9. Kung sakaling dalawang beses nabunot sa Provincial Draw, ang mas malaking premyo lamang ang maaaring makuha. Muling bubunot ang mga organizers ng ibang mantalito para sa premyong naiwan.
 10. Isang beses lamang pwedeng manalo kaya't lahat ng nmanalo sa Provincial Draw ay hindi na makakasal sa National Grand Draw.
 11. Ang desiyon ng CARD Pioneer at CaMIA ang pinal at final.
 12. Ang CARD Pioneer at CaMIA ay may karapatang mag-diskwalipika ng sinuman na sa kanilang opinyon ay namalaya upang magkaroon ng entry o lantabag sa panuntunan ng promo.
 13. Ituturing na hindi kwalipikado ang entries na may hindi maayos o kumpletong impormasyon, may SAGIP POC number na hindi nabenta ayon sa record, at pahikipado ang raffle coupon.
 14. Ang CARD Pioneer at CaMIA ay may karapatang baguhin, ihiinto, o wakasan ang promong ito nang may abiso sa lahat ng Provincial Offices.
 15. Kung sakaling hindi na ibibenta sa merkado o wala nang available na stock ng alin man sa mga nabanggit na premyo sa itaas, may karapatan ang CARD Pioneer at CaMIA na palitan ito ng kaparehong uri at kalidad.
 16. Ang mga nabanggit na premyo ay hindi maaaring papalitan ng katumbas na pera.
 17. Ang mga premyong hindi kinuha sa loob ng animnapung (60) araw mula sa petsa ng raffle draw ay mawawalan na ng bina at maaari nang gamitin ng CARD Pioneer at CaMIA ang premyo ayon sa nali ng mga ito.

While the goal of the promo was to hit \$4.3M, the actual result showed sales of \$5.6M, representing a 68% sales increase and approximately 500,000 lives covered.

“Now we won’t have to bang on our **TV** to make it work.”

“With this **ref**, we can start a business.”

“I will attach a **sidecar** so I can use it when I sell fish.”

The drive resulted to a record-setting 182 nanay qualifiers.



Paano mag-qualify para sa 3D/2N all-expense-paid trip to Cebu, bilang Microinsurance Coordinator?

Minimum of P1,000,000 total premium mula sa inyong Unit

- Pasok ang cash o loan transactions
- Pasok ang new o renewal policies
- Pasok ang sales mula sa mga produkto na Sagip, Kabuklod, at CARD Care
- Performance per Unit ang usapan.
- Hindi maaaring pagsamahin ang premium ng mga Units na hawak ng lisang MIC, sakaling may hawak itong higit sa 1 Unit
- Sakop lamang ang lahat ng policy enrollment mula January-December 2017



“It’s the first time, in my life, to be ever addressed as Madam.”





Microinsurance agents are not solely driven by money. They earn and learn through genuine concern.

“When I wake up in the morning, my first thought is about how to help my team of MICs, because I want to be an inspiration to them. I tell them that they just might go beyond being an MIC, that they might one day be an MIS like me, and experience how to earn and help others.”

Lota Siasat

Microinsurance Supervisor



In 2014, four years after the MICs were instituted, enrollments hit 658,374 mark with premiums of \$1.5M. In 2019, premiums breached the 1-B peso mark at 1.03B pesos (\$20.62M), from 17 million lives covered.

Millions More to Cover



BINHI Crop Insurance

Your rice and corn crops are
COVERED!

**Receive cash assistance
if your crops get destroyed**

What is Binhi Crop Insurance Program?

- A program created by CARD Pioneer to help Filipino farmers prepare for the effects of climate change
- With simple and prompt enrollment and claim processes

What are the benefits of Binhi?

If the insured farm gets damaged by typhoon, monsoon, low pressure area, or flood, the farmer gets cash benefit so he can recover promptly.

Damage to the farm	Percentage of Benefit
80% - 100%	100%
20% - 79%	50%
19% below	None

Example:

Maximum benefit amount is P10,000. Damage to the farm is 80%.
Claim benefit is P10,000.

How much is the premium?

Binhi starts at P17. Sample table of premiums below:

Maximum Benefit (Php)	Term					
	1 month	2 months	3 months	4 months	5 months	6 months
1,000	17	34	50	67	84	100
5,000	84	167	250	334	417	500
10,000	167	334	500	667	834	1,000

The coverage amount can be customized.

Find out by contacting us through:

customer.matters.micro@pioneer.com.ph or 0998 594 9624.

**If you're hit by a strong typhoon and your
crops get damaged, do not lose hope.
Binhi Crop Insurance got you covered!**

SMALLHOLDER FARMERS

***Individuals working
on small-scale
farming as their
primary source of
income***



FARMERS CYCLE OF DEBT

- ***Takes out a loan***
- ***Toils through the planting season***
- ***Sells out the harvest at the lowest price***
- ***Leaves insufficient money to sustain the family***
- ***Takes out a loan again for the next planting season***

- 1. *Focus on the customer, not the product***
- 2. *Immediate claims payment is a priority***
- 3. *Simplification of processes and documentation are crucial to efficient service***
- 4. *Partnerships are a more viable option***
- 5. *Affordable, not cheap***
- 6. *Organizational risk-taking and agility***

We want to continue to make meaningful impact on the lives of the marginalized.

Thank you.