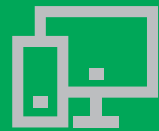


Understanding
Filipino
Sentiments
Toward
Health and
Critical Illness





Over 500 *respondents*



- *Desk* research
- Manulife *customer* insights
- *Asia Care* Survey 2020

Understanding Filipino Sentiments Toward *Health* and *Critical Illness*

Objectives of the study

1

Understand Filipinos' health and financial habits and priorities



2

Know the considerations and barriers for Filipinos when it comes to living a healthy lifestyle



3

Provide solutions to help Filipinos live healthier lives and prepare for the financial impact of critical illness



Key Insight #1

Perception
versus reality



Perceptions

Filipinos' Top Personal Priorities



63%

Staying healthy and avoiding illness



44%

Securing a well-paying job or source of income



41%

Be able to have enough to eat daily and finish schooling or provide for schooling



38%

Avoid being a victim of a serious crime



38%

Have some savings

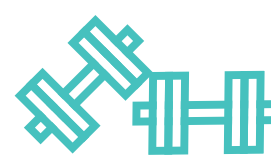


34%

Own a house and lot

Reality

63% of Filipinos state they prioritize staying healthy *but...*

41% 

are physically inactive

29% 

are considered overweight and 10% are obese

22% 

smoke tobacco regularly

50% 

drink alcohol to the extent that they can be considered "binge-drinkers"

4th 

in the world on being sleep deprived (6 hours and 30 minutes of average sleep)

Perceived Goals

While Filipinos are universally aware of the importance of good health, and staying healthy is a top priority, there seems to be a *disconnect* in the actions undertaken or behaviors per segment.

Apparent mismatch

For many Filipinos, there is a mismatch between goals and actual behavior due to misperception of health, lack of time, cost, culture, and a desire to rest and enjoy.

Key Insight #2

**Family
well-being
over personal
well-being**

Understanding Filipino Sentiments Toward
Health and Critical Illness



Family well-being is *prioritized* over personal well-being

Filipinos worry about contracting *critical illness*, but their worry over family members is more pronounced.

Top 10 worries

- | | | | |
|---|--|----|----------------------------|
| 1 | Family member being diagnosed with a critical illness | 6 | Job loss |
| 2 | Accident | 7 | Own death |
| 3 | Contracting a critical illness | 8 | Drown in debt |
| 4 | Death of a family member | 9 | Kids not finishing college |
| 5 | Becoming a burden to family with acquired critical illness | 10 | Loss of properties |

Filipino families are most afraid to acquire *cancer*

The Big “C” still takes top spot as *most feared* **critical illness**

Cancer is perceived to be the most expensive.



10 Top-of-Mind Awareness of Critical Illness among Filipinos

- | | |
|--|---|
| 1 Cancer | 6 Stroke |
| 2 Heart attack/
Cardiac arrest | 7 Accident |
| 3 High Blood Pressure | 8 Coronavirus |
| 4 Diabetes | 9 Kidney failure |
| 5 Heart problem/disease | 10 Disease with no cure or difficult treatment |

Key Insight #3

**Financially
unprepared for
critical illness**

Understanding Filipino Sentiments Toward
Health and Critical Illness



Filipinos feel they are financially *unprepared* for critical illness expenses

54%

household out-of-pocket payment is the most common way Filipinos finance their health expenditures

34%

were financed through government schemes and contributory health financing

12%

were private health plans



80%

believe that the *cost of treating critical illnesses* is higher than what they can afford

52%

feel that they are *not financially prepared* in case someone from the family falls ill



Universally,
Filipinos feel they
are financially
unprepared for
critical illness
expenses

To feel more
secure, Filipinos
must embrace
healthier habits
and *financial*
preparedness



Live a
healthier
lifestyle



Increase
insurance
coverage



Key Insight #4


New concerns.
Same priorities.


Understanding Filipino Sentiments Toward
Health and Critical Illness




Filipinos have new fears and concerns as a result of COVID-19

*New concerns.
Same priorities*

60% 
Worry the economy will take a long time to *recover*

56% 
Worry access to food and necessities will be a *problem*


48% 
Fear having difficulty getting *medical care*


Top 10 priorities of Filipinos amidst COVID-19


- | | |
|--|--|
| 1  Family | 3  Safety |
| 2  Health | 4  Well-being |
| 5 Home | 8 Insurance |
| 6 Work | 9 Personal Time |
| 7 Savings | 10 Investment |

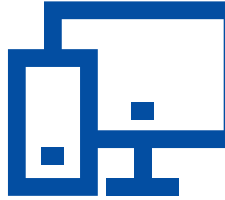
*New concerns.
Same priorities.*

Among the Top 5 most “sticky” habits, 3 are *health-related* amidst COVID-19

81% 
More ways to be physically *healthy*

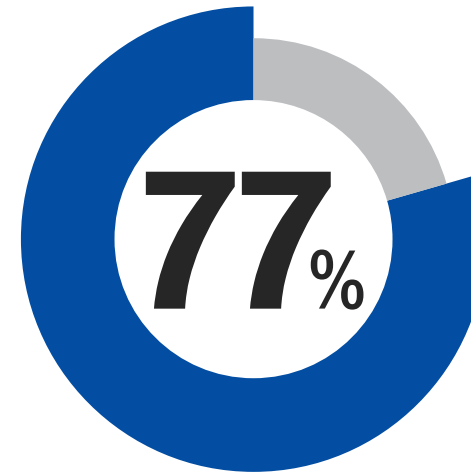
78% 
More often review of *personal finance*

76% 
Monitor key health *indicators*

75% 
More usage of *online services*

74% 
Keep track of mental *wellness*

New concerns.
Same priorities.



plan to buy
**insurance in the
next 18 months**

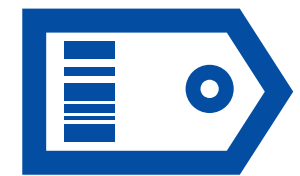
- Life
- Hospitalization
- Health
- Accident
- Critical Illness



Sense of
security in times
of medical
emergencies



Ease burden
of *expensive*
medical bills



Value for
money

Summary

#1
Perception
vs.
Reality

#2
Family well-being *over*
personal well-being

#3
Financially
unprepared
for critical illness

#4
New
concerns,
same priorities



Methodology and References

Manulife partnered with ABN Impact InSites Consulting for the full consolidated report conducted between January to July.

Desk Research

Publicly available data that paint a picture of Filipinos' sentiment towards health and critical illness

- <https://psa.gov.ph/content/deaths-philippines-2016>
- <https://businessmirror.com.ph/2017/07/20/obese-filipinos-now-ballooning/>
- <https://www.manilatimes.net/2019/11/06/lifestyle-entertainment/life-times/health-wellness/fighting-the-battle-against-obesity-through-awareness-and-empathy/653885/>
- <https://www.bworldonline.com/majority-of-filipinos-plan-to-pay-for-medical-expenses-with-savings-debt-study-finds/>
- <https://businessmirror.com.ph/2019/06/19/the-health-insurance-gap-in-the-philippines/>
- <https://psa.gov.ph/pnha-press-release>
- <https://newsinfo.inquirer.net/861993/staying-healthy-filipinos-most-urgent-personal-concern-pulse-asia>

- https://www.fnri.dost.gov.ph/images//sources/eNNS2018/Adults_and_Elderly.pdf
- <https://www.sagisag.com/article/1484/news/filipinos-ranked-4th-as-being-sleep-deprived>
- <https://www.weforum.org/agenda/2019/04/which-countries-get-the-most-sleep-and-how-much-do-we-really-need/>
- https://www.cdc.gov/sleep/about_sleep/how_much_sleep.html
- <https://psa.gov.ph/content/total-health-expenditures-grew-83-percent-2018>

Quantitative Study

Online survey via Access Panel

- 500 respondents -- 100 each from Metro Manila, North and Central Luzon, South Luzon, Visayas and Mindanao.
- Males/Females, 21 to 50 years old
- Monthly HH income of PHP 65,000 and above
- Mix of Single and Married
- Owns at least one financial product (e.g., savings account, credit card, loan, insurance)

Caring for Customers in Post COVID-19 Reality via Manulife Consumer Insights Internal Survey

Manulife Philippines wants to understand customer and agent sentiments towards COVID-19 situation, and how customer needs and agent roles have changed:

Research Objectives:

- Gain an appreciation on how COVID-19 has changed the lives of our customers
- Establish what opportunities present themselves during COVID times

Respondents: 97 Manulife policyholders

Manulife Regional Health Study Asia Care Survey 2020

Based on the Manulife Asia Care Survey of 2,400 insurance customers across eight markets in Asia. The survey was conducted in late May 2020, covering Mainland China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore and Vietnam. This infographic highlights the sentiments of 300 respondents in the Philippines.

<https://www.manulife.com.ph/en/individual/about-us/newsroom/latest-news/covid-19-manulife-survey.html>