

## Transparency In Health Sector: A Socio Welfare Concept

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### Introduction

**Transparency and Performance of the Public Sector:** Transparency helps societies to enhance their governments' positive contributions while also helping to resolve the problems inherent in government activities. Information about policy is an input for ex ante political control of the public sector, for day to day responses to policy (e.g. for complying with law or making economic adjustments to policy incentives such as taxes) and for ex post monitoring and evaluation. It is therefore an essential component of appropriate public governance.

Transparency focuses on concrete measures that promote and protect rights to public sector information. A broader view is that transparency is the results from successful two-way communication about policy between governments and other interested parties. Communication about policy poses some difficult challenges: How can policymakers communicate their "intentions" to general public and shareholders. Strategic considerations may come into play e.g. deliberate distortions, implying the honesty, reputation, credibility are inputs to transparency.

**Transparency and Performance of the Private Sector Companies:** In the past decade there has been a rapid growth in transparency and accountability initiatives in an Indian private sector. They reflect attempts to devise institutional mechanism to make government accountable for the extraction, allocation and use of revenues, if invested well in a proper manner; it could reduce socioeconomic inequalities among Indian citizens. Understanding and measuring the impact and effectiveness of these initiatives is a link of transparency between private sector and government. To apply this few things are require; improved data collection, reporting and analysis, a stronger focus on the allocation and use of government expenditure that come from natural resources wealth, and a better understanding of importance of incentives and sanctions for ensuring effective impact. Private companies are both part of the problem and also potentially part of a solution. A private enterprise is not an NGO or a government ministry. It has its own culture, mandate and motives. Profit drives a business venture, rather than cause, which is more the territory of an NGO.

Private sector companies are not generally regarded as trusted social partners. Much of this negative attitude towards the private sector is very harmful for the company and a private company can remove this attitude with the help of social accounting approach. Social accounting helps to- (a) encourage companies to adopt and make public the measures they have put in place to discourage corrupt practices. (b) Promote high

"Social Accounting" is also a transparent approach, it shows company's efforts. A standard defines the level of quality that can be attained. A transparency system facilitates the disclosure of a range of factual information about the company's products and practices. Transparency system tend not to set

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an explicit ideal level of performance, but rather provide a range of information to enable users to make decisions in their lives as consumers, investors, donors, shareholders and volunteers. In financial reporting there is a standard for the accounting itself. An auditor verifies that the possibility to prepare accounts according standards and the transparency in the system Indian perspective:

Indian Health Insurance covers medical treatment, in case of illness and accidents. Get good medical care without worrying about expensive treatment. In a narrow sense would be an individual or a group purchasing health care coverage in advance by paying a fee called premium.

Public sector companies like General Insurance Corporation, New India Assurance Company etc. provide these schemes. Mediclaim is one such scheme promoted by the GIC providing reimbursement of medical expenses.

In private insurance, buyers are willing to pay premium to an insurance company that pools people with similar risks and insures them for health expenses.

**Various modes of Health Insurance:** There are various modes of health insurance available. An insured can consider them carefully to choose the one that best suits his requirements. Names and options of different modes vary with company to company. However, most common modes are as follows:

**Fee for Service:** As it is clear from the plan name, the insurance provider pays the fees for the services the insured people use. Fee for Service plan offer a wide range of hospitals and medical doctors. Insured is allowed to choose any doctor and visit any hospital. Insured also has the right to change doctor.

**Managed Care:** This form of health insurance is also very popular. The insurance providers keep their cost under check. If an insured needs hospitalization, he is supposed to get the approval of the insurer first. If insured fails to do this, the company will not pay for his treatment.

**HMO:** By this plan, it is the only HMO doctor that decides whether insured needs hospitalization or not.

**PPO:** By this plan, insured may be examined by a non PPO doctor. However, in this case the reimbursements may be lowered than others.

**Settlement of Health Insurance Claims:** For the present study, both public sector and private sector insurance companies have been studied for last five years.

**Social Accounting in the Oriental Insurance Company Ltd:** The long term investments and short term investments of the Oriental Insurance Ltd. in social sector showed a fluctuating trend during the period of study. Accordingly the total investments in social sector also registered a fluctuating trend during study period

**Social Accounting in National Insurance Company Ltd:** The long term investments in social sector showed an increasing trend and short term investments in social sector of United India Insurance Corporation Ltd showed an increasing trend also except in the year 2014-15 during the period of study

## Conclusion

Among private sector health insurance companies, social accounting performance of Max Bupa Health Insurance Co. Ltd was better than others for the period under study because company's contribution and investment in social sector is greater than others. It is suggested that the company

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should maintain this kind of performance in future.

In public sector, National Insurance Co. Ltd distributed highest number of health insurance policies which is excellent performance and should be kept continued. For other public sector insurers, it is suggested that they have to make more suitable, easy and attractive policy options to increase their customers.

In private sector, Tata AIG General Insurance Co. Ltd is far ahead as it distributed highest number of health insurance policies and settled highest number of claims which is excellent performance and should be kept continued. For other private sector insurers, it is suggested that they have to increase their target to increase their customers.

The decreasing trend of the ratio of investment in social sector by Tata AIG cannot be regarded favourable. It is suggested that the management of the company should set a fixed standard towards the investment in social sector

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