

Microfund for Women Uses Mixed Research Methods to Evaluate Microinsurance Product

The study of a recent microinsurance initiative of MicroFund for Women (Jordan), in collaboration with Women's World Banking, demonstrates how mixing qualitative and quantitative research methods creates richer data.

In 2008, MicroFund for Women (MfW) introduced a microinsurance product called "Caregiver," designed to provide backup funds to women in case they or a member of their family were hospitalized. In 2015, (seven years after product launch), MfW tested the outcomes of this product. The approach involved both quantitative data from the MIS and qualitative data from direct interviews.

Quantitative data collection/mining included: Analysis of 2008-2015 transactions data for loans, PAR, and 25,000 Caregiver claims to capture the demographics (e.g., age) of clients making the claims, and trends in claims behavior mapped against loan repayments.

Qualitative research included: Exploratory focus groups and interviews with 78 female claimants, exploring the following questions:

- To what extent clients had used the Caregiver payout to cover outstanding medical expenses
- Whether clients had been able to avoid additional debt and maintain basic consumption during times of hospitalization (as the product was designed to do)
- How well clients understood insurance cost and its effect on loan cost
- How clients perceived the benefits of Caregiver
- How Caregiver contributed to clients' decision-making in the family.
- In this mixed methods approach, the quantitative and qualitative research methods each provided different but very useful insights.

Specifically, the analysis of transactions data (quantitative) showed evidence of clients maintaining loan repayments as a result of Caregiver. Data from focus groups (qualitative) captured client feedback that allowed MfW to better understand the product's effects on clients and how it could be improved.