

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3130 Cities in 166 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>PERFORMANCE OF KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC) IN INDIA</b> <i>SK.GHOUSE, K. RAJAIAH &amp; P.R SIVASANKAR</i>	1
2.	<b>COST MANAGEMENT PRACTICES IN INDIA: AN ANALYTICAL STUDY</b> <i>DR. SAMBHAVNA GUPTA, DR. R. K. SHARMA &amp; DR. M.S.S. RAJU</i>	6
3.	<b>IMPLICATIONS OF INFLATION ON INVESTMENT DECISIONS: AN EMPIRICAL STUDY</b> <i>DR. SANJIV MITTAL, RITESH GUPTA &amp; DR. SUNIL GUPTA</i>	10
4.	<b>STUDY OF THE EDUCATIONAL LEVEL AND IT'S INFLUENCE ON MALL SHOPPING BEHAVIOUR</b> <i>DR. ANIL CHANDHOK &amp; DR. BHAVET</i>	14
5.	<b>THE NETWORK CONFIGURATION OF AN OBJECT RELATIONAL DATABASE MANAGEMENT SYSTEM: A REVIEW</b> <i>DEEPSHIKHA</i>	17
6.	<b>ISLAMIC BANKING: AWARENESS AND PERCEPTIONS (A STUDY WITH SPECIAL REFERENCE TO SOUTH INDIA, INDIA)</b> <i>DR. A. MOHAMED SALI &amp; DR. K. SALEEM KHAN</i>	19
7.	<b>A STUDY ON COMPETENCY MAPPING OF THE EXECUTIVES AND ITS IMPLICATION ON THEIR PERFORMANCE WITH SPECIAL REFERENCE TO MNC, CHENNAI, INDIA</b> <i>DR. VIMALA VENUGOPAL &amp; RIZALDY RAPSING</i>	24
8.	<b>QUALITY MANAGEMENT PRACTICES IN HIGHER EDUCATION</b> <i>SHEETAL DUBEY</i>	28
9.	<b>A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES ON BRAND AWARENESS IN DAIRY INDUSTRY</b> <i>P SUJATHA</i>	30
10.	<b>AMERICAN AND CHINESE CULTURES: A COMPARATIVE STUDY</b> <i>ROBIN INDERPAL SINGH</i>	33
11.	<b>PERCEPTION OF THE POLICYHOLDERS TOWARDS SERVICE QUALITY OF THE LIFE INSURANCE CORPORATION OF INDIA IN BANGALORE DIVISION</b> <i>DR. SHOBHA. C</i>	37
12.	<b>INTERPERSONAL COMMUNICATION SKILLS OF INDUSTRIAL ENGINEERS: A CASE STUDY</b> <i>CHIRAG PATHANIA &amp; NUPUR KUMAR</i>	43
13.	<b>AN INVESTIGATION INTO DEFICIENCIES IN STRATEGIES OF MANAGING EMPLOYEE DIVERSITY IN THE HOSPITALITY INDUSTRY IN KENYA: A SURVEY OF SELECTED HOTELS IN MOMBASA COUNTY</b> <i>VICTORIA TUMAINI &amp; KARIM OMIDO</i>	49
14.	<b>TPAS: A CURE FOR THE INDIAN HEALTH INSURANCE SECTOR</b> <i>MANJUSHREE S</i>	57
15.	<b>2011 CONTINENTAL ECONOMIC COMPARISON: AN EMPIRICAL INVESTIGATION</b> <i>ABDURRAUF IDOWU BABALOLA</i>	62
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	70

**CHIEF PATRON**

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)  
Chancellor, K. R. Mangalam University, Gurgaon  
Chancellor, Lingaya's University, Faridabad  
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON**

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR**

**AMITA**

Faculty, Government M. S., Mohali

**ADVISORS**

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR**

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

**CO-EDITOR**

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

**EDITORIAL ADVISORY BOARD**

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

***ASSOCIATE EDITORS***

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

**SURJEET SINGH**

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

***TECHNICAL ADVISOR***

**AMITA**

Faculty, Government M. S., Mohali

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

**(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:  
Affiliation with full address, contact numbers & Pin Code:  
Residential address with Pin Code:  
Mobile Number (s):  
Landline Number (s):  
E-mail Address:  
Alternate E-mail Address:

**NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of** (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:****BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

**TPAS: A CURE FOR THE INDIAN HEALTH INSURANCE SECTOR**

**MANJUSHREE S**  
**LECTURER**  
**DEPARTMENT OF COMMERCE**  
**KUVEMPU UNIVERSITY**  
**SHANKARAGHATTA**

**ABSTRACT**

*Despite ample natural and significant infrastructural endowments, the Indian health sector projects a dismal scenario. Third Party Administrator (TPA) sounds like an antigen that is expected to have the efficacy to bridge this gap. However, the insurance sector still faces challenge of effectively institutionalizing the services of the TPA. A lot needs to be done in this direction. The present article provides a fair idea about TPAs, cashless services, core activities and their present status in India. This article provides a platform to understand the TPA, cashless services and claim settlement procedure in India.*

**KEYWORDS**

Health insurance, Third party Administrator.

**INTRODUCTION**

India has a very poor health insurance penetration, in a country where only about 10% of the population has health insurance, most of the Indians pay their healthcare expenses from their pocket. Despite ample natural and significant infrastructural endowments, the Indian health sector projects a dismal scenario. Third Party Administrator (TPA) sound like an antigen that is expected to have the efficacy to bridge this gap. However, the insurance sector still faces challenge of effectively institutionalizing the services of the TPA. A lot needs to be done in this direction.

A **Third Party Administrator** is an organization which processes claims or provides cashless facilities as a separate entity. Seen as an outsourcing of claim processing, TPA processes claims for both retail and corporate policies. The risk of loss incurred remains with the insurance company. The insurance company usually contracts a reinsurance company to share its risk. An insurance company hires TPA to manage its claims processing, provider network and utilization review. While some TPA operates as units of insurance companies, most are often independent. TPA is also involved in handling employee benefit plans such as processing retirement plans. Handling healthcare or employee benefit claims requires using a specialized set of manpower and technology, therefore hiring a TPA for the same is a more cost effective method. Being one of the prominent players in the managed care industry, it has the expertise and capability to administer all or a portion of the claims process. The services include claims processing, premium collection, enrollment and cashless processing

The Insurance Regulatory and Development Authority of India (IRDA) defines **TPA** as a Third Party Administrator who, for the time being, is licensed by the Authority, and is engaged, for a fee or remuneration, in the agreement with an insurance company, for the provision of health services. TPA was introduced by the IRDA in 2001.

**TPA FOR CLAIMS AND CASHLESS HEALTH INSURANCE**

Third Party Administrator handles claims processing, collection of premiums, manages workers' compensation, and wellness programs. Insurance companies use third party administrators as a way to save money and time. Some insurance companies outsource compete administrative work related to health insurance whereas others choose to outsource only part of the program.

TPAs are remunerated by insurers and remuneration is fixed on a mutually agreeable terms. However Insurance Regulatory and Development Authority of India (IRDA) plays down a maximum ceiling on the commission that can be given to a TPA, which stands at 15 percent of premium amount. Each TPA may tie up with many numbers of insurers and likewise each insurance company can empanel any number of TPAs.

From the time the policyholder informs the TPA about issuance of policy, the records will be transferred to the TPA. The TPA will issue identity cards to all policyholders, which they have to show to the hospital authorities before availing any hospitalization services. In case of a claim, policyholder has to inform the TPA on a 24-hour toll-free line about the treatment and hospital. In case of cashless, he will be directed to a hospital where the TPA has a tied up network. However, the policyholder will have the option to join any other hospital of their choice, but in such case payment shall be on reimbursement basis.

TABLE 1: NUMBER OF CLAIMS RECEIVED DURING THE FINANCIAL YEAR

Sl no	Name of TPA	2007-2008	2008-2009	2009-2010	2010-2011
1	Alankit Health Care	17961	55308	85987	104332
2	Anmol Medicare	18	4186	13036	6615
3	Anyuta Medinet Healthcare	-	49	76	82
4	Bhaichand Amoluk	-	-	-	82
5	Dedicated Healthcare Services	29356	-	157109	139255
6	Dawn Services	-	-	---	-
7	E Meditek Services	217799	259635	319807	331278
8	East West Assist	2894	-	51110	49015
9	Family Health Plan	215396	94013	13014	163163
10	Focus Healthcare	-	338	1469	1741
11	Genins India	106543	81651	78476	82832
12	Good Health plan	14017	24886	36709	42461
13	Grand Healthcare Services	-	-	-	-
14	Health India Services	80464	190859	234058	147458
15	Health India Services	36684	65674	75440	98387
16	I Care Health Management	-	-	5479	16541
17	MD India Healthcare Services	108730	208331	405852	876693
18	Med Save Health Care	81740	327640	118426	105654
19	Medi Assist India	210089	327640	376000	411308
20	Medicare Services	64238	75250	74307	71530
21	Paramount Health Services	325176	185643	148527	182395
22	Parekh Health Management	14305	35229	81989	93141
23	Park Mediclaim	17064	20671	9257	33773
24	Raksha	95451	250211	394606	159758
25	Rothshield Healthcare Services	-	20	529	1332
26	Safeway Services	209	8101	13856	10035
27	Spurthi Meditech Solutions	-	-	-	-
28	Sri Gokulam Health Services	-	-	-	-
29	TTK Healthcare	289709	313948	305017	272223
30	Universal Medi-Aid Services	1232	-	-	NA
31	Vipul Med Corp	57784	109119	248790	240582
	<b>Total</b>	<b>1986859</b>	<b>2446713</b>	<b>3365940</b>	<b>3641584</b>

Sources: IRDA annual report 2010-2011

TABLE 2: NUMBER OF CLAIM SETTLED WITHIN 1 MONTH DURING THE FINANCIAL YEAR

Sl no	Name of the TPA	2007-2008	2008-2009	2009-2010	2010-2011
1	Alankit Health Care	11559	24282	28099	93708
2	Anmol Medicare	4	2218	8926	3935
3	Anyuta Medinet Healthcare	-	49	76	76
4	Bhaichand Amoluk	-	-	-	-
5	Dedicated Healthcare Services	21018	-	93376	92685
6	Dawn Services	-	-	-	-
7	E Meditek Services	189659	227036	25586	267332
8	East West Assist	1693	-	29879	33870
9	Family Health Plan	147064	75907	52525	58588
10	Focus Healthcare	-	151	109	886
11	Genins India	72316	63827	52605	70662
12	Good Healthplan	12584	20598	10912	10790
13	Grand Healthcare Services	-	-	-	-
14	Health India Services	60393	129603	118807	125941
15	Health India Services	21329	27990	30427	52306
16	I Care Health Management	-	-	3099	11525
17	MD India Healthcare Services	93026	185144	373118	631694
18	Med Save Health Care	41777	80068	70909	70039
19	Medi Assist India	117984	202631	308818	344845
20	Medicare Services	43039	52004	49085	40577
21	Paramount Health Services	319173	167612	117013	144164
22	Parekh Health Management	9490	19769	47357	57680
23	Park Mediclaim	9595	8671	8164	9874
24	Raksha	76745	242082	325415	156455
25	Rothshield Healthcare Services	-	12	363	639
26	Safeway Services	125	3782	9679	6631
27	Spurthi Meditech Solutions	-	-	-	-
28	Sri Gokulam Health Services	-	-	-	-
29	TTK Healthcare	246766	262397	162303	225040
30	Universal Medi-Aid Services	855	-	-	NA
31	Vipul Med Corp	17181	51379	191293	234819
	<b>Total</b>	<b>1513375</b>	<b>1847163</b>	<b>2348137</b>	<b>2745661</b>

Sources: IRDA annual Report 2010-2011



**TABLE 3: NUMBER OF CLAIMS SETTLED BETWEEN 1-3 MONTHS DURING THE FINANCIAL YEAR**

Sl no	Name of TPA	2007-2008	2008-2009	2009-2010	2010-2011
1	Alankit Health Care	5813	22247	35661	15055
2	Anmol Medicare	4	581	3390	839
3	Anyuta Medinet Healthcare	-	-	-	3
4	Bhaichand Amoluk	-	-	-	-
5	Dedicated Healthcare Services	2498	-	59626	32722
6	Dawn Services	-	-	-	-
7	E Meditek Services	16220	18578	31984	19906
8	East West Assist	527	-	18454	9281
9	Family Health Plan	61129	17851	36166	46118
10	Focus Healthcare	-	-	604	290
11	Genins India	24145	12583	23332	7862
12	Good Healthplan	6	2477	16518	16497
13	Grand Healthcare Services	-	-	-	-
14	Health India Services	14710	39384	72889	26480
15	Health India Services	11697	26030	36248	34725
16	I Care Health Management	-	-	744	1845
17	MD India Healthcare Services	2356	6942	19692	141432
18	Med Save Health Care	25488	36950	36859	29233
19	Medi Assist India	57024	72555	18019	12313
20	Medicare Services	7332	7755	8137	10911
21	Paramount Health Services	8376	364	12546	11924
22	Parekh Health Management	3592	11103	22366	27569
23	Park Medclaim	5397	7042	201	11400
24	Raksha	10806	8129	35412	972
25	Rothshield Healthcare Services	-	3	117	464
26	Safeway Services	23	2280	2667	1061
27	Spurthi Meditech Solutions	-	-	-	-
28	Sri Gokulam Health Services	-	-	-	-
29	TTK Healthcare	22607	29359	94294	38046
30	Universal Medi-Aid Services	295	-	-	NA
31	Vipul Med Corp	22785	37960	11484	20121
	<b>Total</b>	<b>302820</b>	<b>360173</b>	<b>597408</b>	<b>517069</b>

**TABLE 4: NUMBER OF CLAIMS**

Sl no	Name of the TPA	2007-2008	2008-2009	2009-2010	2010-2011
1	Alankit Health Care	2397	4744	11241	1663
2	Anmol Medicare	-	249	415	53
3	Anyuta Medinet Healthcare	-	-	-	3
4	Bhaichand Amoluk	-	-	-	-
5	Dedicated Healthcare Services	636	-	6880	4935
6	Dawn Services	-	-	-	-
7	E Meditek Services	4969	4543	7803	10058
8	East West Assist	86	-	1742	5401
9	Family Health Plan	-	-	11055	17329
10	Focus Healthcare	-	-	638	-
11	Genins India	9828	4387	7162	2409
12	Good Healthplan	1	93	5787	6995
13	Grand Healthcare Services	-	-	-	-
14	Health India Services	2370	5305	24667.00	3594
15	Health India Services	2144	6227	9355	5807
16	I Care Health Management	-	-	14	198
17	MD India Healthcare Services	410	773	1538	38864
18	Med Save Health Care	2916	2833	6422	5786
19	Medi Assist India	8141	8952	865	763
20	Medicare Services	156	240	208	3172
21	Paramount Health Services	593	58	1248	3372
22	Parekh Health Management	160	847	1184	2126
23	Park Medclaim	500	3939	53	13208
24	Raksha	2519	-	0	-
25	Rothshield Healthcare Services	-	-	24	143
26	Safeway Services	2	1474	935	884
27	Spurthi Meditech Solutions	-	-	-	-
28	Sri Gokulam Health Services	-	-	-	-
29	TTK Healthcare	3840	8020	21343	6231
30	Universal Medi-Aid Services	117	-	-	NA
31	Vipul Med Corp	7130	8338	906	2814
	<b>Total</b>	<b>48908</b>	<b>61022</b>	<b>121485</b>	<b>135808</b>

SETTLED BETWEEN 3-6 MONTHS DURING THE FINANCIAL YEAR

Sources: IRDA annual report 2010-2011

TABLE 5: NUMBER OF CLAIM SETTLED AFTER 6 MONTH

Sl no	Name of the TPA	2007-2008	2008-2009	2009-2010	2010-2011
1	Alankit Health Care	1460	1446	3143	521
2	Anmol Medicare	-	-	-	4827
3	Anyuta Medinet Healthcare	-	-	-	-
4	Bhaichand Amoluk	-	-	-	-
5	Dedicated Healthcare Services	-	-	1679	734
6	Dawn Services	-	-	-	-
7	E Meditek Services	-	-	-	-
8	East West Assist	11	-	265	265
9	Family Health Plan	-	-	3807	6788
10	Focus Healthcare	-	-	24	415
11	Genins India	1889	2064	2190	388
12	Good Healthplan	-	-	1302	1835
13	Grand Healthcare Services	-	-	-	-
14	Health India Services	-	-	5231	-
15	Health India Services	279	1191	1769	1259
16	I Care Health Management	-	-	-	7
17	MD India Healthcare Services	-	-	-	6968
18	Med Save Health Care	258	350	1613	1841
19	Medi Assist India	2358	2245	276	312
20	Medicare Services	58	66	111	963
21	Paramount Health Services	88	125	749	909
22	Parekh Health Management	13	41	183	297
23	Park Medclaim	98	125	6	-
24	Raksha	-	-	-	-
25	Rothshield Healthcare Services	-	-	5	25
26	Safeway Services	-	215	-	265
27	Spurthi Meditech Solutions	-	-	-	-
28	Sri Gokulam Health Services	-	-	-	-
29	TTK Healthcare	2987	3101	6857	1544
30	Universal Medi-Aid Services	-	-	-	NA
31	Vipul Med Corp	3156	1965	152	9696
	Total	12660	12934	29362	39859

Third Party Administrators is an important link between Insurance companies, policyholders & healthcare providers in servicing health insurance.

### CORE ACTIVITIES OF TPA

1. Record maintenance of policies of an insurer
2. Issuing identity cards to all the policy holders
3. 24 hour toll free line
4. Building up a provider network
5. Tracking fraudulent claim cases
6. Issues cashless facility to insured
7. Handling reimbursement claims

### STEPS FOLLOWED IN THE BASIC FUNCTIONS OF TPAS

#### 1 Cashless Facilitation Procedure

- a) Receipt and record of member enrollment
- b) Issuance of unique ID card
- c) Providing with the reference list of network hospitals offering cashless facility
- d) Receipt and securitization of pre-authorization request
- e) Pre-admission authorization after checking doctor prescriptions ,admission form hospital information
- f) Claim form should be submitted with original bills along with prescription, diagnostic report and discharge summary.

#### 2 Claim Reimbursements

When the insured goes to a network hospital and makes the payment for all hospital expenses all by himself, then he needs to submit all the original documents of treatment viz:

- a) ID/policy card number
- b) Policy copy
- c) Dare of hospitalization
- d) Reasons for hospitalization
- e) Date of discharge

Claim form duly filled and signed by the claimant policy holder

- f) Medical certificate form duly filled by the treating doctor
- g) All original diagnostic test report performed patient during hospitalization
- h) All medical bills accompanied by the prescription

#### 3 Claim Control

- a) Original bills are scrutinized against standard discounted tariff rates
- b) Cost containment by medical procedure audit and bill scrutiny
- c) Medical opinion Taken for complicated cases
- d) Eliminates reimbursement frauds
- e) Medical procedure audits.

**BENEFITS OF TPA TO THE INSURANCE WORLD**

1. Faster and focused claims management
2. Lower overhead cost and reduced cost of claim management
3. Immediate access to highly trained claim administrators
4. Improved control over claims outcomes
5. Safeguarding of customer relationship
6. Protection of brand reputation
7. Control of possible frauds by the private healthcare providers.

**CONCLUSION**

Third party administration the much hyped system for improving health care and spreading health insurance in India, but still in the nascent stage to comment on their efficacy. Presently there are around 31 licensed TPAs in India. The authorities must recognize the growing necessity of TPAs and should enhance the number of licensed TPAs around the country. It is prudent on the part of IRDA that they have allowed the them presently only for the health services, which is need of the hour in India. They should continue the moratorium on the TPAs for the rest of the insurance services so that the concentration may be on health insurance.

**REFERENCES**

1. Bhat Ramesh, BAbu K Sumesh (2004), Health Insurance and TPA, issues and challenges; economic and operational weekly, July 10 2004.
2. Mallikarjun krishnamurthi(2008), Health Insurance, Insurance Chronicle.
3. S ganesan and S Jayaprakash (2006), TPAs in India: can they be turning point Administrator?, Insurance chronicle, January 2005.
4. U Jawaharlal and K B S kumar, the teething troubles of TPAs, insurance chronicle, December 2010.
5. Viswanathan S, Narayan G S(2003), poor Hospital network TPAs dent mediclaim cashless sources plan; express health care management, 30 April 2003.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

