



**Consumers' Acceptance And Perception**  
**Towards Life And Health Insurance.**

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## **CHAPTER 1**




### **1.0 Introduction**

We live in a rapidly changing world where people's health affected by such changes. We need to manage these changes by effectively responding and developing new, more effective approaches to solving health problems in order to live longer.

#### **Some facts about healthcare in Malaysia**

Do you know what the leading reasons are for people in Malaysia seeking hospitalization and medical treatment? What about the principal causes of death in this country? Do you know how much the average medical charges are today? And are you prepared for the cost of healthcare today? Check out the facts below...you may be more than a little surprised.

#### **Chief causes for Hospitalization and Medical Treatment.**

-  Normal sickness
-  Accident
-  Critical Illness