**Abstract**

 Health Insurance policy is being purchased by families and individuals who can afford to pay the medical bills. But the Govt. of India is putting all its efforts to encourage people to buy health insurance and specialized insurance companies are promoted which are exclusively dealing in health insurance. The researchers have analyzed to identify the satisfaction level and problems of policy holders of health insurance in Coimbatore City with 100 respondents. For the purpose of analysis percentage analysis, ANOVA and ranking techniques have been used. The findings of the study states that there is no significant difference between Annual Income and Satisfaction factors like Flexible Premium, Company is clear & true and overall experience and Settlement Amount is lower than what it is claimed as the major problem faced by the policy holders. Hence, it is identified that policyholders felt difficult to get treatment in the hospital in which the insurance company were made tie-up. So when there is reduction and eradication of these problems it is definite that growth of Health Insurance would be higher in future.