

**Wellness : A Health booster
in Health Insurance**



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PROTECTING INVESTING FINANCING ADVISING

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Spectrum of healthcare

Shifting from reactive healthcare to wellness

Current market model for health insurance

Impact of wellness in claims , underwriting and actuarial

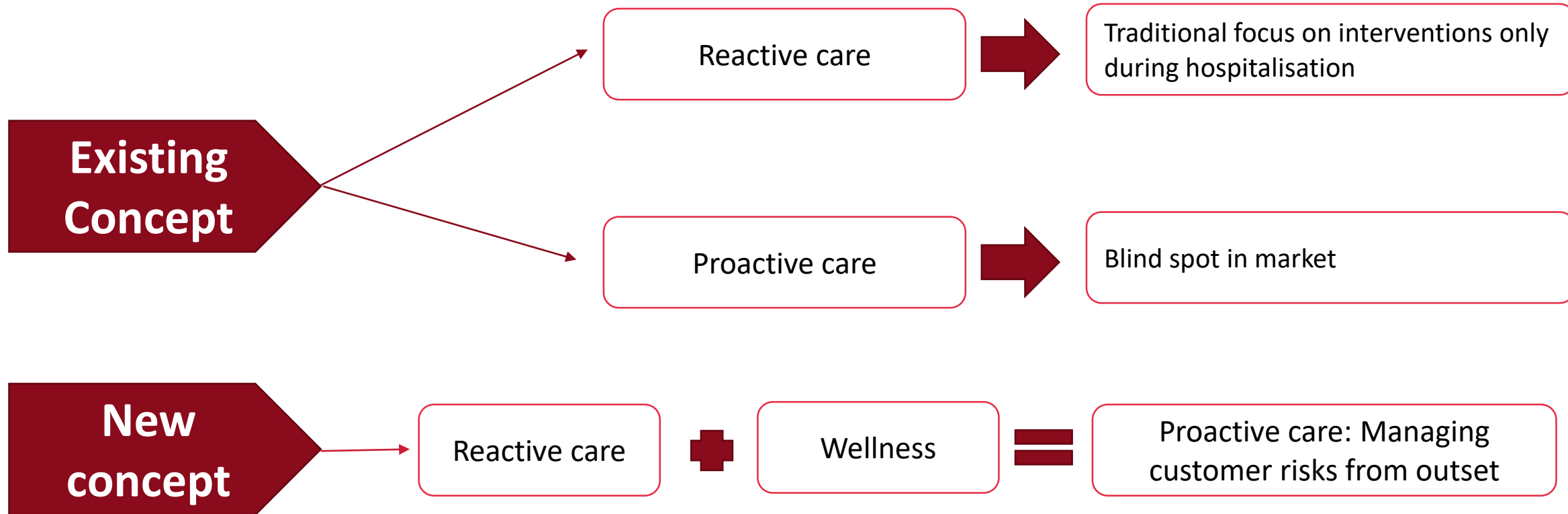
ABHI wellness proposition

Customer activation model

Wellness product positioning in market

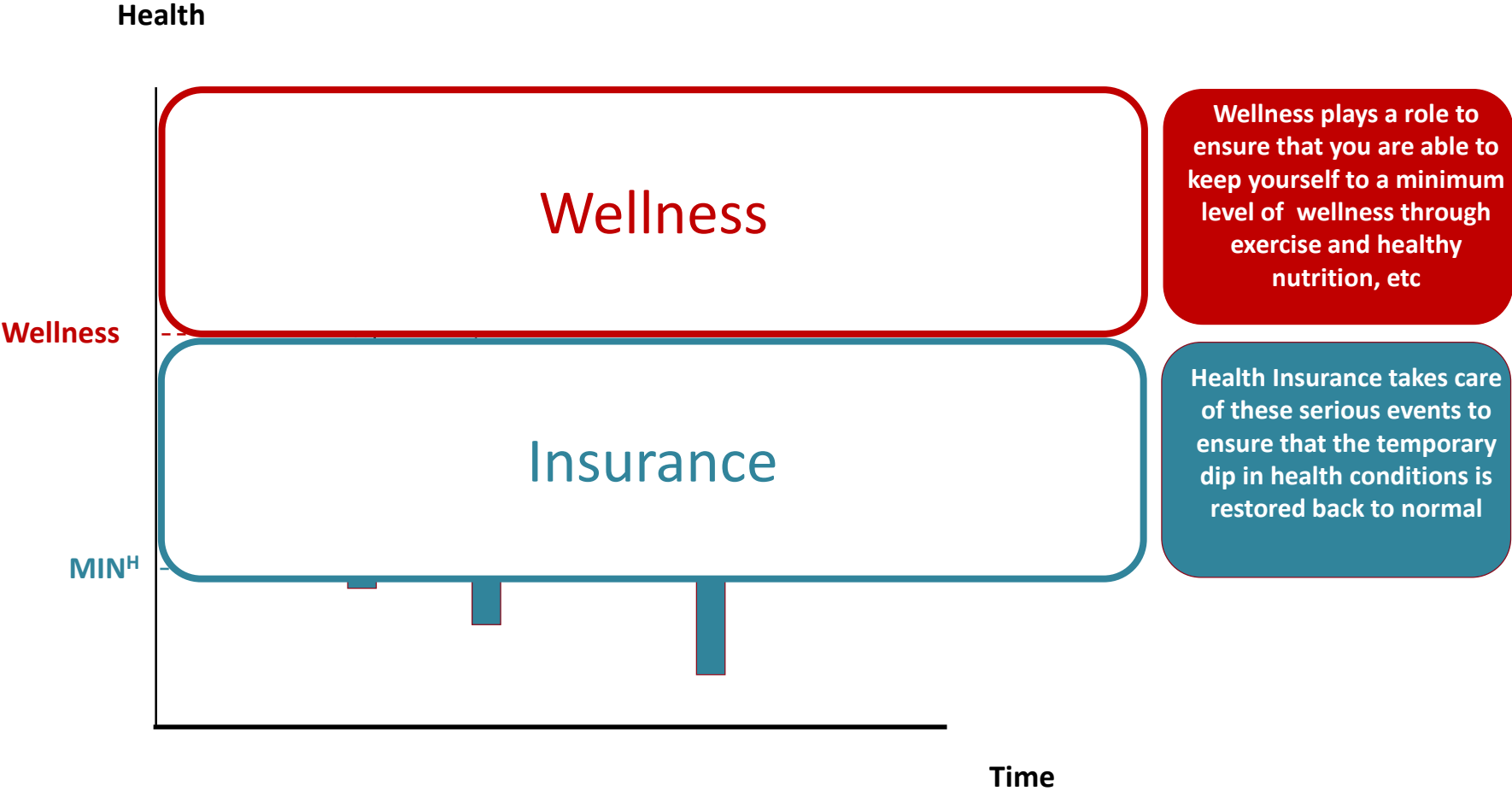
Wellness: More than just a feature

Key Takeaway

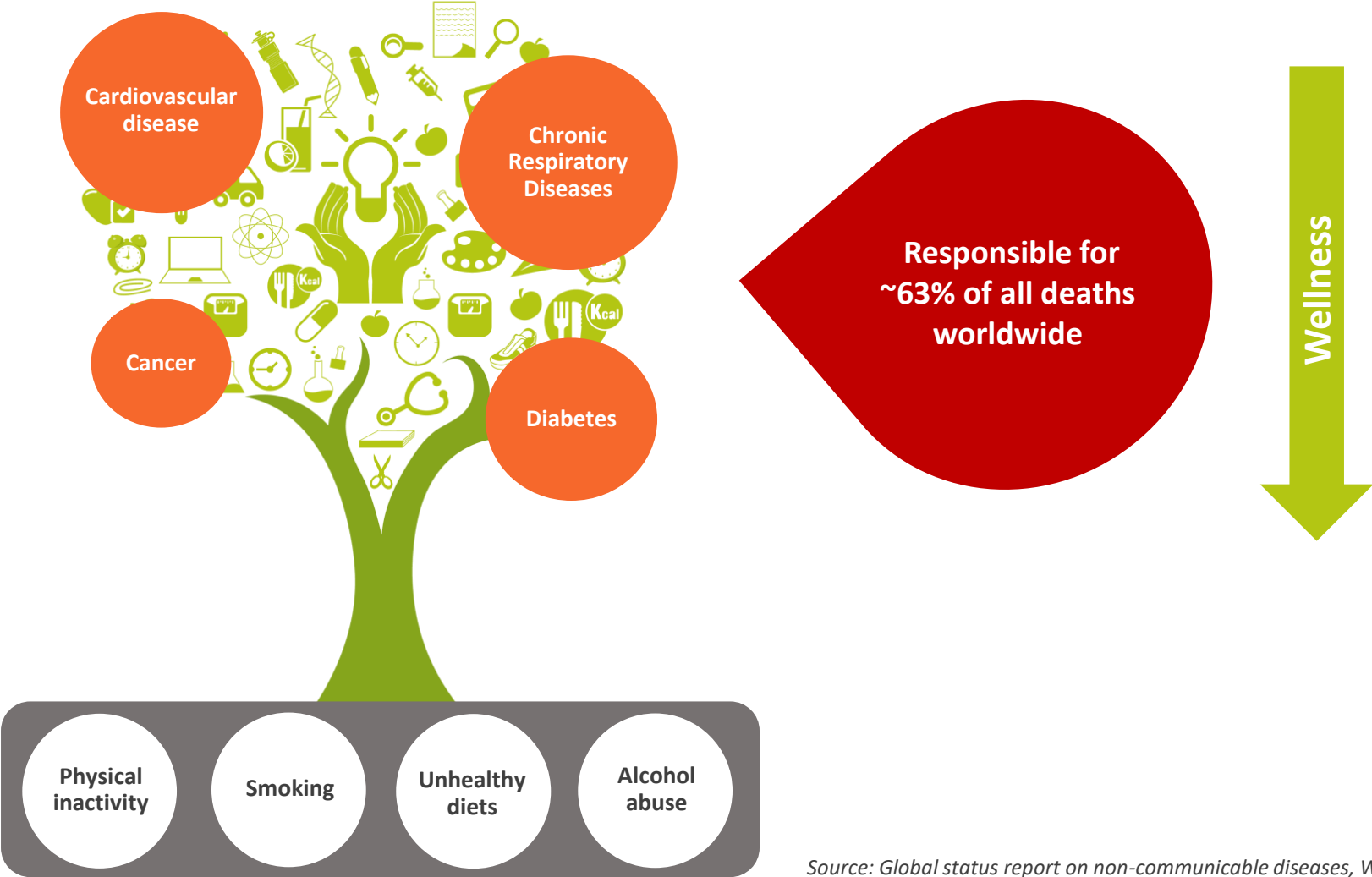


- Is wellness only a novelty feature just to sell the product
- Does wellness has any scope beyond a supposed marketing jargon
- How can industry benefit from wellness as an Idea

Shifting from reactive healthcare to wellness

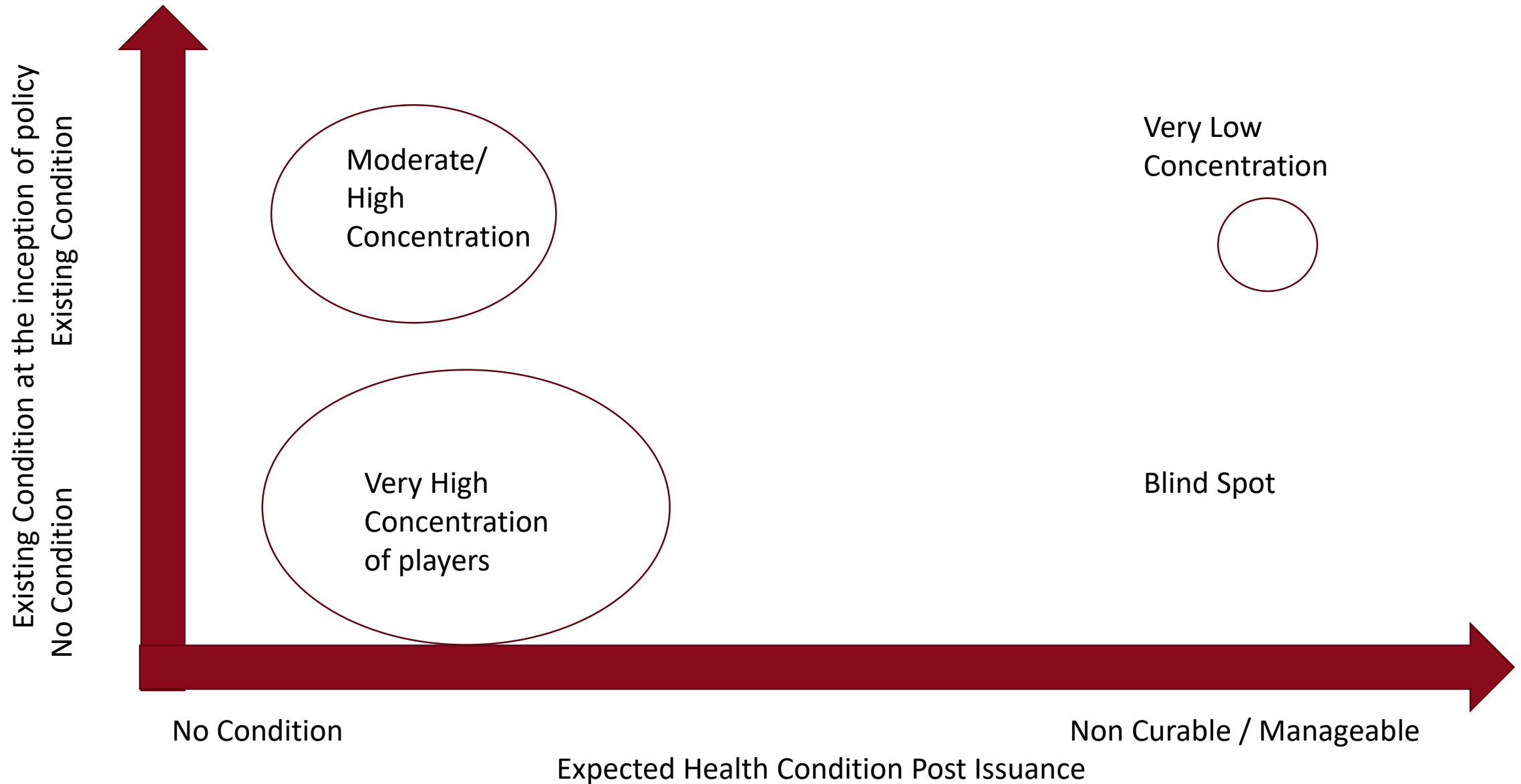


Shifting from reactive healthcare to wellness

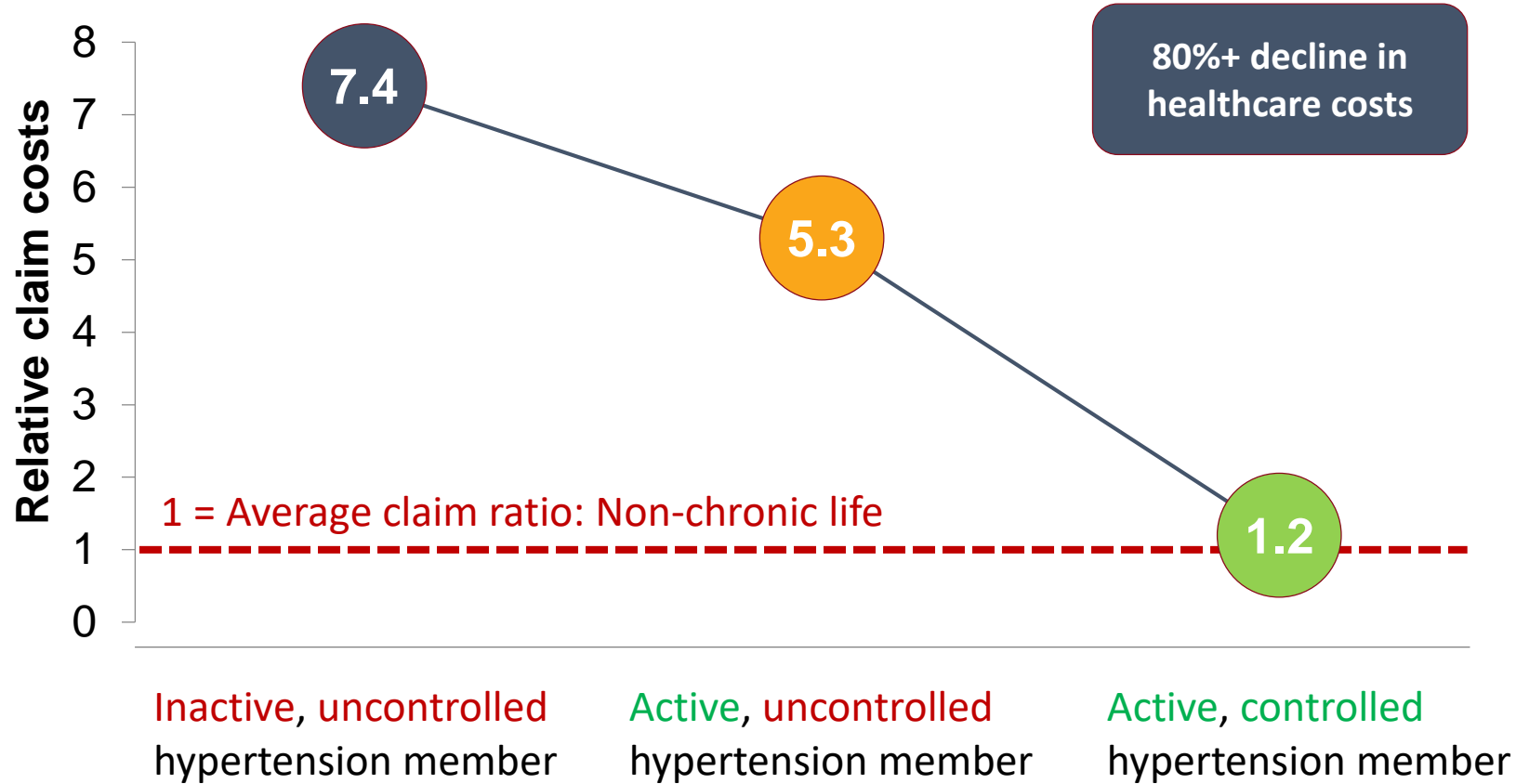


Source: Global status report on non-communicable diseases, WHO

Current market model for health insurance



Impact of wellness and chronic management program in claims



Source: MMI South African experience data

Impact of wellness on underwriting and actuary



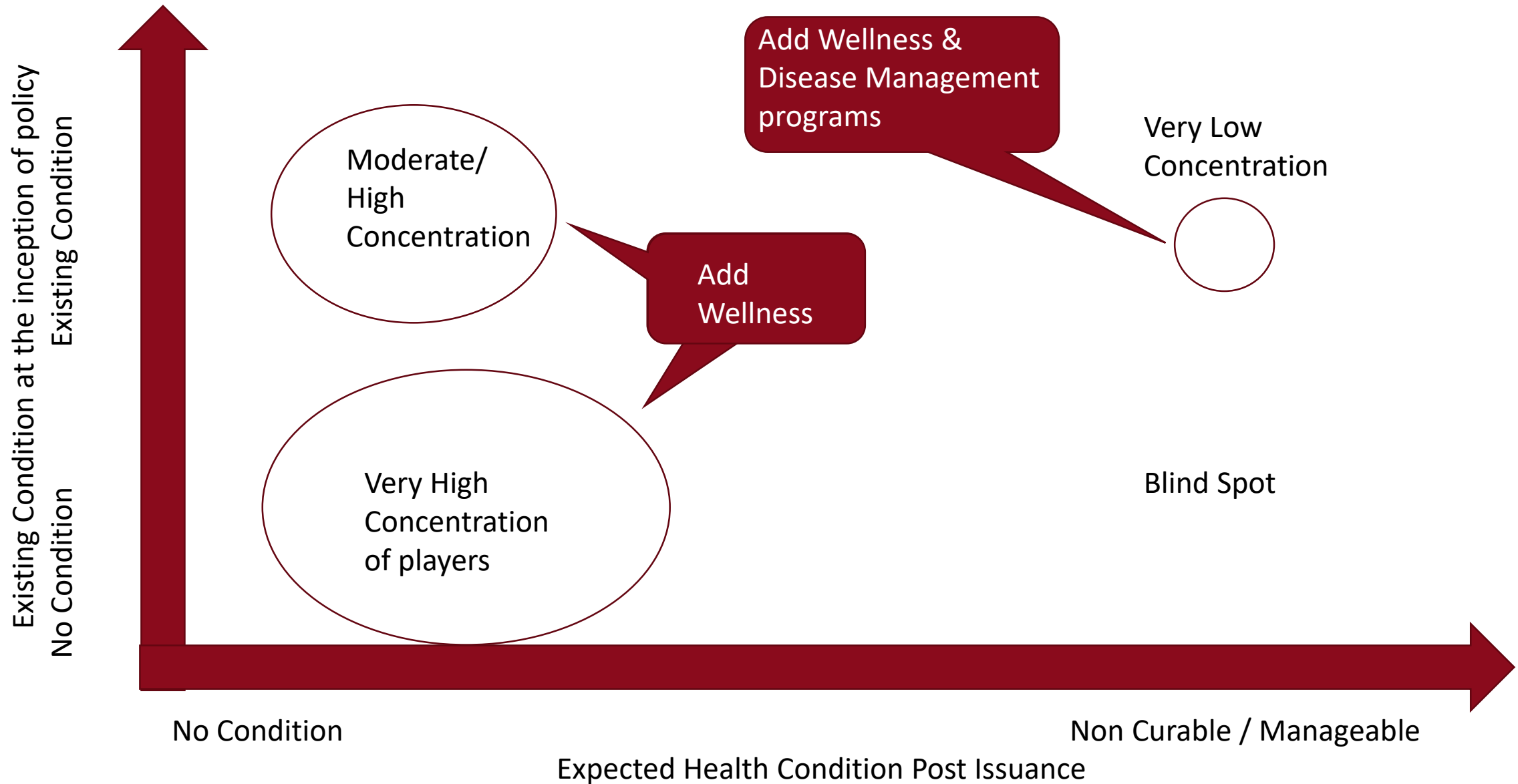
| Traditional data | New age data |
|---------------------------|-------------------------------|
| Age | Steps walked |
| Height, weight | Heart Rate |
| Medical questionnaire | Heart rate variability |
| Blood test | Calories burnt |
| Urine test | Sedentary/ active period |
| Blood pressure | Sleep cycle |
| Smoking status | Stress level |
| One time snapshot of body | Continuous monitoring of body |

- Our company through our JV partner MMI holdings (south Africa) has international exposure for wellness embedded health insurance offerings
 - In south Africa, Health insurance is mandatory and no citizen cannot be denied insurance
 - So managing health of an insured is more important to keep portfolio healthy rather than only claims management
 - Regular interventions with patients on preventive side helps in keeping the claims rate down

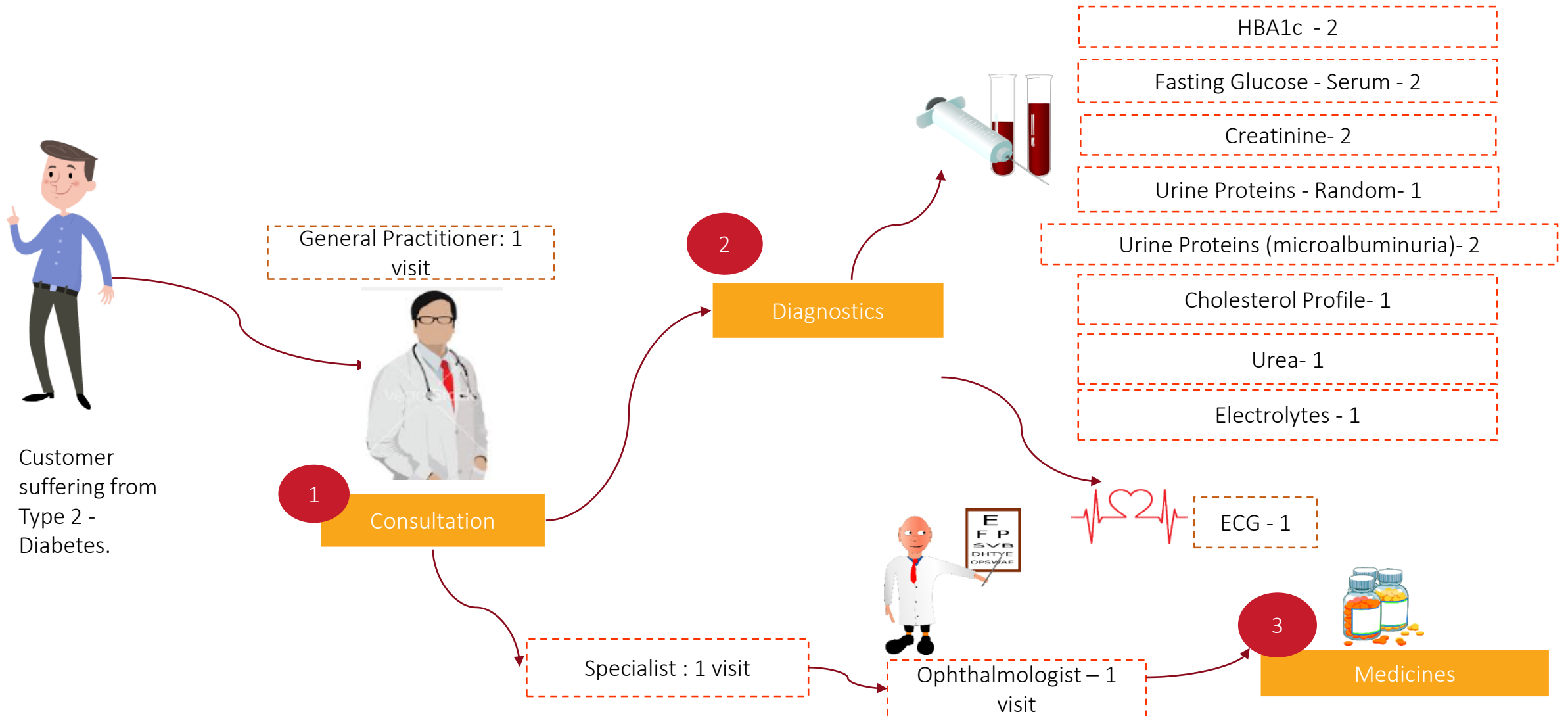
- ### Actuary
- Tracking correlations between physiological data and reduction in frequency of lifestyle diseases.
 - Accurate and granular level information
 - New source of pricing data
 - Better pricing and reserving assumptions

- ### Underwriters
- Detect initial symptoms of illness
 - Progression of disease and prediction
 - Early interventions
 - Reduction / delay of downstream hospitalisations and larger claims
 - Reduce readmissions

New Model to become part of customer health journey



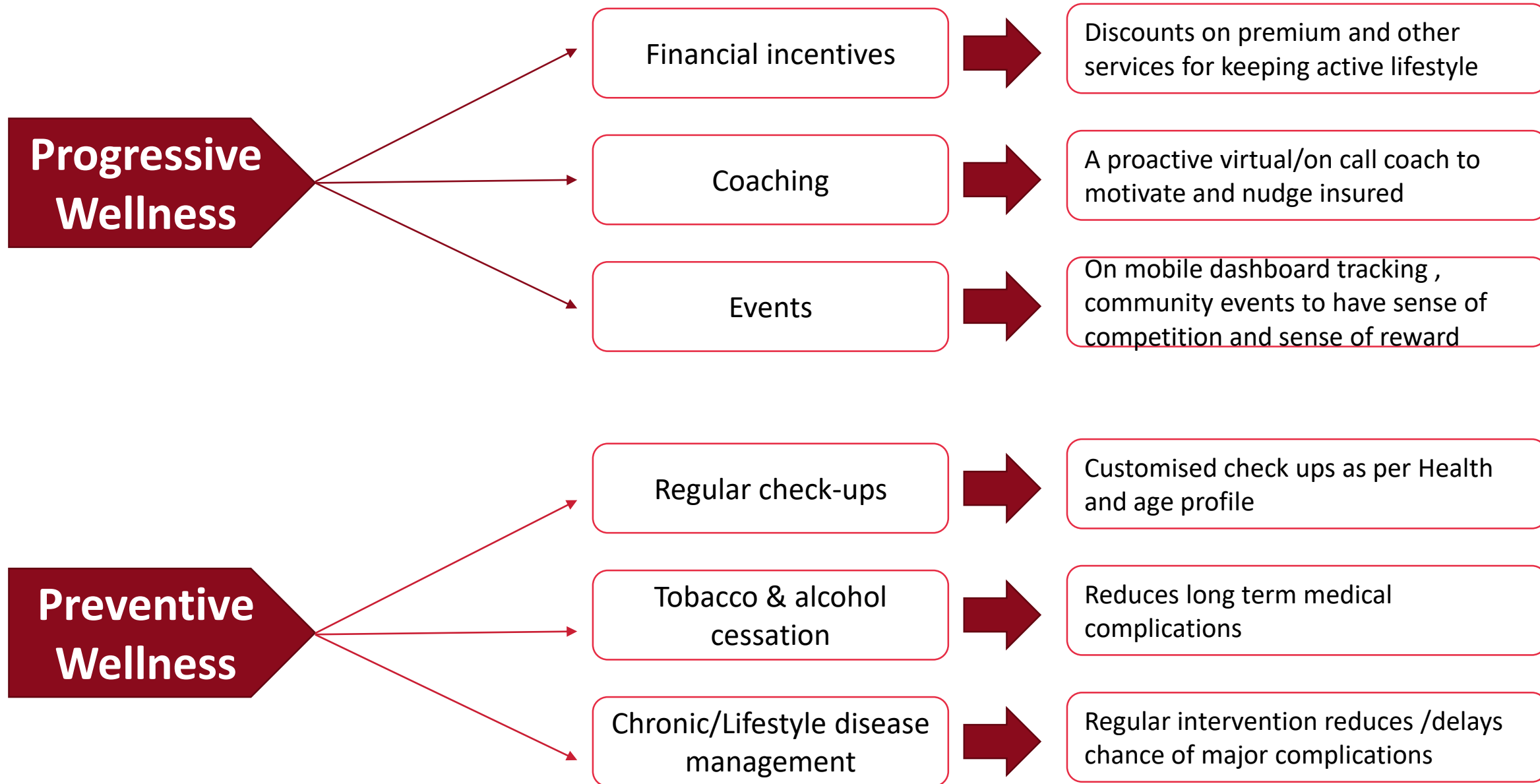
Example: Diabetes (Type 2) Chronic Management Program



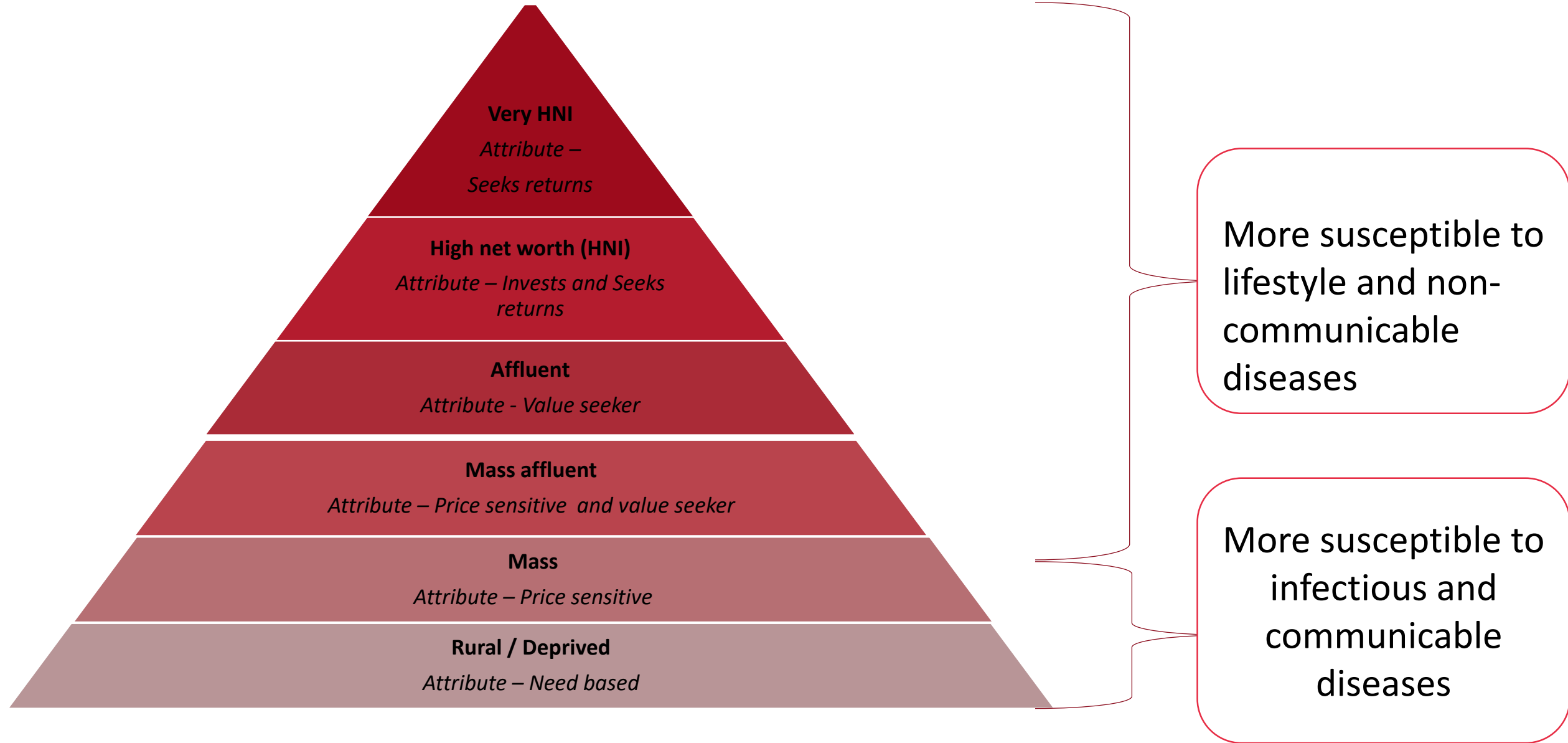


- **The number of products in the industry with inbuilt wellness is low compared to traditional reactive care products**
- **Wellness as a concept in Health insurance is in nascent stage in India with only young customers who are early adopters taking it up**
- **Early adopters help in**
 - **Overall ecosystem development**
 - **Increases awareness**
 - **Developing of healthy lifestyle as a habit**

Customer activation model



Consumer segmentation



What wellness mean to different stakeholders

Customer

- Attracts young first time customers who thinks health insurance is not relevant to them
- Tracking Health parameters on app based interface regularly with tracking progress
- Incentivise healthy behaviour through discounts on features like OPD, pharmacies gyms, wellness centres, premium and others
- Health coaches help customer to form healthy habits and manage Chronic diseases better

Insurer

- Regular engagement with customer vs interaction only during hospitalisation
- Making customer lives healthy makes the portfolio healthy and helps lower claim frequency
- Reduces impact on portfolio once PED and waiting period expires on existing customers
- New business growth need not subsidize existing book which remains healthy due to regular and timely interventions

01

Keeping the customer healthy as a risk mitigant to keep the industry healthy

02

Moving the customer from looking at insurance as a reactive care model to a active partner for healthy lifestyle

03

Keeping existing customers healthy as a trusted model for business growth compared to adding only new younger customers to balance portfolio

04

A Healthy customer in Health Insurance is not only asset for Health Insurance company but Life insurance companies also.



THANK YOU



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