



InsurTech: The Tech-Enabled Payer to Partner Journey

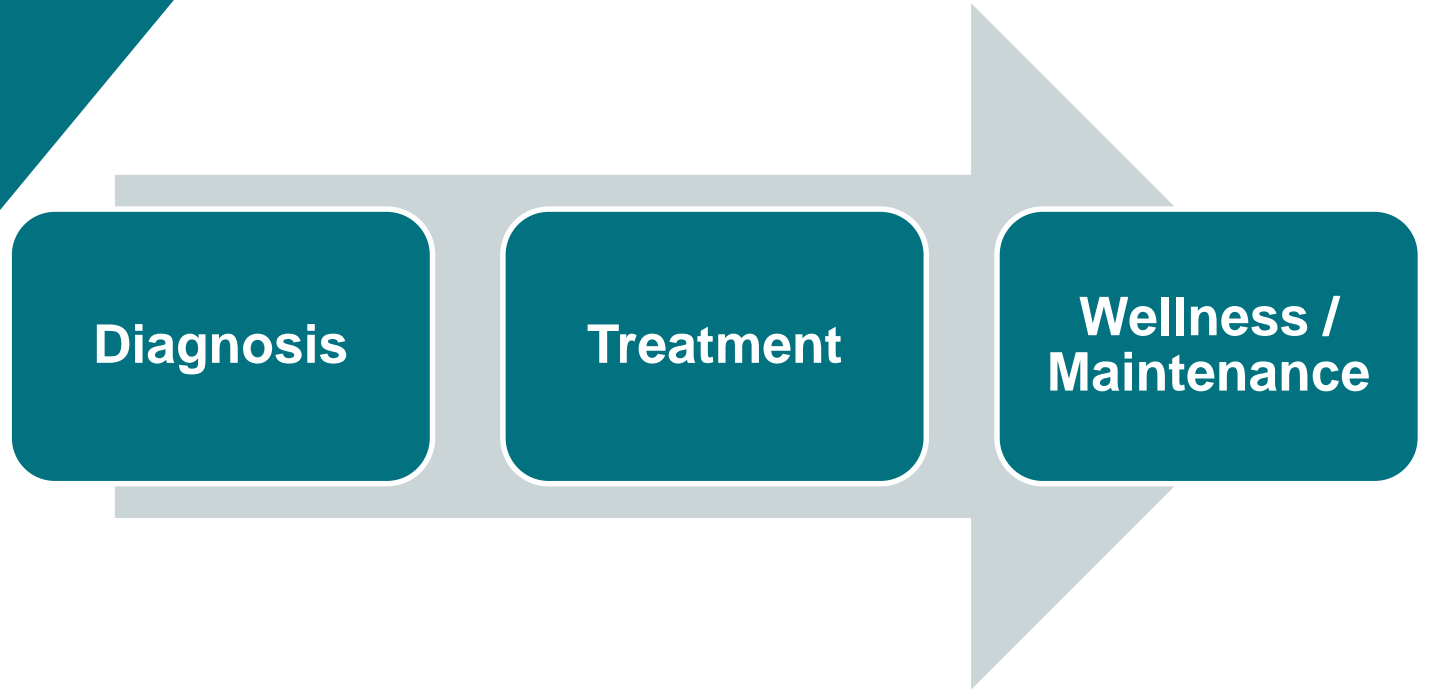
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The Tech-Enabled Payer-to-Partner Journey

What is it?

**The Journey
Across the
Continuum of
Care**





Payer to Partner

Health is personal
and customers are
looking for a partner
in this journey

- Cover the continuum of care
- Incorporate technology much like they do in the rest of their lives
- Empower and give assurance that they can successfully journey through diagnosis and intervention to maintenance/wellness



Payer to Partner

Solve the three main customer challenges: Cost, Access, Quality

- Growing out-of-pocket expenses
- Dissatisfaction with lengthy provider waits
- High quality family care
- Products and service solutions that fulfill efficient access to high quality healthcare
- “Know you can” - health success is achievable through partnership and technology



**This is an Exciting Time for
Technology, Insurance and Health**



The Time is Now

Consumer-driven health insurance with tech-enabled services

- Telehealth
- Virtual clinics
- Care coordination
- Remote monitoring
- AI, data and analytics and automatized processes in pricing, underwriting and claims processing, and personalised insurance



The Time is Now

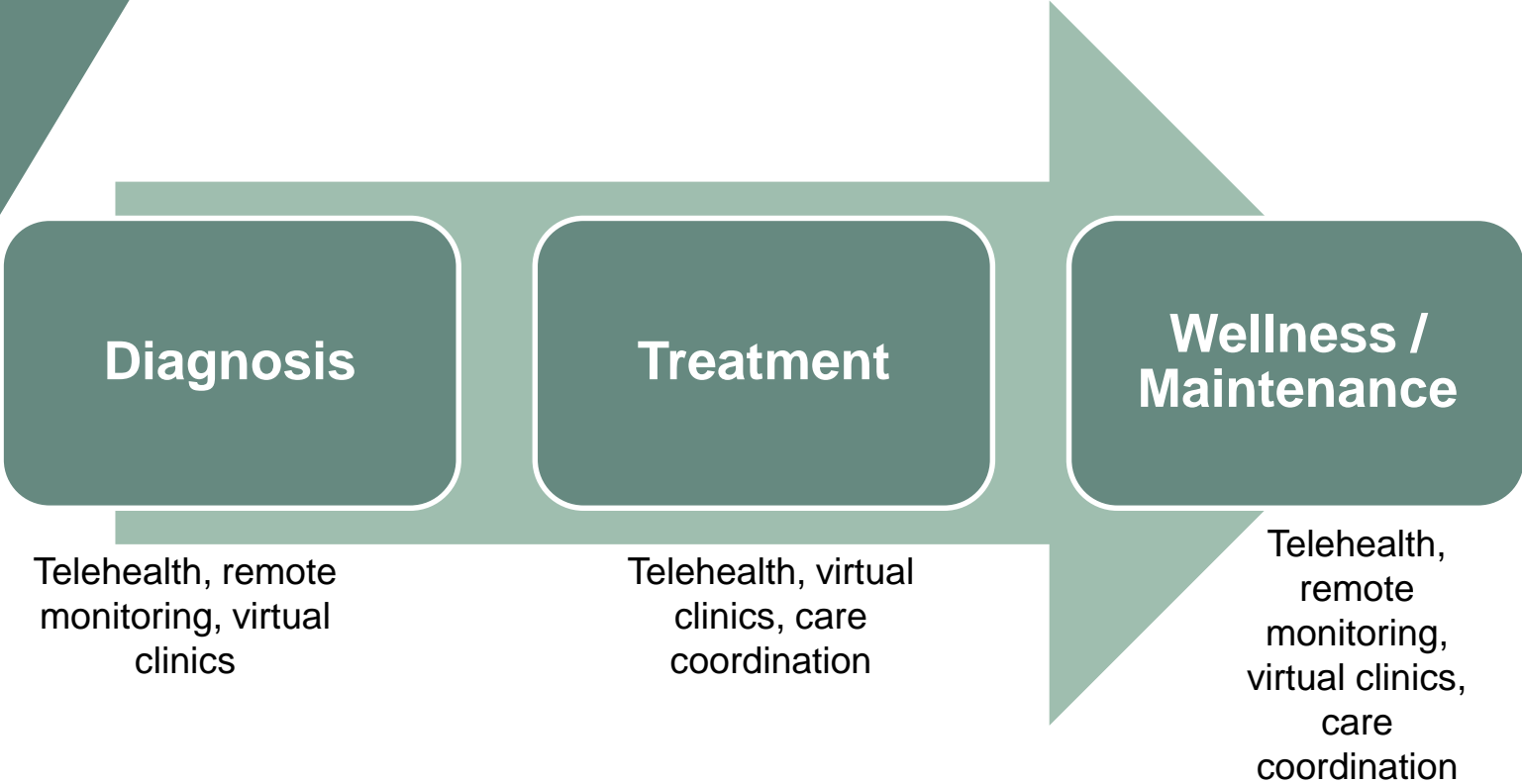
AXA Payer-to-Partner

- Facilitate customer engagement across the continuum of care
- Focus on the customer and innovation



**Telehealth, Remote Monitoring,
Virtual Clinics and Care Coordination:
*Go Deeper into the Tech-Enabled Journey***

**The Journey
Across the
Continuum
of Care and
Use of
Technology**



Telehealth



Image from <https://wahospitality.org/>

**Telehealth
uses
Technology to
Empower
Consumers'
Health**

**The ability to deliver healthcare
when the provider
is located remotely from the patient**

- Video, audio-only, or chat; mobile device or desktop computer
- General and specialty care
- Physical and mental health / chronic and acute / paediatrics to geriatrics
- Part of the consumer's normal daily processes (mobile phone)
- Consumers feel empowered
- Once the consumer tries telehealth, and the ability for e-prescription exists, engagement rates can grow

**Telehealth
uses
Technology to
Empower
Consumers'
Health**

Symbiosis with latest technologies

- Examples: ECG that send the results to doctors, “smart” pillboxes that transmit medication utilization, paediatric otoscopes, glucose levels, vital signs and more
- Secure patient data collection can help identify risk factors for certain illnesses, facilitating prevention
- Example: sensors that monitor the gait and balance of patients with walkers and canes = fall prevention

**Telehealth
uses
Technology to
Empower
Consumers'
Health**

**Solves the “big three” in health:
cost, access, and quality**

When offered as part of an insurance product, allows the insurer to partner with the customer and help that customer's life beyond being a payer

Cost

Help with adherence, readmissions (cost-drivers)

Access

Convenient, easy, saves time and costs when can see a doctor while at home or in office
Remote and urban

Quality

Facilitates second opinions
Opportunity for data and analytics

Remote Monitoring

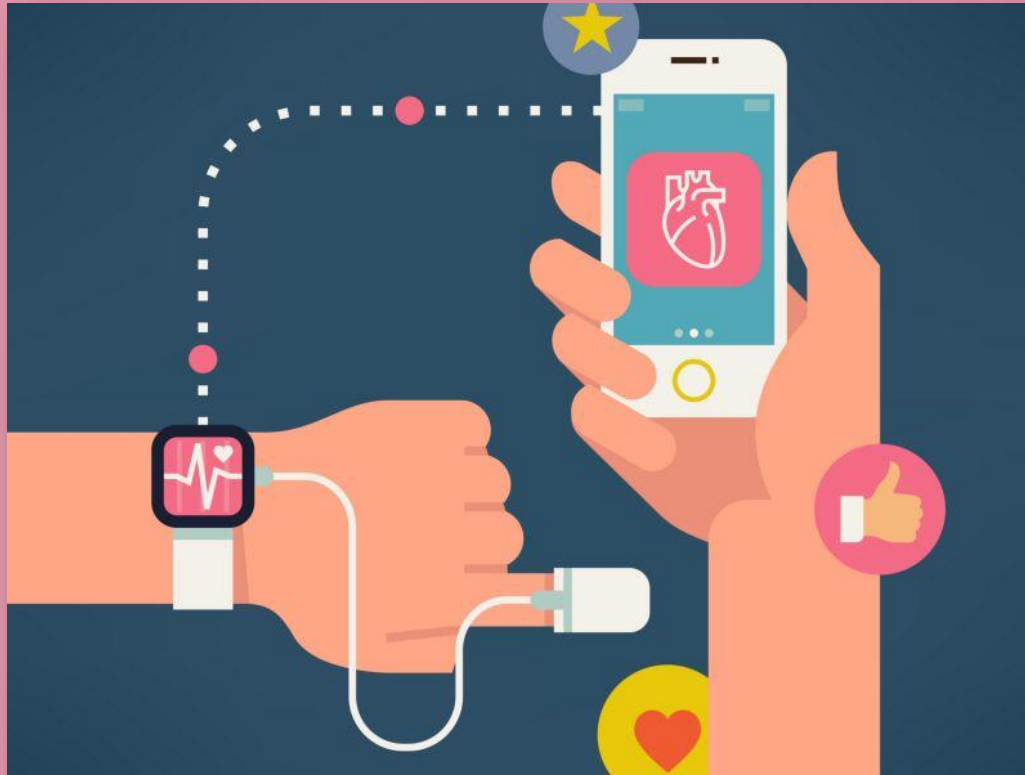


Image from <https://www.careexperience.com>

Remote Monitoring Gives Freedom Through Technology

- **The use of a device that safely transmits information regarding one's health**
 - “The internet of things,” “wearables” – ever evolving – wellness to disease
 - Monitor a cardiac patient's condition remotely
 - Continuous glucose monitoring transmitters can send data automatically into a medical record without manual entry and with alerts if certain thresholds are exceeded
 - Monitor a wandering radius for Alzheimer's patients
 - Sensors attached to inhalers to understand controller vs. rescue medication use in asthmatics
 - Post-surgical activity
- **Confidence in health and ability to live life / caregiver confidence**
- **Can be part of the services offered with an insurance product, to be a better partner with a customer's health through technology**

Remote Monitoring Gives Freedom Through Technology

Cost

Detection of threshold values in real time, helping avoid larger complications

Access

Care outside of the doctor's office or hospital

Quality

Evidence-based care
More engaged – and thus adherent – patient

Virtual Clinic



Image from <https://www.mobihealthnews.com/>

Telehealth + Remote Monitoring Enables a Virtual Clinic Experience

- **Tech-enable a medical clinic = a more modern and efficient experience**
 - AI, chatbots and / or telemedicine as a first line appointment, fully electronic medical records, online appointment and triage systems, some appointments via remote monitoring devices
 - Offload tasks that do not require the skill level of a physician, leaving full in-person appointments for higher complexity cases
 - Potentially reduced carbon footprint by avoiding unnecessary travel
- **As insurers offer more services and partner more closely with providers and innovators, another chance to help the customer more easily access quality healthcare at a potentially lower cost**

Care Coordination

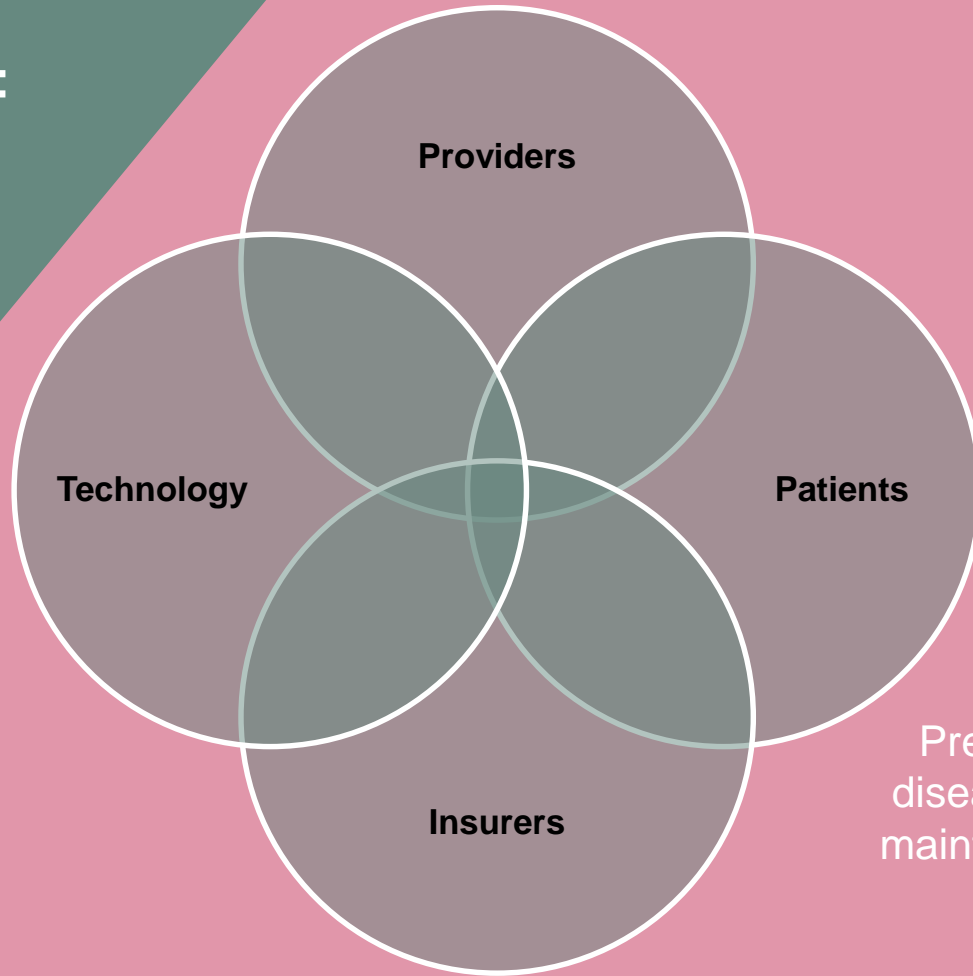


Image from <https://www.rarediseasereview.org>

Care coordination: The Power of the Tech-Enabled Partner

- **Organization of a patient's health activities typically by a nurse or case manager, who works with providers, the patient, their family to make sure that care plans are understood and executed**
 - Adherence to care plans, including medications, activity and diet, are monitored and encouraged
 - Socio-economic challenges to adherence are also addressed, such as medication affordability and transportation to appointments
 - Combination of “human touch” (phone calls, physical visits) and technology (vital sign monitoring through remote devices, digital medication reminders and pill counts, telehealth and more)
 - More complex cases / multiple conditions
 - Can result in higher patient satisfaction as well as potentially better clinical outcomes

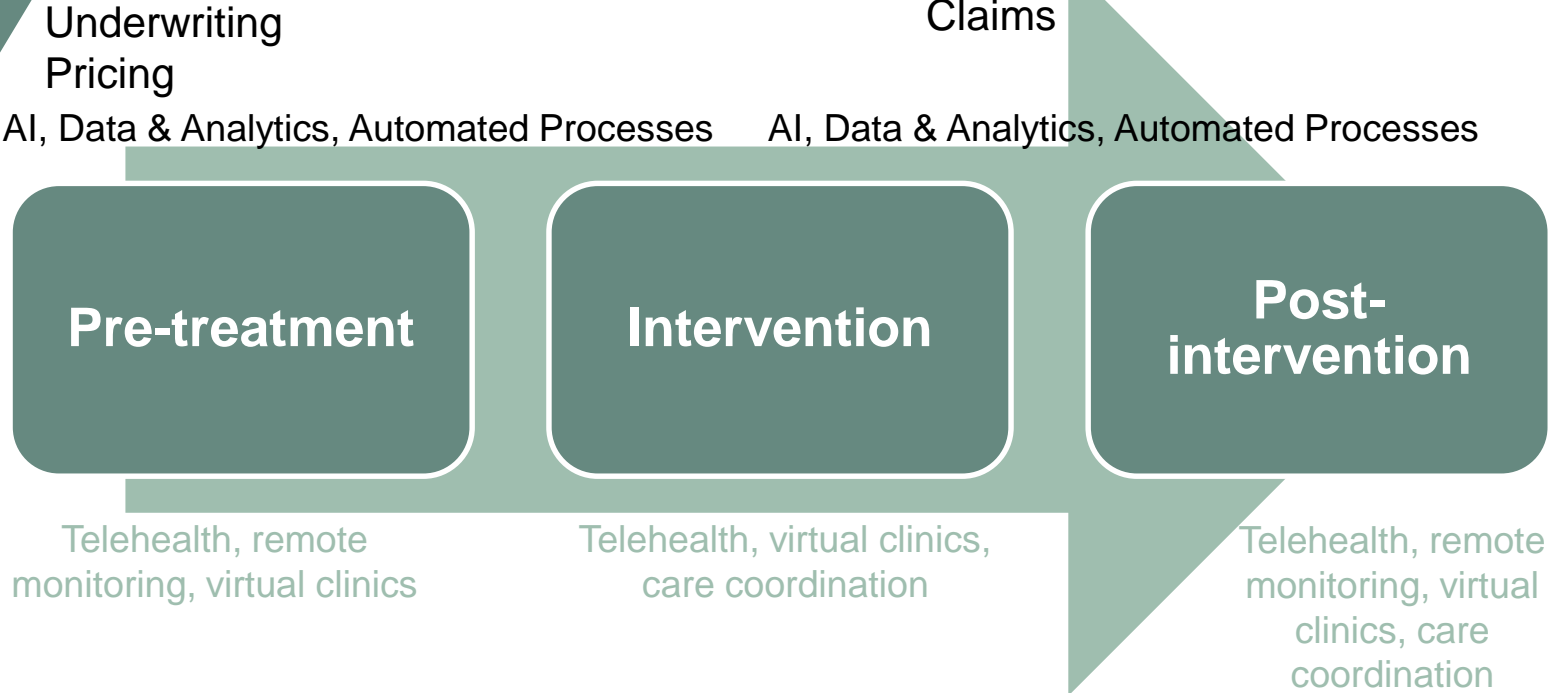
Care coordination: The Power of the Tech-Enabled Partner



Prevention, chronic
disease management,
maintenance / wellness

The Tech-enabled Payer to Partner Journey

Revisit the Journey Across the Continuum of Care from an Operations Perspective





AI, Data and Analytics and Automated Processes in Pricing, Claims Processing, Underwriting

AI: Data, Automation and the Customer Experience

- **Simulation of human intelligence, typically by a computer**
 - Technical talent from data scientists, data architecture experts, AI engineers, neural networks, etc.
 - Emerging use in insurtech
- **Upload a claim over mobile phone, claim is recognized (OCR or image recognition), checked against an algorithm, customer converses with a chatbot, and paid**
 - Seen with more simple claims; more complex referred to a human
 - Customer satisfaction, cost-savings, efficiency, standardized data
- **Similar process with underwriting**
 - Takes in customer information, assesses risk level, then price accordingly

AI: Data, Automation and the Customer Experience

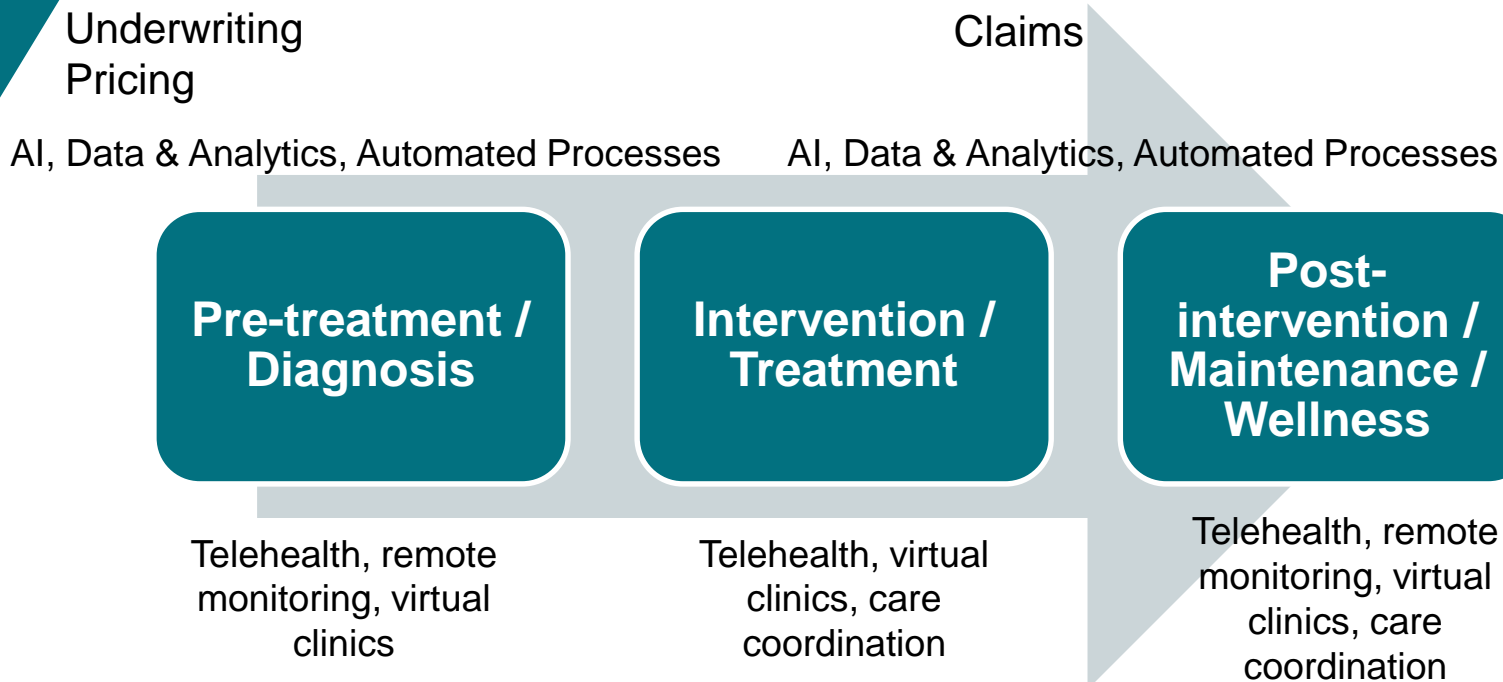
- **Data privacy - customers to opt in with transparent explanations: examples**
 - Personal remote monitoring data to determine the price of insurance
 - AI looks at social media and develops customized insurance coverage (specific items, events, etc.)
 - GPS automatically suggests an alternate route to work to avoid an accident and adherence leads to lower premiums
 - High volumes of data are gathered from internal and external sources about an individual to feed AI predictions
- **Ethical considerations**
- **Trust with our customers is first**



**InsurTech: the
Tech-Enabled
Payer-to-Partner
Journey**

The Result

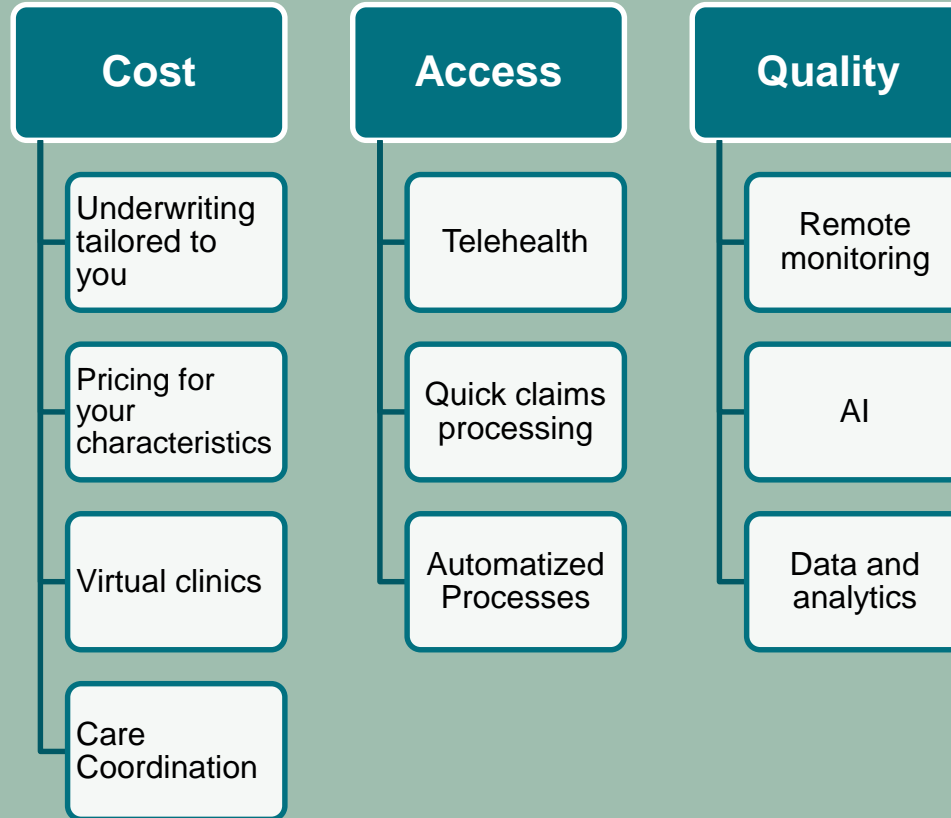
The Journey Across the Continuum of Care



Personalized Insurance is The Result

- **Technology brought to you by your insurer**
 - Underwriting is tailored to you
 - Pricing takes into account your characteristics
 - Telehealth brings care to you on your own terms
 - Remote monitoring allows your own data to dictate your care
 - Virtual clinics reimagine customer-centric care
 - Care coordination brings a virtual and in-person team to you to help you navigate your care
 - Claims processing is as easy as your other mobile encounters
 - AI powers underwriting, virtual clinic, and claims
 - Data and analytics underlay everything
 - Automatized processes start the telehealth encounter and the clinic scheduling and check-in, create alerts from your remote monitoring data, aid in your care coordination, price more accurately, process claims more quickly

Meaningful Impact to Customers is the Result



Payer-to-Partner is the Result

- **Health is personal and customers are looking for a partner in this journey**
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Thank you