



How is **technology** changing the value chain in health insurance?



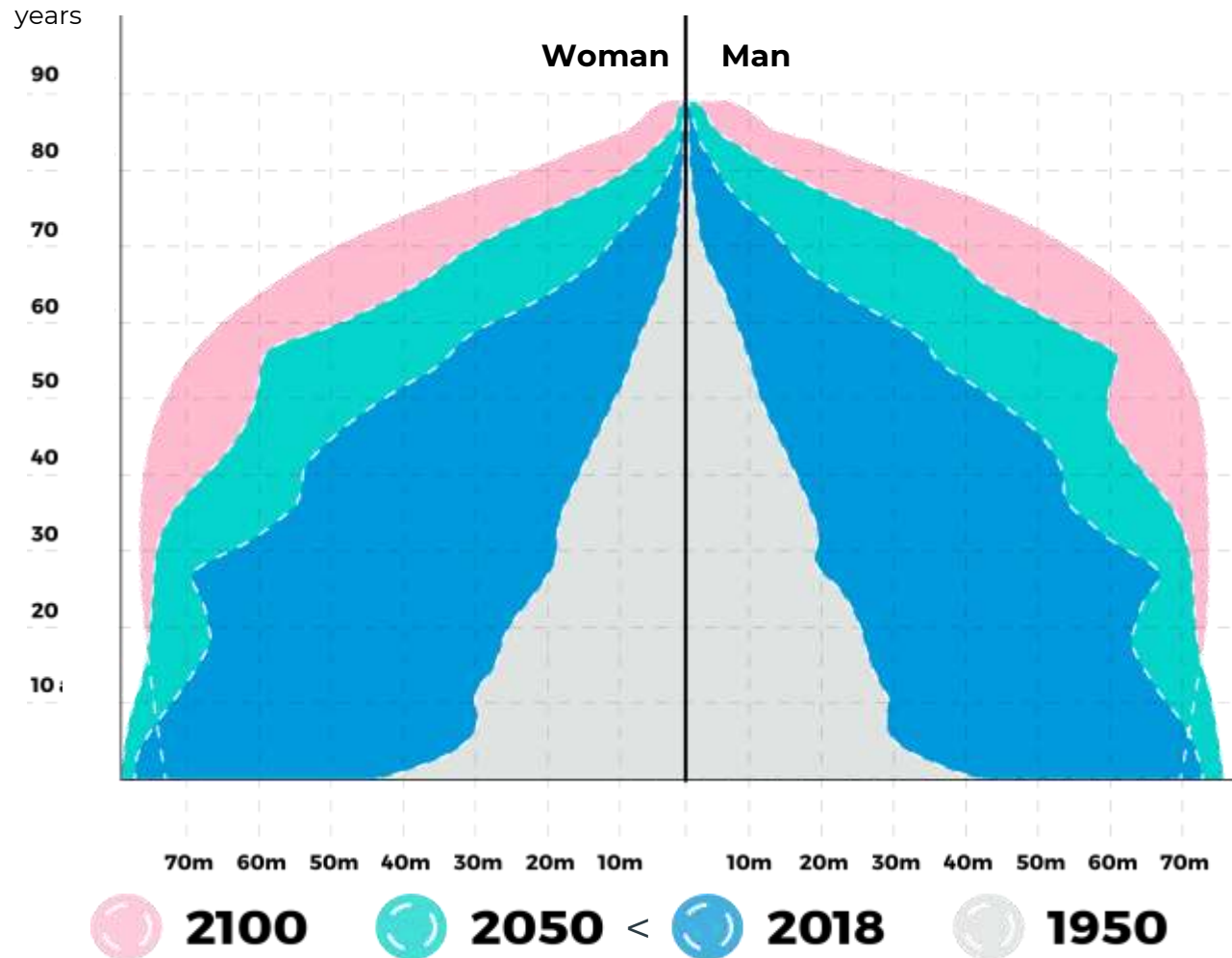
How is technology changing the value chain in health insurance?

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Head of Market Unit Romania - Future Healthcare Group

**Health systems,
public and private, have a
problem...**





The current **healthcare model** needs to be **adapted** to meet the needs of this population change

Medical Expenses

10.1% 12.4% 11.7%

Headline inflation

8.3% 6.6% 4.2%

2022

2023

2024

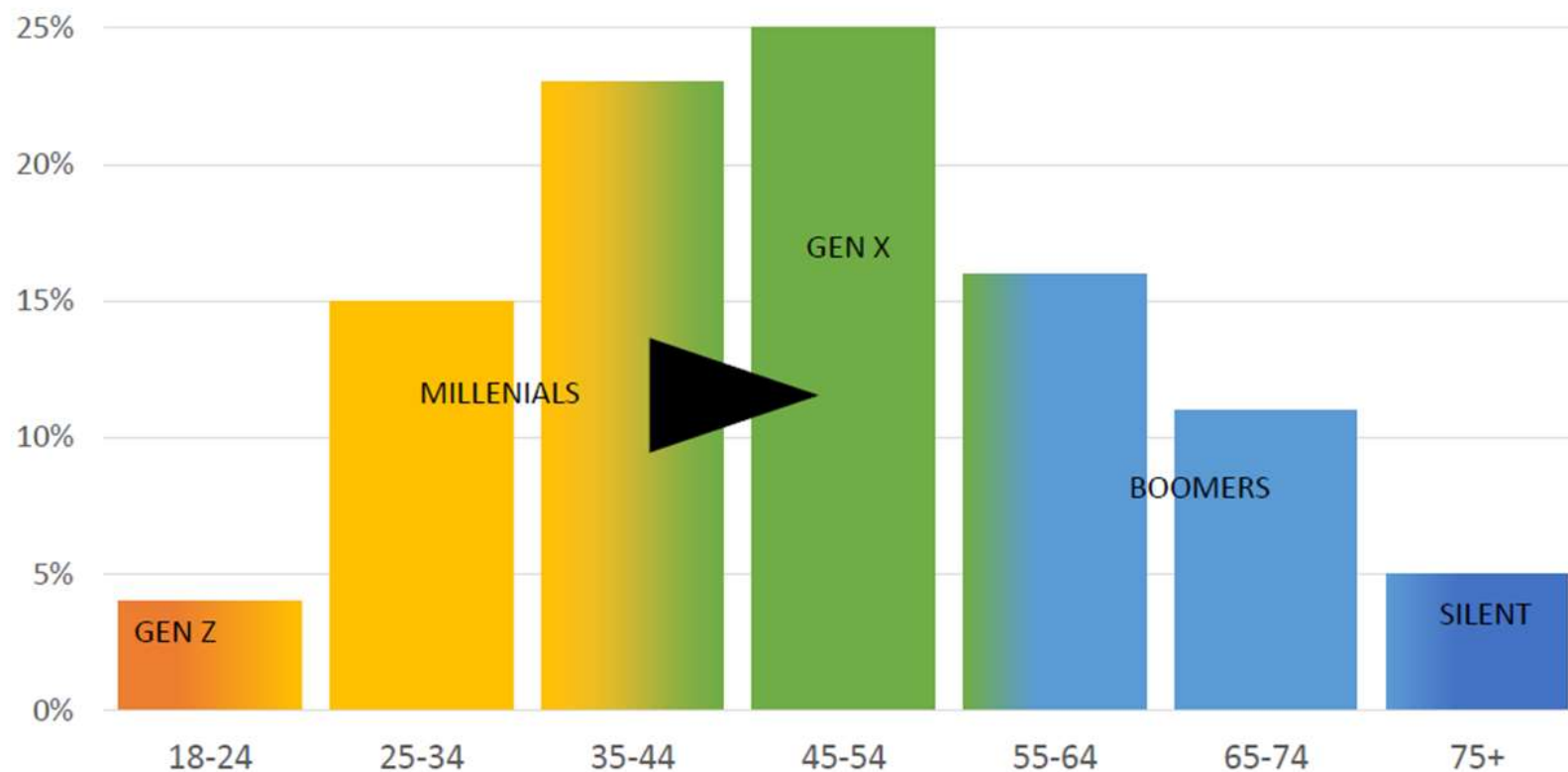
Source: Mercer Marsh Benefits Health Trends 2024

The cost of care continues to rise

- ✓ Headline inflation
- ✓ More Expensive Treatments
- ✓ Higher prevalence of chronically ill patients
- ✓ Shortage of health workers
- ✓ Increase in attendance

Millennials are coming!

What impacts can we expect on the demands and needs of this population?



We live in a world of digital platforms:
**Fast, simple, efficient, low cost, subscription
model**

amazon

Uber

 Tripadvisor

NETFLIX



SHEIN

Consumers are more proactive about their health and well-being, driving demand for personalized, preventive, and integrated care



Healthcare



Nutrition



Aptitude



Sleep



Aesthetics



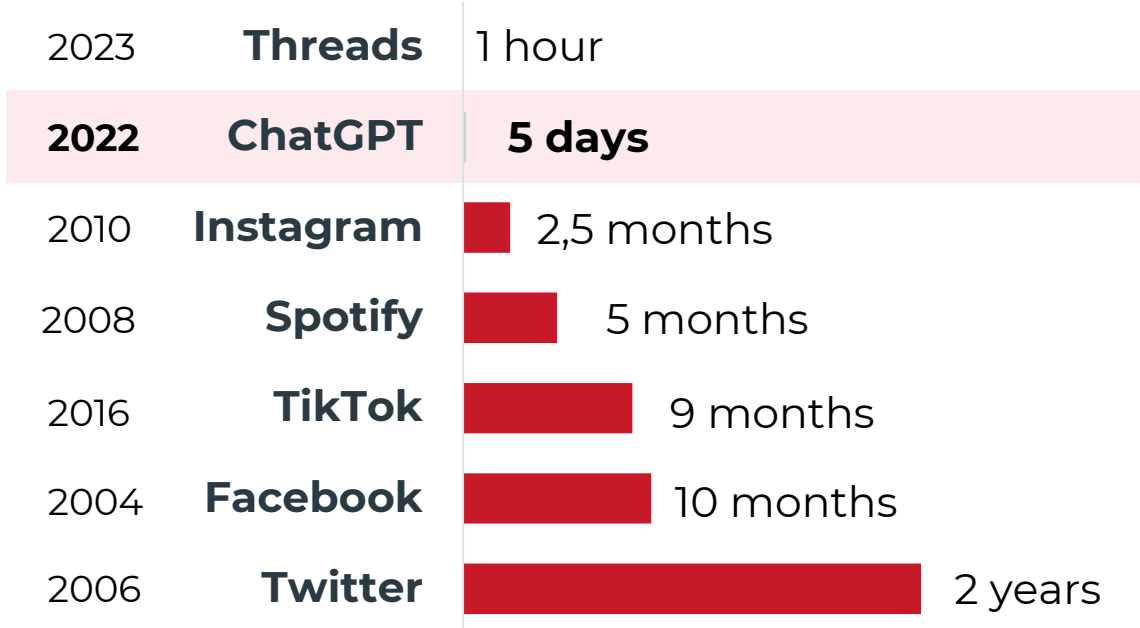
Mental health

Technology is changing the value chain in health insurance

Generative Artificial Intelligence

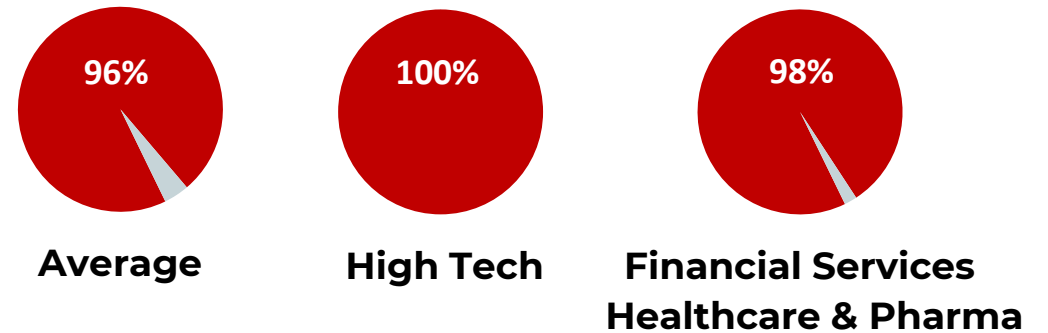
Enthusiasm continues to grow, as does adoption

Time needed to reach 1 million users



Source: Reuters, Similarweb

Generative AI is a topic of discussion in every company



Source: Capgemini – Harnessing the Value of Generative AI 2023

Generative Artificial Intelligence

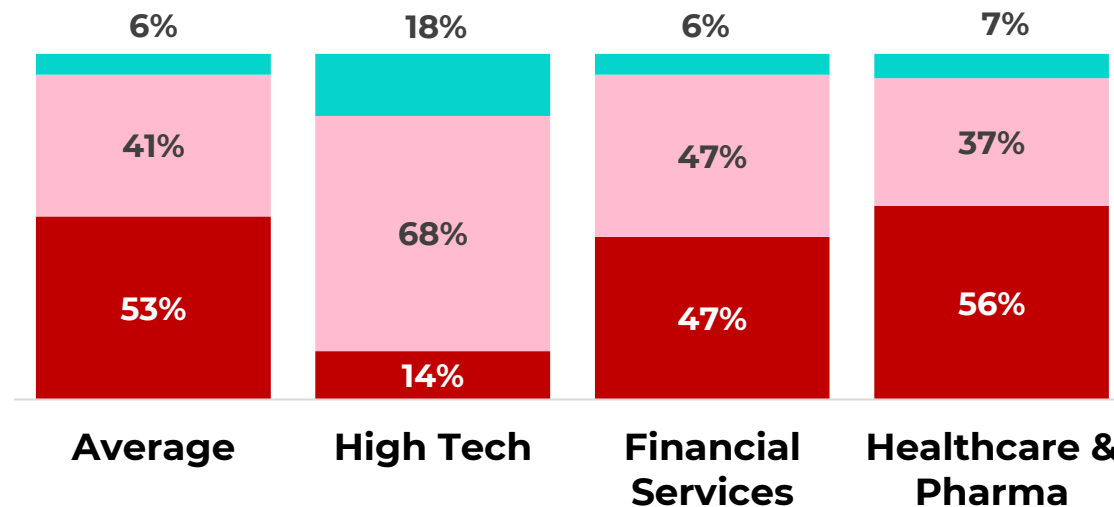
Enthusiasm continues to grow, as does adoption

Companies have started to put generative AI into practice

Enabled Capabilities

Some pilots

Exploring the potential

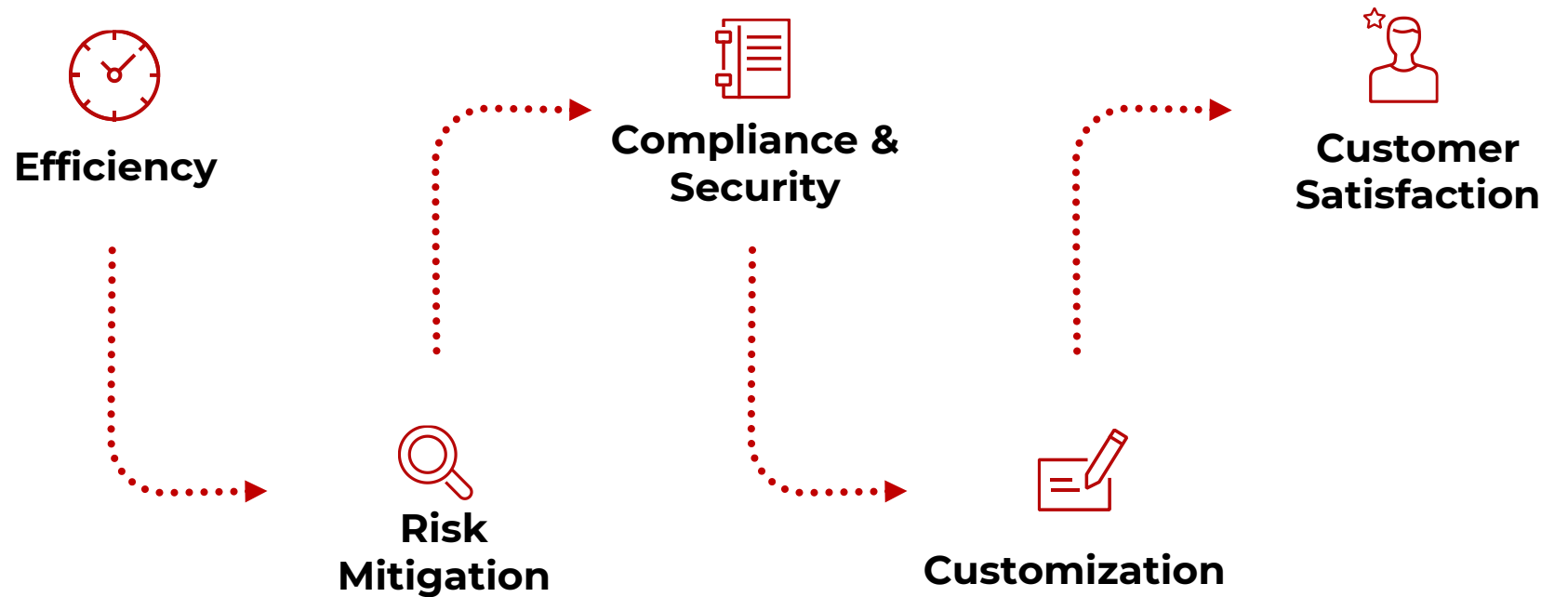


Source: Capgemini – Harnessing the Value of Generative AI 2023

Generative Artificial Intelligence

Enthusiasm continues to grow, as does adoption

Generative AI can unlock , improving operational efficiencies and fostering stronger customer relationships



Generative Artificial Intelligence

Enthusiasm continues to grow, as does adoption

UnderwriteGPT - A Generative AI Tool in Insurance Underwriting



Digital Insurtech



Insurance Technology
Provider

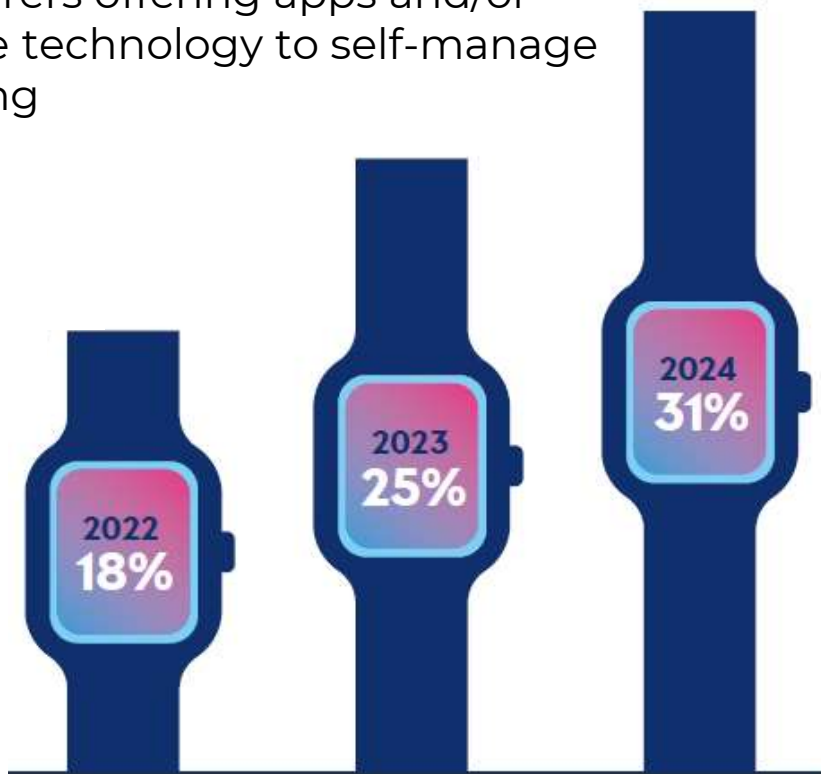
- ✓ Improve risk assessment
- ✓ Streamline the process by offering great efficiency and accuracy
- ✓ Optimize the prize
- ✓ Generate insights for brokers and insurers

#1 Product Innovation

Differentiation, loyalty, and better health outcomes

The Rise of **Apps and wearables**

% of insurers offering apps and/or wearable technology to self-manage well-being



	Already Supply	Not included but considering	Total
Global	31%	43%	74%
Asia	27%	48%	75%
Europa	30%	35%	65%
América Latina y el Caribe	36%	44%	80%
Medio Oriente y África	23%	43%	66%

Source: Mercer. Health on Demand, 2023

#2 Evolution in Provision

Integration between digital and face-to-face experiences

OMNICHANNEL



The integration of digital and face-to-face health care offers more comprehensive and effective care for patients

#2 Evolution in Provision

Integration between digital and face-to-face experiences

Switzerland, a compulsory private health system for the entire population

2/3 of the population chooses insurance models that guarantee lower premiums, relying on a **digital-first model**



Symptom Checker



IVR & Chatbots



**Medical Consultations
(face-to-face, video, and phone)**



**Integration with "traditional"
service providers**

#3 Automation and Digitalization of Processes

Automation Technologies Are Key to Operational Efficiency



Optical Character Recognition (OCR)



Natural Language Processing

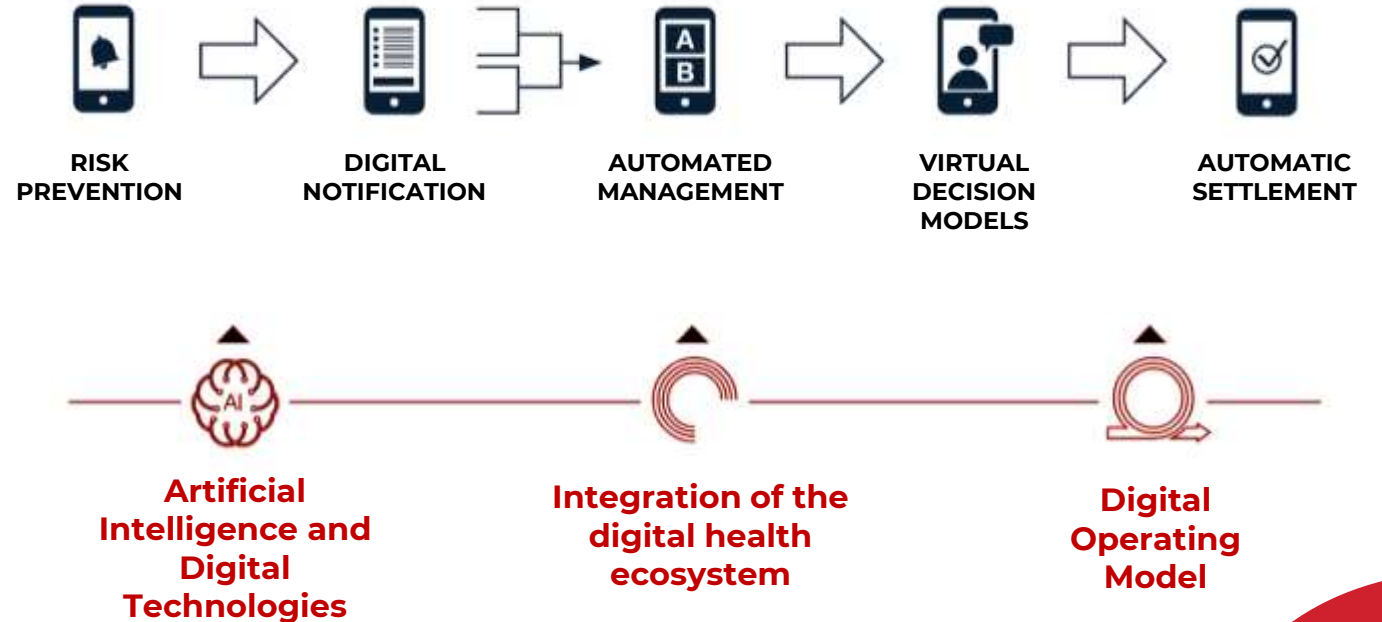


Robotic Process Automation (RPA)



Workflow

End-to-end digitalization in operational processes



#4 Risk Management: Prediction and Prescription

The data collected and processed allow for a descriptive, predictive and prescriptive approach

Data analysis models **help to act proactively in the management** of the health of the insured



- ✓ **Assess the likelihood of future health events**



- ✓ **Develop disease prevention and management programs**



- ✓ **Potential for cost reduction**

About Us

A specialist and top strategic partner in the healthcare market by developing fitted solutions to each one of our Clients

We are

an independent international private group, specialized in the development and management of health and life products. Operating through a digital ecosystem that connects customers, healthcare providers and health and life insurers.

We offer

5 distinguished business areas that in a single, complementary or global format implement the development of the products we offer to the market. Using our proprietary technological platform we enable the integrated and client-centric management of the health product.

We do

incessantly enforce our mission: to provide our clients access to the best health, life and well-being conditions.

We build

flexible and fitted solutions that generate value, innovation and competitiveness to each of our Clients through the alignment of our core competencies.



About Us

Future Healthcare Romania developed four lines of business that can be offered as standalone, complementary or global solutions



OPERATIONS

- Configurable TPA, insurance and medical service plan solutions
- Real-time decisions and process management (e.g.: authorizations, medical network, reimbursements, claims payment, fraud control) through FHNET
- Full integration with our Partners' operational strategy to deliver service excellence

TECHNOLOGY

- Cloud-based, modular and scalable solution – FHNET
- High level of automation and artificial intelligence mechanisms embedded
- Efficient management of interactions between all players in the healthcare ecosystem
- Special emphasis on financial flows and clinical information

DISTRIBUTION

- Specialists in Health with medical services plans and health insurance fitted to the needs of individuals and companies
- Adding a business line and revenue stream while reinforcing our Partner's value proposition
- Multi-channel strategy to support our "Health for All" approach

DIGITAL HEALTH

- Client-centric digital health solutions, focused on prevention and health promotion
- Multidisciplinary clinical team for integrated healthcare
- Our own clinic – Future Healthcare Virtual Clinic
- Improved client experience through proximity and accessibility



Our mission is to

**Provide our clients access to the best
health, life and well-being
conditions.**

Thank You