



# INSURETECH AND HEALTH MICROINSURANCE

12<sup>th</sup> International Microinsurance Conference: Sri Lanka

28 November 2016



EXPERTS IN CREATING  
**INCLUSIVE DIGITAL**  
INSURANCE MARKETS

# IMPROVING HEALTH INSURANCE THROUGH TECHNOLOGY



Perhaps no other microinsurance product area has more to gain from technology than health

- Controlling risk
  - Improving linkages between payer/provider/consumer
  - Electronic medical records
  - Fraud prevention (GPS location, etc.)
- Improving wellness/health
  - Gamification
  - Health information
  - Discovery Vitality model in South Africa
- Delivering a good health experience
  - Consumers want transparency and convenience
  - Continuity over time for healthcare

# HEALTH INSURETECH FOR MICROINSURANCE

What have we seen  
happening?

# LINKAGES TO MOBILE MONEY

## Linda Jamii – Promising, but failed

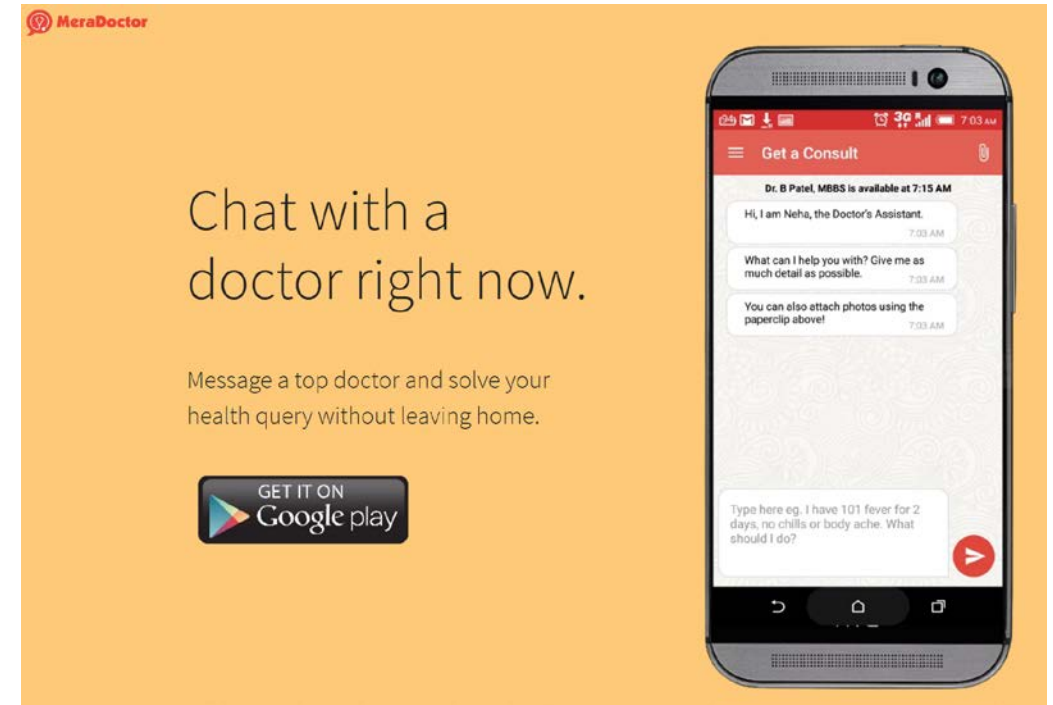
- Low-cost comprehensive mobile insurance in Kenya
  - Payment via M-Pesa
  - Outpatient/inpatient/hospital cash/funeral benefits
  - Folded last year because of challenges:
    - Low-touch registration
    - Pricing
    - Health network management



# TELEMEDICINE

## Established and growing

- Common features
  - Consult a doctor (phone, email, chat)
  - Community forums
  - Health articles/education
- What we're seeing:
  - Some standalone initiatives
  - Bundling is occurring with health microinsurance
    - Hello Doctor – Launching in India as an embedded service with MMI
    - BIMA – Bundling with hospital cash mobile insurance
    - Providing tangible benefits to build use case for mobile microinsurance
  - Apps for chat interactions with doctors
    - MeraDoctor – India
    - Can send photos, voice, video for a more robust customer experience
- Results and red flags
  - Hasn't necessarily worked as a standalone service
    - Unwillingness to pay
  - Trust issues
    - Inclusivity's market research in Mozambique, Uganda, and Ivory Coast all indicate that low-income consumers don't trust a voice over the phone





# BUNDLING: TONIC FOR HEALTH AND WELLNESS

## Telenor, an MNO, investing in health and wellness

Tonic Services are offered to customers within four unique package offerings:

1. **Tonic Jibon** (“Life”) is one of the first Bengali-language services to provide high quality, science-backed information on how to build a healthier and happier life for members. Content is accessible through the web ([www.mytonic.com](http://www.mytonic.com)), SMS, and Tonic’s Facebook page.
2. **Tonic Doktor** (“Doctor”) enables members to access high quality and immediate medical advice on basic health topics via phone at an affordable rate of Tk 5 per minute, without the traditional barriers of distance, cost, or safety concerns. Tonic Doktor is designed to decrease the healthcare burden on the brick and mortar system.
3. **Tonic Discounts** offers exclusive discounts on key services at more than 50 popular hospitals across Bangladesh. Via a quick SMS with the partner code to 789, Tonic members can access care at a lower cost.
4. **Tonic Cash** provides members Tk 500 if s/he been hospitalized for three consecutive nights or more, paid directly to a member’s mobile banking wallet. Members can claim Tonic Cash up to four times a year, and no diseases or medical issues are excluded. Tonic Cash serves to mitigate financial risk for Bangladeshi families as well as play a role in building credibility of insurance providers.

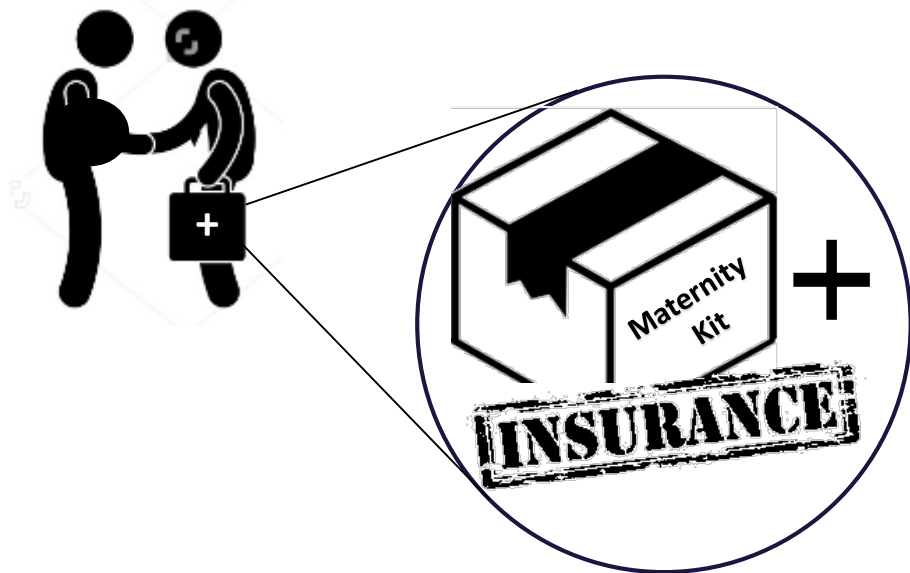
টনিক-এ ফ্রি জয়েন করে  
মেম্বাররা পাচ্ছেন

- টনিক জীবন  
আপনার ও আপনার পরিবারের প্রতিদিনের সুস্থতার পরামর্শ  
পাচ্ছেন SMS আর [www.mytonic.com](http://www.mytonic.com)-এ
- টনিক ডাক্তার  
আপনার স্বাস্থ্য বিষয়ক পরামর্শের জন্য যেকোনো সময়  
প্রয়োজনে পর্শে পাচ্ছেন একজন নিবেদিত ডাক্তার  
কল করুন ৭৮৯ নম্বরে
- টনিক ডিসকাউন্ট  
হাসপাতাল সেবার সর্বোচ্চ ৪০% পর্যন্ত ডিসকাউন্ট  
পাচ্ছেন হাসপাতাল শয্যা, পরীক্ষা-নিরীক্ষা আর বিশেষজ্ঞ  
চিকিৎসকের পরামর্শ
- টনিক ক্যাশ  
আপনার প্রয়োজনে যেকোনো হাসপাতালে ৩ রাত বা তার  
অধিক সময় ভর্তি থাকলেই পাচ্ছেন ৫০০ টাকা ক্যাশ সুবিধা

Tonic-এ জয়েন করতে ডায়াল \*789#  
অথবা ভিজিট [www.mytonic.com](http://www.mytonic.com)



# BUNDLING: MATERNAL HEALTH/ EARLY CHILDHOOD PRODUCT



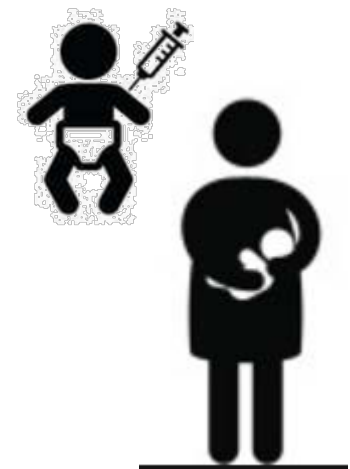
Bundled sales w/ maternity kits  
via health agents



SMSEducation  
for Pregnancy



Cover for Birth  
Complications



Cover for Early  
Childhood

# HEALTH INSURETECH FOR MICROINSURANCE

A look ahead



# LEVERAGING APPS: VISUALISATION AND GAMIFICATION

## Smartphones Growth = New Opportunities

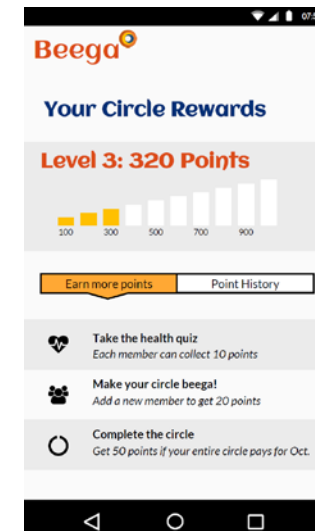
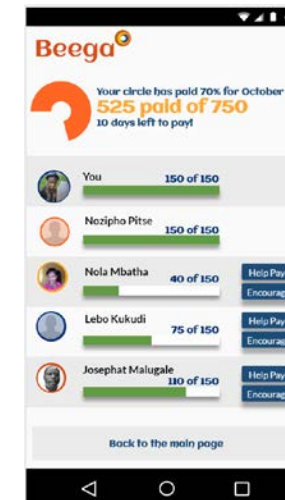
- We've seen that smartphones are becoming more pervasive even in emerging markets, with some markets (Myanmar, for example) leapfrogging featurephones completely.
- This creates opportunities to release microinsurance products that are:
  - More robust
  - Easier to understand
  - More transparent
  - Linked to visuals and gamification

### ACCELERATING MOVES TO MOBILE BROADBAND NETWORKS AND SMARTPHONE ADOPTION

Mobile broadband connections to increase from 47% of total in 2015 to  
**71%**  
by 2020

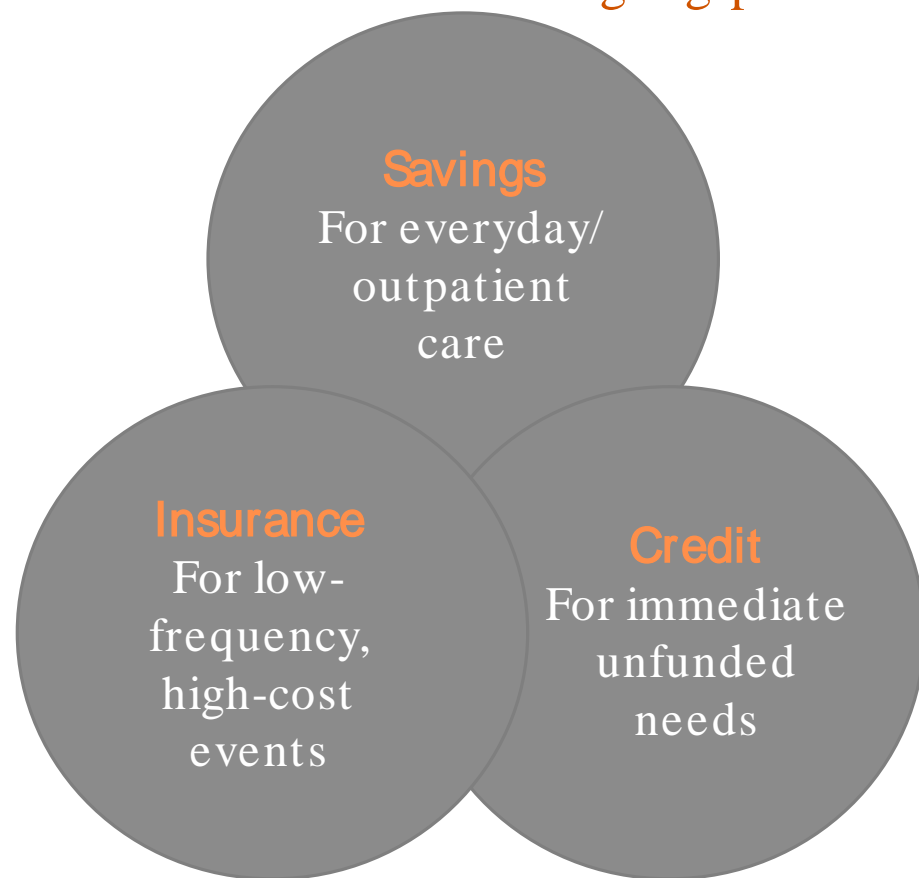
By 2020, there will be  
**5.8bn**  
smartphones, growth of 2.6bn from the end of 2015

Data traffic to grow by a CAGR of  
**49%**  
over the period 2015–2020



# CONVERGENCE OF HEALTH FINANCIAL SERVICES

Can three challenging products combine forces for success?



**hello doctor**

**Sema Doc**  
Kuwa Sure ki-Afya  
**Dial \*220#**  
24/7 Doctor • Health Account & Loans • KSh 5000 Cover

### What do I get?

- Doctor Access**  
Chat to a doctor on your mobile phone, anytime anywhere! Our registered doctors are available to you 24/7, with expert advice you can trust. Request a call back, or text a doctor your health question, and they'll get back to you within the hour.
- Health Account**  
With your Sema Doc subscription, you get a Health Account, dedicated to help you save for all your health expenses. Transfer money from your M-PESA or M-Shwari account on your mobile phone, and save for any medical expenses.
- Health Loans**  
Sema Doc gives you access to INSTANT health loans through CBA! With just a 5% admin fee, you can choose how much you need.

### Want to know more?

[VIEW OUR CONSUMER GUIDE](#)

### Hospital Cash Benefits

If you're ever admitted to hospital for one night or more, Sema Doc will pay out KSh 5000, directly to your Health Account. With just one call from our doctors, there's no paperwork or queues, you get your benefit straight away.

[LIST OF HOSPITALS](#)

### Health Tips

Get daily health advice sms'ed straight to your mobile phone on a topic of your choosing. To select your topic dial \*220#, choose option 5: **Other Benefits** and then select option 3: **Health Tips**. Live better with Sema Doc!

# BLOCKCHAIN

- What can blockchain do?
  - Smart Contracts
  - Allows verifications of policy conditions to be done automatically
    - i.e. Is the correct patient receiving healthcare for specific covered benefits?
    - Automatic claims payouts via triggers
- Need for blockchain to become mainstream
  - Much in the same way we've seen mobile money struggle in some places,
    - If there are no use cases or no ecosystem surrounding the product, it won't be able to be fully leveraged
  - Only .025% of global GDP is currently held in blockchain



# CONCLUSION

- Evidence has proven that health is one of the trickiest microinsurance models to get right
- Only through technology and changes to how health microinsurance operates will these products find ways to work sustainably while also providing new value propositions to consumers



# EXPERTS IN CREATING INCLUSIVE DIGITAL INSURANCE MARKETS

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