



## PRIVATE INSURANCE & HEALTH SERVICES - A COMPLEMENTARY TOOL TO NATIONAL HEALTH STRATEGIES

7<sup>TH</sup> NOVEMBER 2018



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**BIMA**

**PRIVATE MOBILE DELIVERED  
INSURANCE & HEALTH SCHEMES**

# THE AVERAGE HOUSEHOLD NEEDS FINANCIAL PROTECTION BUT IS OFTEN EXCLUDED FROM PRIVATE INSURANCE SCHEMES ...

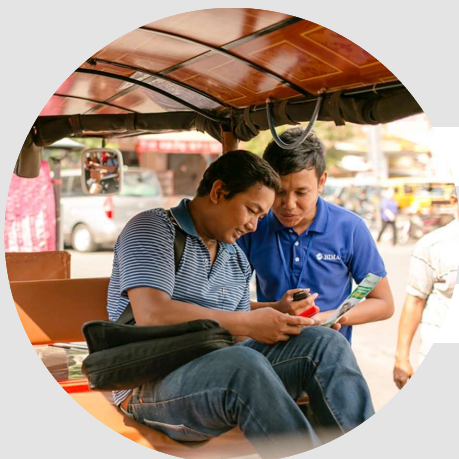


## ***BARRIERS TO CONSUMER***

PRODUCT DESIGN & AFFORDABILITY

FINANCIAL LITERACY & AWARENESS

TRUST IN INSURANCE



## ***BARRIERS TO SCALE***

LACK OF COST EFFECTIVE  
REGISTRATION MECHANISM

LACK OF REOCCURRING  
PAYMENT CHANNEL





# HIGH MOBILE PENETRATION IN BIMA MARKET'S PROVIDES AN OPPORTUNITY TO BRIDGE THIS GAP



## WORLDWIDE

## BIMA MARKETS

**MOBILE  
CONNECTION  
PENETRATION**

>100%

>100%

**INSURANCE  
PENETRATION**

7%

1%

**Mobile technology  
can help to address  
the insurance  
distribution gap**

# MOBILE TECHNOLOGY ENABLES TO DIGITALIZE THE CUSTOMER EXPERIENCE AND REMOVE BARRIERS TO REGISTRATION AND PAYMENT



**PAPERLESS  
REGISTRATION IN  
< 2 MINUTES**



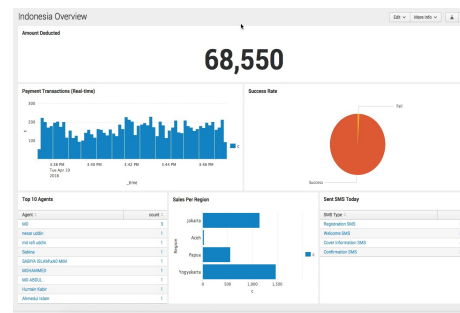
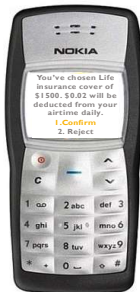
**PHONE NUMBER AS  
DIGITAL SIGNATURE**



**MANAGEMENT OF MILLIONS OF  
MICRO-PAYMENTS EACH DAY**



**CLAIMS PAID WITHIN 3  
DAYS via MOBILE MONEY**



BIMA Claim List

Index	OTP	Membership Card Number	Claim ID	Status	Initiated Date	Action
1	123456789012	123456789012	CLM-146356107037	Approved and Closed	28 Apr 2016	Cancel
2	123456789012	123456789012	CLM-146356107037	Approved and Closed	28 Apr 2016	Cancel
3	123456789012	123456789012	CLM-146356107037	Approved and Closed	28 Apr 2016	Cancel
4	123456789012	123456789012	CLM-146356107037	Approved and Closed	28 Apr 2016	Cancel
5	123456789012	123456789012	CLM-146356107037	Approved and Closed	28 Apr 2016	Cancel

# BIMA IS THE LARGEST PROVIDER OF EASY-TO-USE, AFFORDABLE INSURANCE & HEALTH SERVICES FOR LOW-INCOME FAMILIES IN EMERGING MARKETS



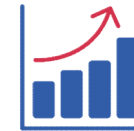
## 15 OPERATIONS IN AFRICA, ASIA & LATIN AMERICA



## ACHIEVEMENTS



**>26 million**  
Active customers



**600,000**  
New customers a month



**75%**  
Access insurance  
for the first time

## MNO PARTNERS



**Digicel**





**BIMA**

**MICRO-INSURANCE & HEALTH SERVICES:  
A COMPLEMENTARY TOOL TO NATIONAL  
HEALTH STRATEGIES**

## BIMA'S CUSTOMER PROFILE



93% LIVE ON <\$10 PER DAY

90% SELF-EMPLOYED, WITH NO  
FORMAL PROTECTION

WORK IN HIGH-RISK ENVIRONMENTS

LACK FINANCIAL RESILIENCE; NO  
SAVINGS OR CREDIT

INSURANCE IS A POWERFUL TOOL THAT CAN PREVENT A FAMILY FROM SLIPPING BACK  
INTO POVERTY



## BIMA DESIGNS PRODUCTS THAT ARE AFFORDABLE, VALUABLE AND ACCESSIBLE FOR OUR TARGET CONSUMER



### **Life Insurance**

Protection for the family, providing future income if the insured customer passes away



### **Accident Insurance**

Protection for the family if the insured customer is disabled, hospitalized or passes away as the result of an accident



### **Hospital Insurance**

Protection for the customer, providing a payout for each night that is spent in the hospital



### **mHealth**

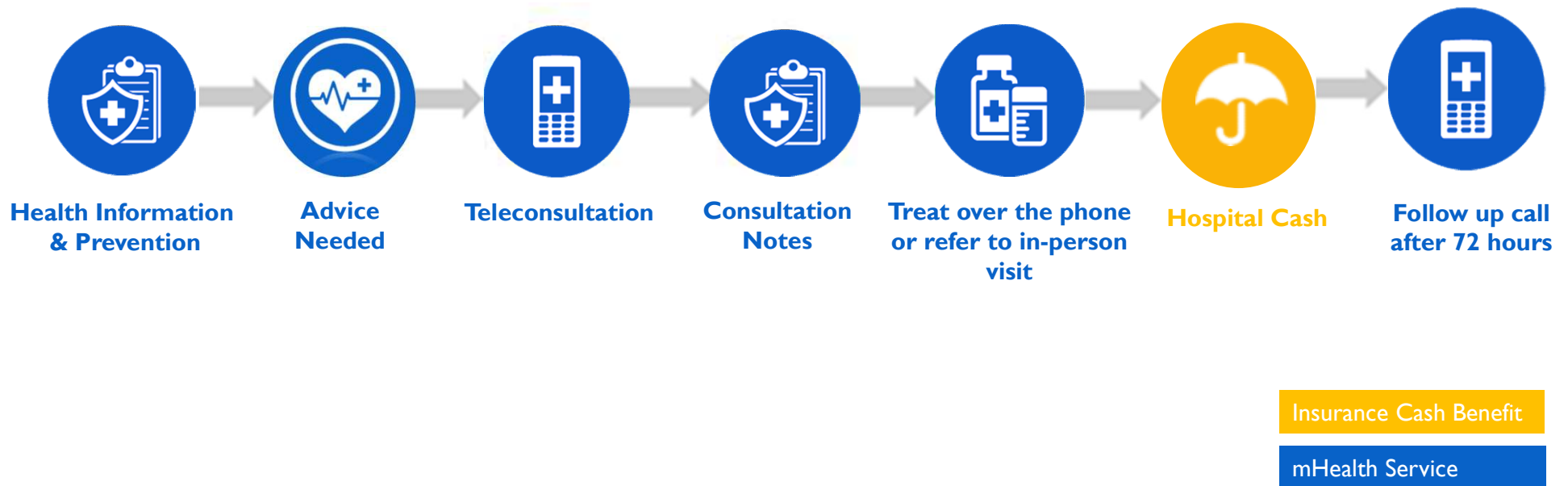
Medical advice and consultation for the entire family + preventive health content

## MOVING FROM MOBILE-INSURANCE TO HEALTHCARE SERVICES...



BIMA's customers needed a health service that goes beyond 'just insurance'...

...An integrated service bundle delivers greater value to the customer than an isolated insurance product



# OUR GROUNDBREAKING MHEALTH RANGE WAS DEVELOPED TO DRIVE CUSTOMER ENGAGEMENT



Access to voice consultations with qualified doctors following international protocols



Digital consultation summary and prescription via SMS



Preventive weekly health tips via SMS



Discounts at network of clinics, laboratories & pharmacies



Smartphone app which allows customers to initiate chat consultations and manage a digital health record



THANK YOU



**BIMA**

PROTECTING THE FUTURE OF EVERY FAMILY