

Muang Thai Life Assurance is the first Thai insurer to fully cover telemedicine using OPD coverage.

\$8.6 billion (U.S.) and \$6.3 billion (Asia). This is what VCs invested in healthtech in 2018. Moreover, tech giants such as Apple, Amazon and Google are aggressively expanding into healthcare leveraging their technological expertise. All of them believe that through a myriad of technologies, digital health will alter our lives in an unprecedented way. This is not a 20 years prediction. Change is already happening right now and it doesn't necessarily have to come from fancy technologies such as AI, Machine learning, Blockchain or 3D printing.

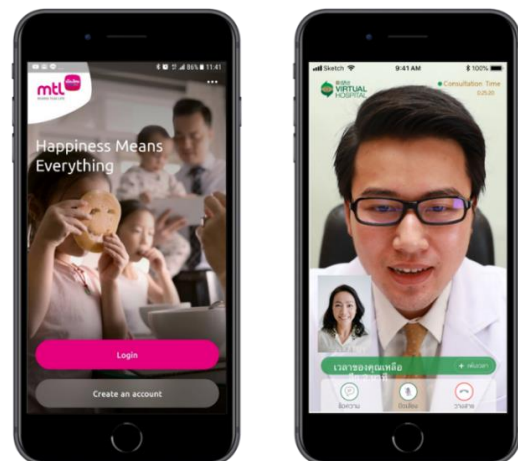
Telemedicine is one of those technologies. It appeared in the 20th century and evolved over the years. Since the first case of telemedicine, a lot has changed. We invented the internet, video calls, the 4G, smartphones, etc. Today, telemedicine is a benefit offered by many larger companies in the U.S. Moreover, many U.S. states now have regulations about it. Initially targeted at delivering healthcare in remote areas, the focus today is to improve convenience for users.

However the story is completely different in Asia, our home continent. Indeed, telemedicine is still very new even though the field exploded in recent years. The best examples of this high growth are companies like Ping An Good Doctor in China (54.7 Million Monthly Active Users) or Alodokter in Indonesia (18 Million Monthly Active Users). We, Muang Thai Life Assurance (MTL), strongly believe that technology will transform the Asian healthcare market by bringing better quality and more convenient access to healthcare.

After identifying telemedicine as a key area of interest in 2018, we immediately launched an internal pilot with 2,000 of our employees and a local telemedicine start-up. Through this, we became the first Thai insurer to experiment the OPD coverage of telemedicine consultation costs.

The overall feedback was very positive. Employees who tried it, loved it. However, we discovered that there is still a significant barrier to usage... trust! Based on that insight we made the next breakthrough in our telemedicine program. We partnered with Samitivej Hospital, one of the leading hospital chains in Thailand.

On 29th of April 2019, we launched this new service to our group customers. They can access telemedicine service through our customer mobile application, MTL Smile app. The journey to contact a doctor from Samitivej Hospital is seamless and available 24/7. This was enabled through a deep integration between both IT systems. The game changing element is not only to partner directly with a hospital but to be able to cover telemedicine costs under our group policies. Individual customers will be able to use their insurance for telemedicine in the coming months. The coverage includes consultation costs as well as medicines costs. This is ground-breaking in Thailand and still very new in Asia.



What really matters to us is to improve our customers' lives. Thanks to telemedicine, they will be able to reach a doctor anywhere anytime. No matter how bad the traffic is, they will always be able to consult a doctor whenever they want and receive medicines directly

delivered to their home. Then, telemedicine will save cost which is obviously good for MTL but could also allow us to serve our customers better through additional services and/or lower premiums. Finally, it is all about giving customers a choice. One of the pitfall of telemedicine in the U.S. is that companies have exclusive partnerships with telemedicine provider. This probably decreases the cost for the company but also greatly restrict customers' choices. Rather than partnering only with one provider, we are working on collaborating with all quality platforms in Thailand to let our customers decide. Indeed, we strongly believe in empowering our customers to allow them make the right decisions for themselves and not impose them a single provider.

This is only the beginning of a much bigger journey. For many years, insurers pursued the goal of being their customers' health partner. Most failed due to a lack of customers understanding. Muang Thai Life Assurance is committed to become a true health partner, not for marketing purpose, but to maximize health outcomes of our customers. Every day we are trying to better understand our customers, address their needs and solve their pain points in healthcare. Telemedicine is only one of the first step in this direction. In the near future, we will support our customers throughout their healthcare journey and work toward health care rather than sick care. We believe that good health equals happiness and our customers' happiness means everything to us.