



TDI ACADEMY
LEARNING FOR THE DIGITAL AGE

Lesson 5 – More Change Coming



2. How technology is impacting the value-chain for other lines of business



Interactive life insurance: Telematics for people

- John Hancock was one of the first insurers to offer life cover on an interactive basis using the Vitality model
- Wearable device – Apple watch, Fitbit or other recommended device is used by member
- Data captured is shared with John Hancock – activity / fitness, sleep and nutrition data
- Healthy habits are rewarded frequently
- Overall premium is discounted based on the maintenance of a healthy lifestyle (evidence based)

The Whole New Customer Journey

FREQUENT POSITIVE AND REWARDING ENGAGEMENT



John Hancock interacts with Bob many times in positive rewarding ways, helps him reach his weight-loss goal and save money!



Benefits of Vitality at Discovery South Africa

Benefits of Vitality and VitalityDrive

Positive initial selection

- Vitality **attracts healthier members** who are interested in engaging in wellness
- VitalityDrive **attracts better drivers**

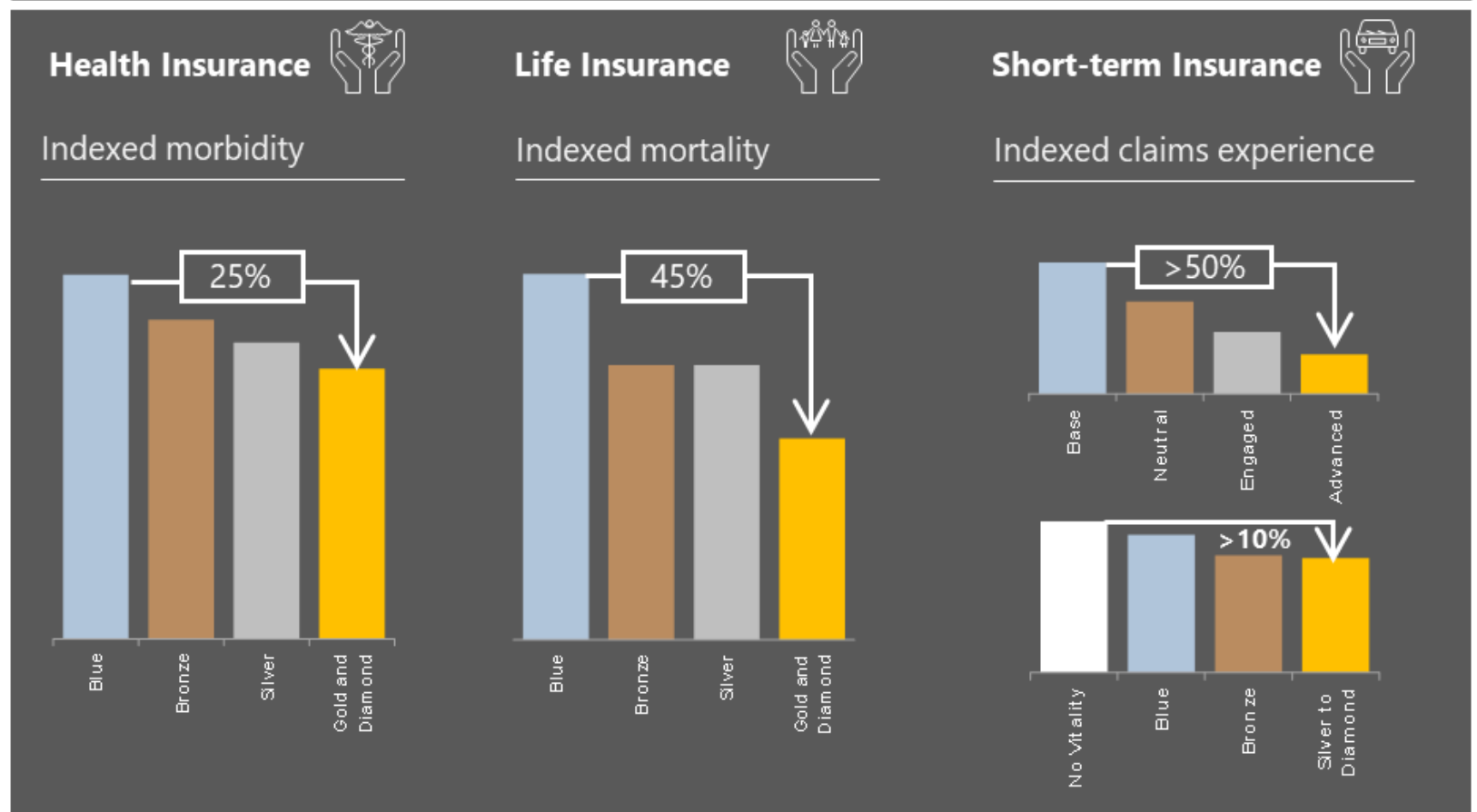
Selective lapsation

- The **lapse rates of engaged members decrease severely, improving the quality of the book over time** as the low-risk members are retained

Behaviour change

- **Members who are engaged in the programs experience improved health and better driving** over time

Resultant risk savings

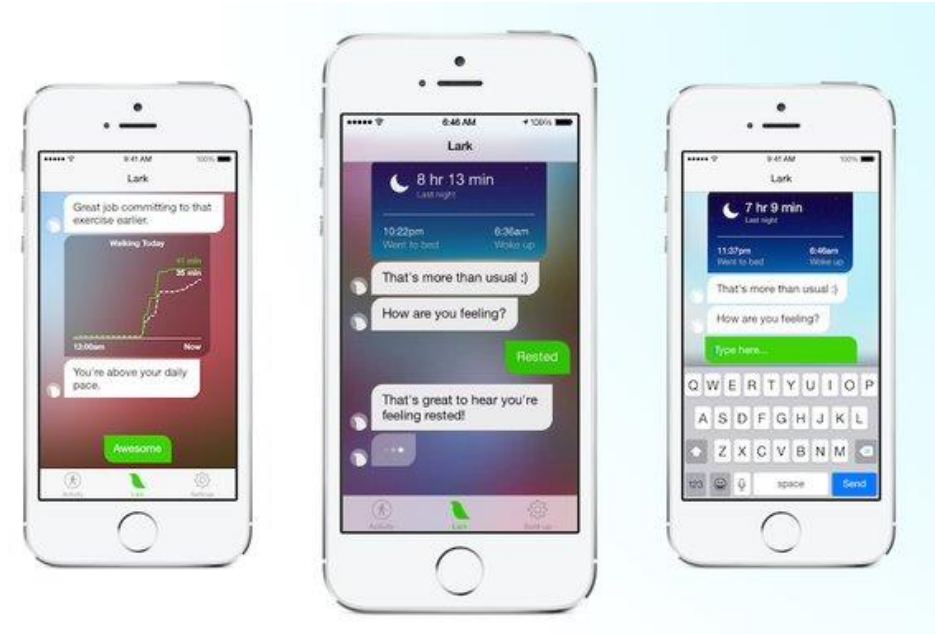


SOURCE: Based on Discovery Limited's South African experience



Use of AI coaching for disease management

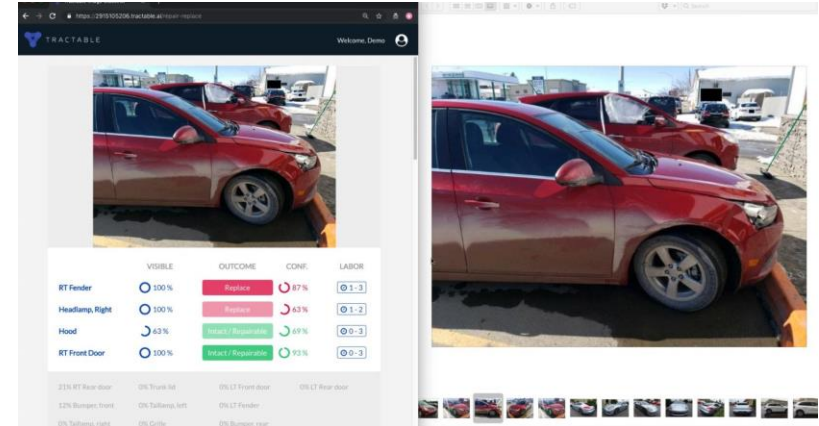
- Capture of data is one thing, the ability of lasting behaviour change is another!
- Personalized coaching is critical to helping people make the lasting changes to lifestyle behaviours.
- But personalized coaching by a team of human coaches is expensive and not scalable.
- AI technology is now being used to solve this issue for insurers.
- Follow this [link](#) for more information on one of these kinds of solution.



Use of technology to change the cost equation



Harvard Exosuit: Rehabilitation / Injury Avoidance



Tractable: AI Motor Claims Assessment



Drone Inspections: For U/W and Claims



Babylon: Telemedicine

