

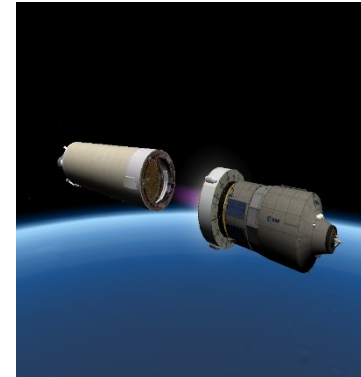
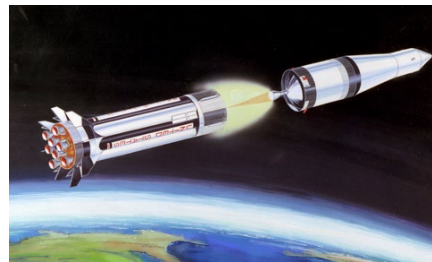


Cutting-Edge Health Technologies: Opportunities and Challenges From an Insurance Perspective

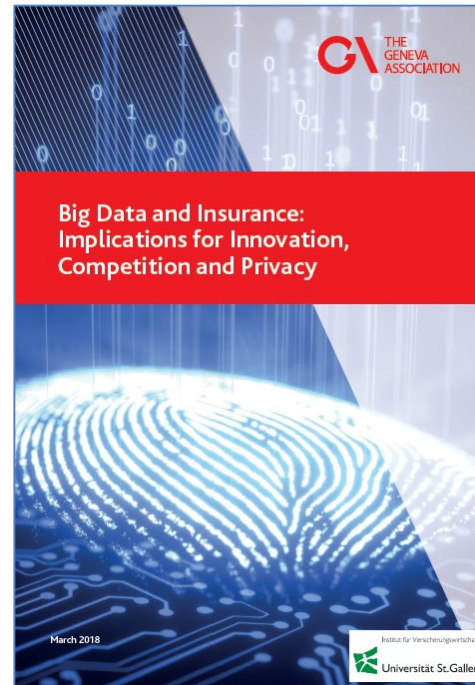
WHO-WIPO-WTO Technical Symposium
Martin Eling | I.VW-HSG | Geneva, October 2019

Opportunities and Challenges in Three Steps

1. Health Insurance and Technology Today
2. Health Insurance and Technology in the Future
3. Conclusions



Current Research



Health insurance and Technology – a fruitful interplay

- Health insurers... the digital leaders in the insurance industry
 - Cost development... driven by cutting edge technologies
 - Health insurance... the future growth market

**What are the biggest
strategic challenges
for health insurers in the context of techology?**

- (1) Our view on the customer
- (2) Life insurance with a selfie
- (3) Something completely different...



Our view on the customer in the future...



Pay as you live!



Solidarity Type 1

... Who of you wants “pay as you live”?

FACIAL ANALYTICS DELIVERS NEW INSIGHTS INTO KEY FACTORS INFLUENCING INDIVIDUAL LONGEVITY.

The rate at which we age chronologically is very different from the way we age biologically. The insurance industry has long used chronological age for actuarial purposes and while it is a generally reliable way to estimate lifespan, it doesn't take into account individual differences based on both acquired and genetic traits.

CHRONOS' facial analytics technology extracts information on the biological, genetic and behavioral traits of an individual insurance applicant and links these traits to variations in mortality risk. The result is a more accurate and reliable estimate of individual lifespan relative to metrics based exclusively on chronological age.

Two people of the same chronological age rarely experience the same rate of biological aging. You know this intuitively just by attending your high school reunion.



Solidarity Type 2

Something completely different...



@Siri: «I need motor insurance»
...which entry is first?

A: AXA

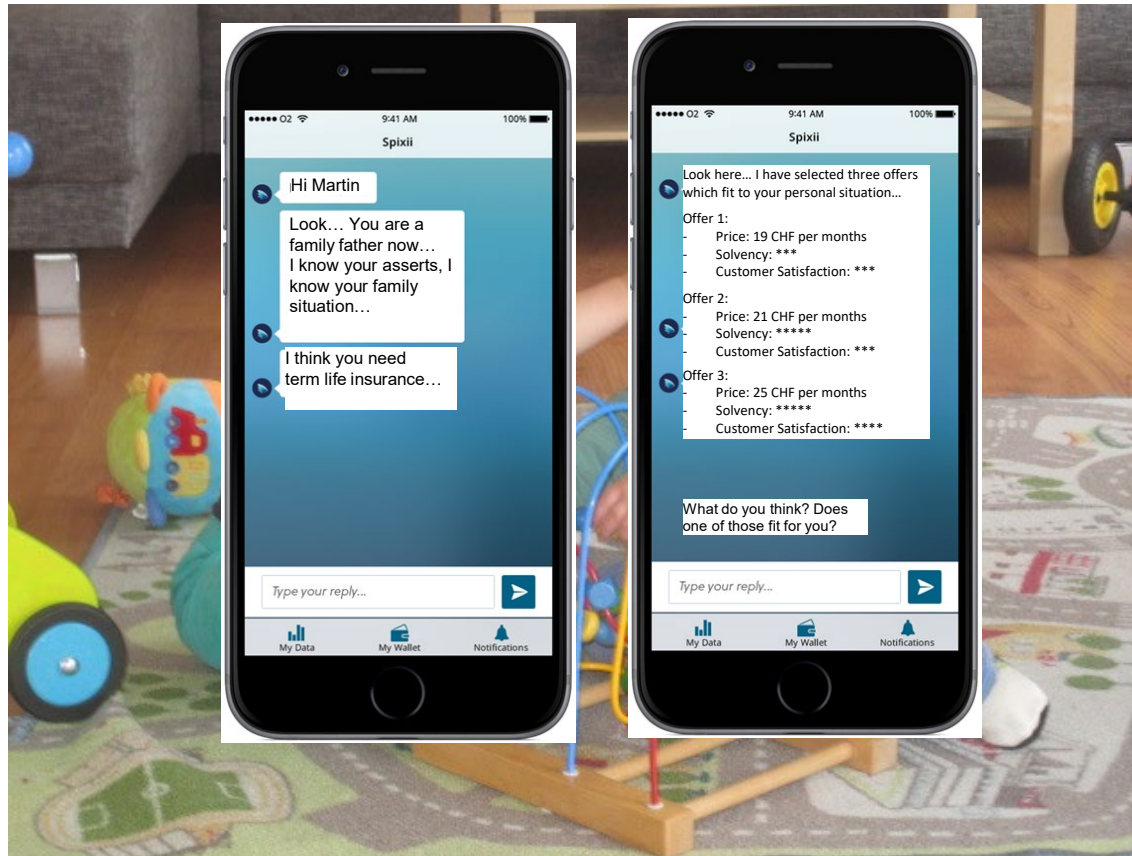
B: Helvetia

C: Zurich

D: Mercedes



Something completely different...



In ten years SIRI will
organize and optimize
our lives!

- Relevance?
- Implications?

Conclusion

- Health insurers... the digital leaders in the insurance industry
 - Cost development... driven by cutting edge technologies
 - Health insurance... the future growth market

- (1) Within ten years, pay as you live will fundamentally challenges the solidarity principal underlying insurance (“solidarity type 1”).
- (2) Within ten years, big data analytics will fundamentally change the insurer's business model, but also “solidarity type 2”.
- (3) Within ten years, SIRI will organize and optimize our lives – resulting in a fundamental change in society and economy (insurance, healthcare,...).

Thanks for your attention!



Questions? Comments?

martin.eling@unisg.ch, <https://www.linkedin.com/in/martin-eling-875a2b17/>