

# Insurance Quarterly

A regular round-up of the most  
important life insurance news and  
innovations from around the world.

October 2021

# What's new?

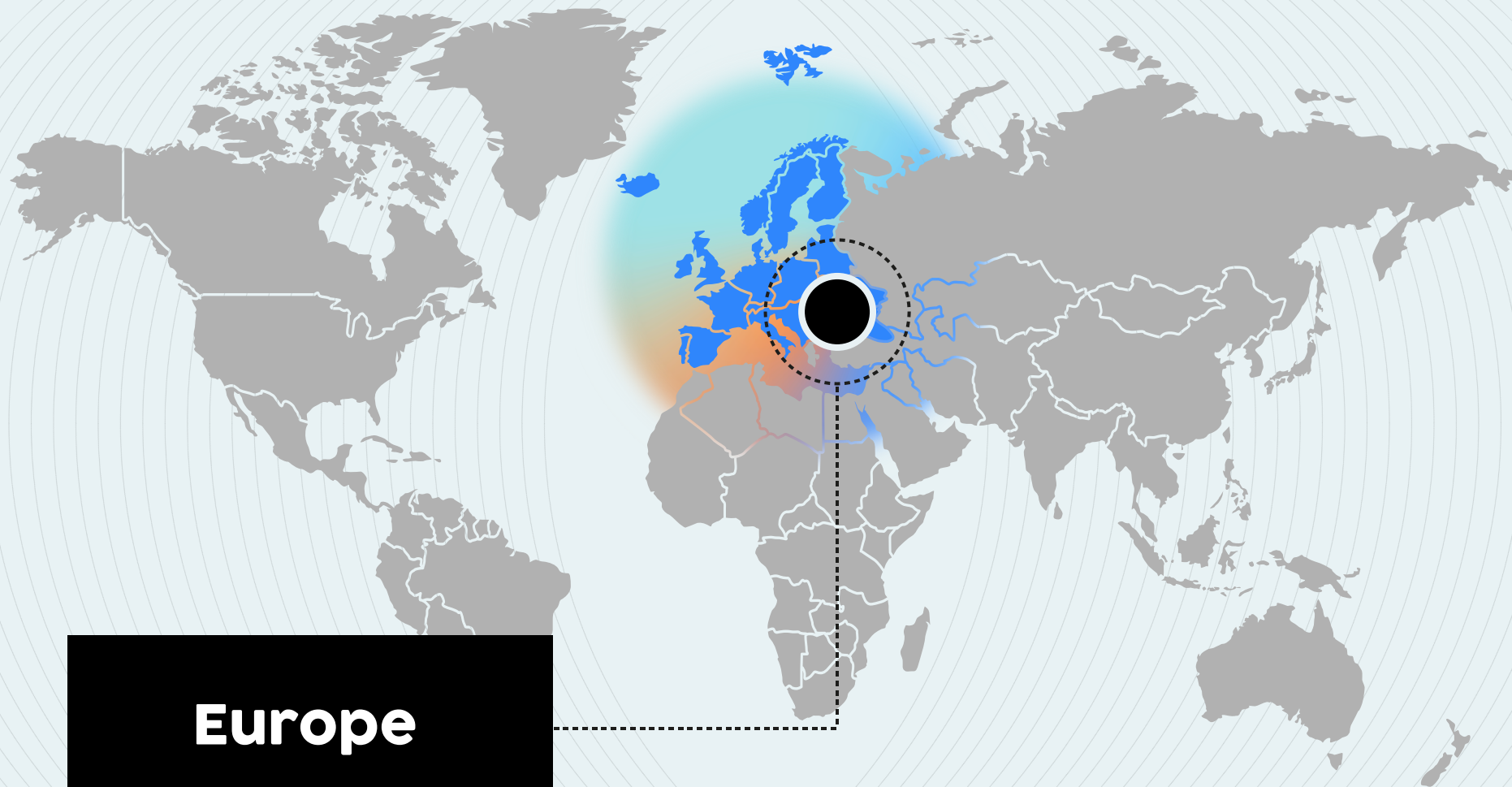
IQ.

**Tina Cheah – Chief Marketing Officer**

As we ReConnect Life (the theme of ReMark's just-released Global Consumer Study 2021-2022), insurers around the world have identified some of the key trends identified in our report, such as the need to educate consumers about insurance, a continued focus on health & wellness, digitalised solutions to offer customers immediate protection and increased policyholder engagement.

Across the globe, insurers are engaging with their customers via health & wellness apps, and in the case of MetLife in the U.S. expanding beyond this to financial wellness. Insurers are taking an increased interest in improving the health of their policyholders via digital engagement; AXA India offers a free telemedicine helpline and MLC Life in the UK offers access to the award-winning CancerAid App with its CancerAid Coach Program.

Read about these and other interesting & innovative developments in this first edition of IQ, then head over to [remarkgroup.com/en/global-consumer-study](https://remarkgroup.com/en/global-consumer-study) to find out more about consumers' attitudes to life insurance.



**Europe**

# Plum & Anorak

**Money management app Plum Fintech and Anorak are partnering to help users discover the kind of life insurance, income protection or critical illness coverage they need.**



In addition to presenting Anorak's range of products in its app, Plum will also notify customers when it detects that they are already making life insurance payments, giving them the option to check if they could find a better deal via Anorak.



## Anorak



We're an independent online broker

Helping you protect your family in case  
you die or become too ill to work

Buying life insurance, income protection and critical illness cover can be complicated. No wonder it sits on people's to-do lists. Anorak is a simple way to do it online, here to help you make informed decisions on how to protect your family financially. You get instant, tailored advice and help buying the right cover. And being independent means we work for you, not the insurer.





## MAIF launches e-commerce site for the greater good

French insurance company MAIF has joined forces with its portfolio company and crowdfunding platform for entrepreneurs Ulule to launch '[Bien ou Bien](#)', a generalist marketplace for anything from fashion to beauty to animals and childcare.

The e-commerce platform will operate in the space of responsible consumption to bring together everyday products designed by brands committed to respecting the environment and people. At launch, 'Bien ou Bien' will bring together 2,000 products offered by 100 merchants. The platform intends to triple these figures from 2022.

'Bien ou Bien' will be the first platform to require a double environmental and social commitment in its selection criteria.



*“MAIF has decided to broaden its commitment to the common good and responsible consumption. With this new platform, we are responding to a strong need of consumers by offering them to move from intention to action and to commit to strengthening their societal and ecological impact. We therefore naturally approached Ulule, a leading player in the collaborative economy, committed alongside impact entrepreneurs to offer the greatest number of Bien ou Bien.” – Pascal Demurger, Managing Director of MAIF.*

# Rosgosstrakh Life



## **Rosgosstrakh Life customers in Russia will be able to pay for life insurance policies using a QR code**

Rosgosstrakh Life and Otkritie Bank have made paying for life insurance policies even more convenient. Now customers will not only be able to pay by card, but also by QR code in the Fast Payment System (SBP).

The function is implemented when paying for policies on the Rosgosstrakh Life website and will soon also appear in the client's personal account. To do this, customers select payment with a QR code through the Quick Payment System, fill in all the fields and create a QR code. Then everything is simple: customers need to point the phone camera at the code, select a bank – and pay through it.

**РОСГОСТРАХ**



**OTKRITIE**

Bank

### **Fast Payment System**

"Otkritie Bank actively supports the development of the functionality of the Fast Payment System and provides its customers with all the necessary services, constantly expanding the possibilities of using the advantages of the SBP. In the near future, we plan to launch a service for payments from companies to individuals by phone number.

Payment for services and receipt of funds through the SBP are convenient and safe for citizens, and companies will be able to optimise the costs of alternative services for payments in favor of individuals," says Philip Petrov, head of sales of the e-commerce Development Department of Otkritie Bank.



# Generali & Vitality



## Generali and Vitality renew partnership until 2028

Generali announced the extension of its European partnership with Vitality Group for Generali Vitality.

Generali has held the rights to the program in continental Europe as of 2014.

Generali and the Vitality Group are now committed to continuing their partnership until the end of 2028 and to extending the program to the main market, in particular Italy, during 2021—in partnership with Generali Welion, digital life coach for promoting healthy lifestyles, available for businesses—and in 2022 in the Czech Republic and Poland.

Last June, Generali Vitality also became available to customers in Spain, after a successful deployment first in Germany, in 2016, then in France and Austria.

The Spanish and Italian programs include a solidarity component, offering clients the opportunity to donate the rewards obtained through the program to The Human Safety Net foundation, which aims to unleash the potential of people living in vulnerable situations in order to that they can improve the lives of their families and communities.

**Asia**



# AXA India



## AXA has launched free telemedicine helpline for families in India

AXA has launched a toll-free helpline with NGO partner Sewa International to provide telemedicine services for medical ailments and information on the availability of critically needed healthcare supplies in response to the COVID-19 crisis in India.



SAATH will connect people to doctors including general practitioners, ayurvedic doctors, nutritionists and Sewa International volunteers, AXA said in a statement.

## Supportive Action Across Telemedicine and Healthcare (SAATH)

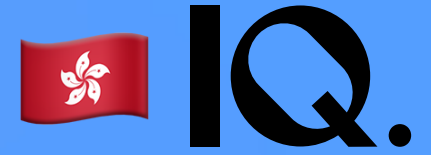
The poster for SAATH (Supportive Action Across Telemedicine and Healthcare) features a hand holding a smartphone displaying a doctor. The text on the poster includes: 'SAATH Supportive Action Across Telemedicine and Healthcare', 'Doctor on your fingertips!', 'Call us at: 10AM - 10 PM 07969-07-00-50', 'SAATH is a free-of-cost telemedicine service providing best-in-class medical consultations to patients with trained, and experienced medical professionals, equipped with secure and robust technology and digital prescriptions.', 'Services Provided: Allopathy, Ayurveda, Nutrition, Medical Services Information', 'Free Medical Consultations with trained and experienced doctors', 'An initiative by sewa international', and 'Empowered by ReMark A SCOR Group Company'.

In addition to telemedicine services, it will provide information on the availability of hospital beds and oxygen cylinders; ambulance assistance; home Intensive Care Unit setup information; food supplies for COVID-19 patients; access to psychologists; and more.





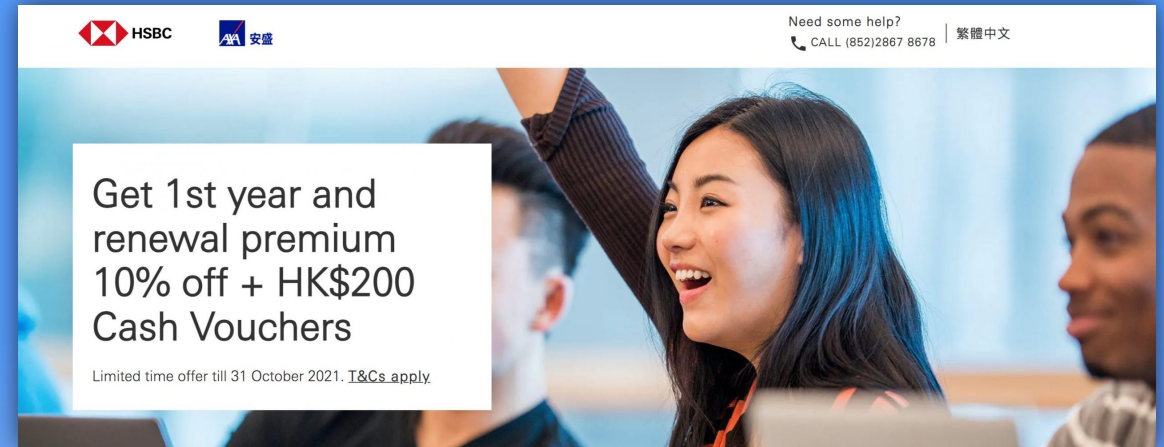
# AXA Hong Kong



## AXA Hong Kong targets Gen Z

AXA Hong Kong has partnered with HSBC to launch Overseas StudySurance, an insurance plan for students studying abroad that covers medical and accident expenses. Coverage is relevant for those who are Hong Kong residents between the ages of 10 to 40.

The Overseas StudySurance plan covers students who are studying abroad. It includes medical expenses, personal accidents, worldwide personal liability, personal belongings insurance, emergency family reunion expenses, education fund subsidies and more.



The companies are also offering a promo where customers purchasing coverage till the end of October via the HSBC website or HSBC branch will be entitled to a 10% premium discount.

# AXA Affin

## AXA has launched FIT+, the first-of-its-kind health and wellness mobile app among general insurers in Malaysia.

The launch of Fit+ app embodies the core purpose of AXA, which is to play an active role in protecting what matters to customers. AXA hopes to go beyond insurance by providing meaningful services that could not only help customers to stay healthier in a convenient and accessible manner, but also improve their lifestyle behaviours.

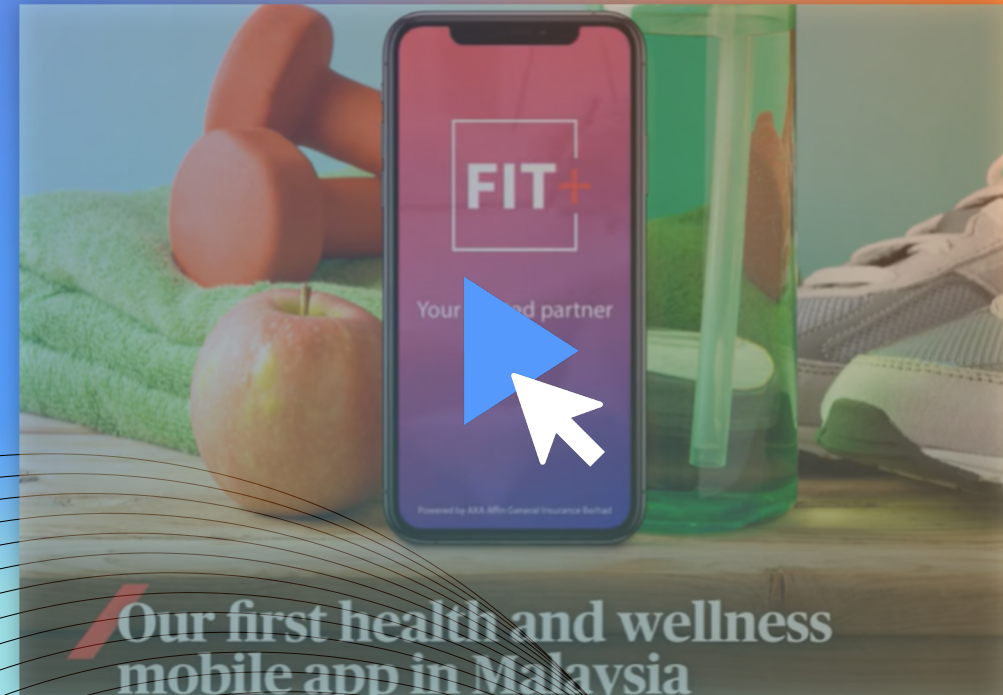


Offered exclusively to SmartCare Optimum and SmartCare Optimum Plus policyholders, Fit+ is specially designed to help customers better understand and manage their own health with unique, personalised functions such as Personal Health Records Tracking, Personalised Health Engagement, Personal Medicine Tracker. Fit+ allows customers to search for hospitals or doctors nearby and enjoy a variety of wellness contents written by health professionals.



# IQ.

## Video



# NTUC Income

**General insurer Income has launched TRIBE, following its soft launch with digital and lifestyle partners earlier this year.**

TRIBE by Income is a monthly insurance subscription that offers three different packs – Child, Essential, and Recovery – for various degrees of accident and illness protection, as well as term life insurance. And each pack is offered via a 3-tier pricing scheme (Small, Medium to Large).



Also, with the TRIBE dashboard, customers can adjust the amount of coverage for each plan and even add on different packs to suit the different stages of their life without incurring any amendment charges.



# IQ.

## Video







**Oceania**

## Munich Re launches Predictor underwriting solution

Munich Re Automation Solutions has launched its next generation underwriting technology solution for the life and health industry in Australia and the Asia Pacific region.

The Munich Re-owned business says Allfinanz Predictor allows clients to deploy predictive modelling technology into their underwriting process.

### Drive underwriting innovation

Predictor enables insurers to rapidly adopt predictive underwriting with modules spanning data preparation, model deployment, integration and performance monitoring:

- **Predictor Transform** accelerates the entire process of data discovery so you can rapidly develop predictive models.
- **Predictor Cloud** streamlines model deployment in our secure cloud solution ensuring you get the availability, performance and security you need.
- **Predictor Connect** simplifies the process of integrating your predictive model with your production system. What's more, it does this without the need for any code integration and ensures underwriters always remain in control.
- **Predictor Vision** enables you to clearly monitor performance with dedicated dashboards and key reports available right out of the box.





# MLC Life

## MLC Life Insurance supports cancer sufferers with CancerAid partnership

MLC Life customers with a cancer diagnosis will now have access to an award-winning course guiding them through cancer treatment under a new partnership with CancerAid.



CancerAid

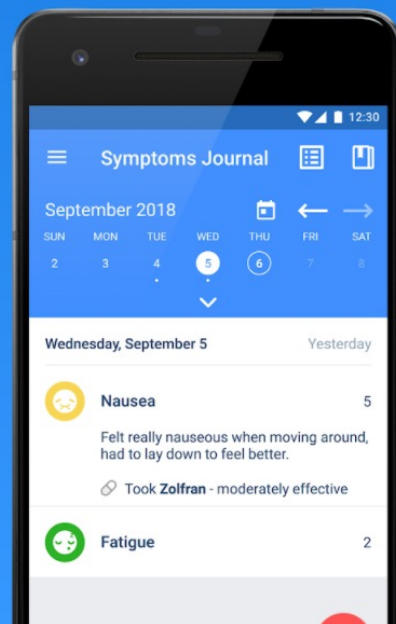
The CancerAid Coach Program is offered in conjunction with access to the CancerAid App, which organises medical records and streamlines information on appointments and treatments, giving patients and caregivers reliable information about their illness and treatment plan, as well as a symptom monitoring tool and access to a supportive community of patients and carers.

## CancerAid App



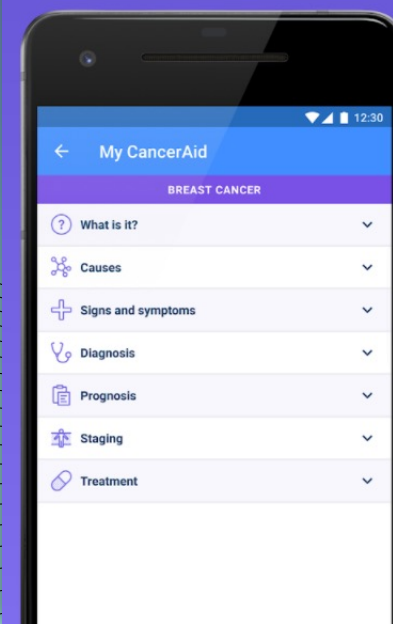
### Symptom Journal

Record and track your symptoms, side-effects and complications



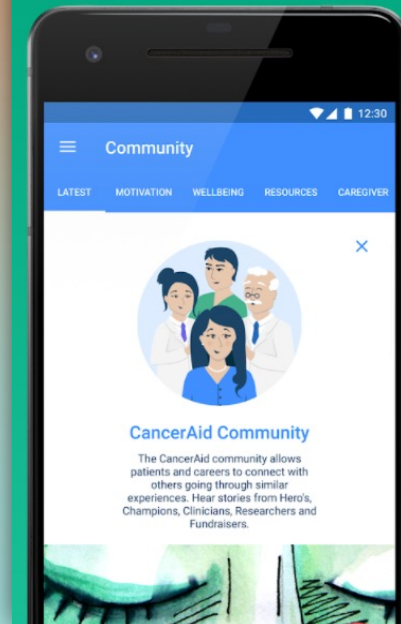
### Profile

All your cancer & treatment information, personalized to you.



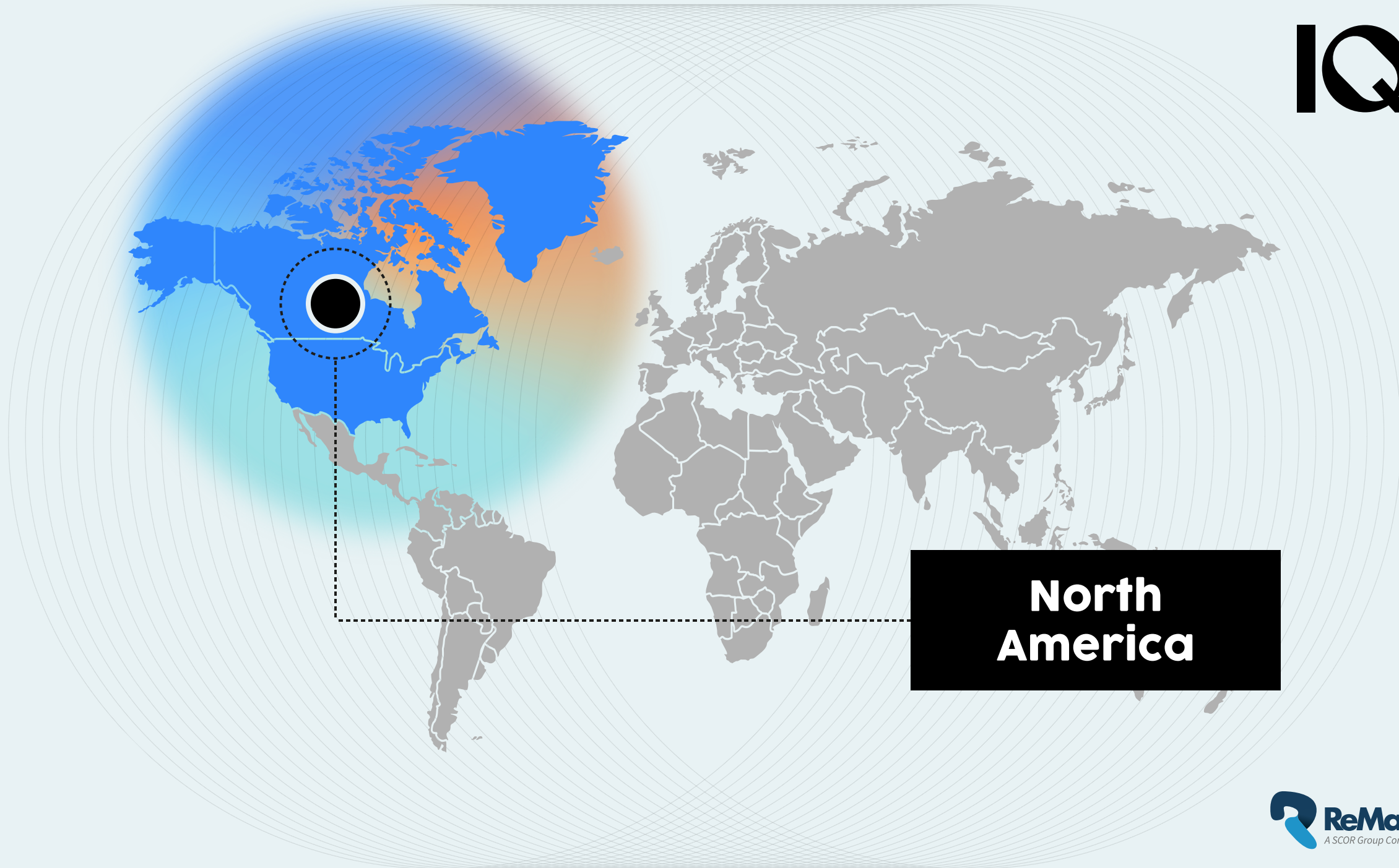
### Community

Keep up-to-date with others going through similar experiences



IQ.

ReMark.  
A SCOR Group Company



**North  
America**

# UnitedHealthcare

## UnitedHealthcare to offer members access to Apple Fitness+

UnitedHealthcare has expanded its work with Apple to provide members with free access to Apple Fitness+. Starting November 1, approximately 3 million insured UHC members in most states who own an Apple Watch can enroll with Apple Fitness+ and receive a year-long subscription free of charge.



UHC members will have access to an on-demand library of over 1,200 workouts and Meditations. Workouts include High-Intensity Interval Training, Strength, Yoga, Dance, Core, Cycling, Treadmill (for running and walking), Rowing and Mindful Cooldown, and – starting Sept. 27 – Pilates and guided Meditation.



## Apple Fitness+

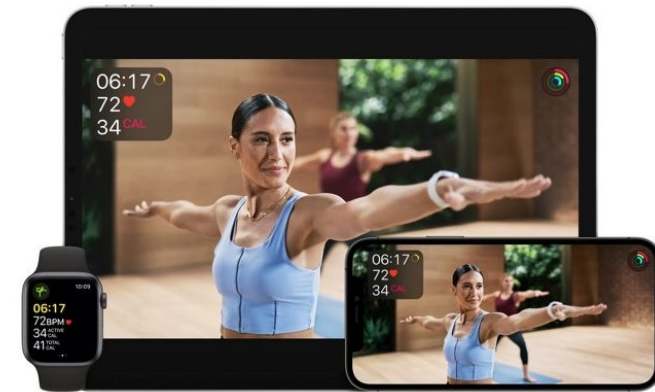


### Move toward a healthier lifestyle with Apple Fitness+

Good news. Eligible UnitedHealthcare health plans\* now include a 1-year subscription to Apple Fitness+, at no additional cost.

We're committed to **helping people live healthier lives®**, which is why we're providing you with a variety of health and wellness resources available anytime, anywhere.

\* Available for medical plans only. Not available to Medicare or Medicaid members.





# Foresters Financial

## Foresters Financial launches Foresters Go app

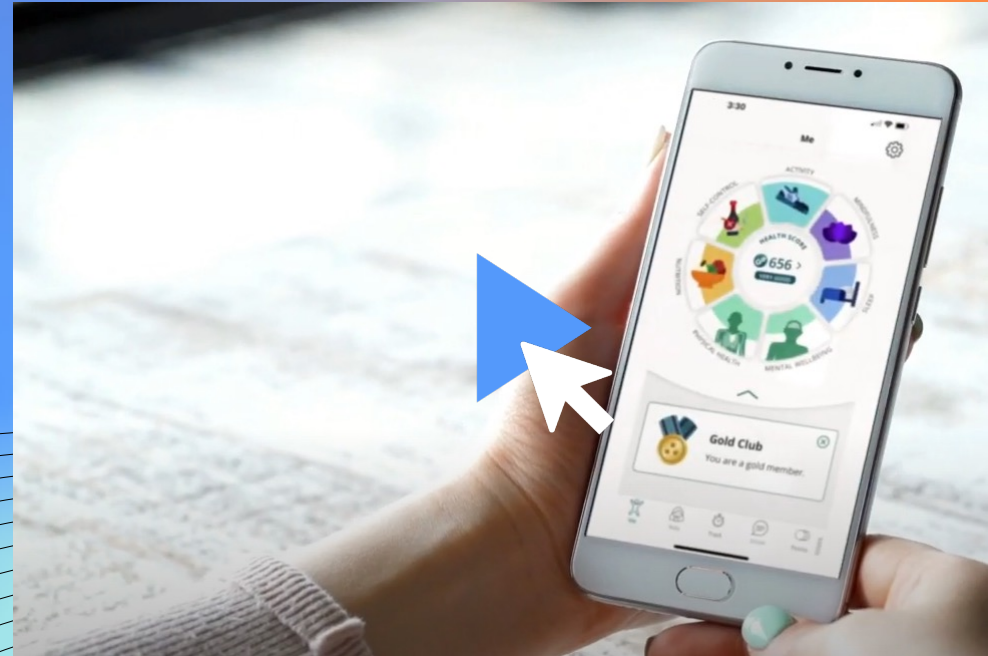
Earlier this year, Foresters Financial Services teamed up with dacadoo to create a platform designed to empower and reward Foresters' customers who adopt lifestyles that embrace key aspects of overall wellbeing. Now, the company has announced the launch of Foresters Go, a wellness app to inspire and reward healthy lifestyles.

The app, which is offered as a complimentary benefit to Foresters' members across Canada and the US, was customised based on feedback from over 1,000 pilot participants made up of members, advisors and employees. Users can sync their wearables to track their exercises, discover their health score based on different parameters, set healthy goals, get personal advice and earn rewards.

Foresters 



## Video



## **Unum adds chronic care rider to life insurance**

Employee benefits provider Unum now offers companies the ability to customise financial protection benefits for their workers through an enhanced whole life insurance plan. A new chronic care rider can give covered people access to a financial benefit to help with expenses if a person is diagnosed with a chronic illness.



### **Peace of Mind**

The benefit can be used to meet a person's unique health-care needs, whether they receive care at home or in a facility due to a chronic illness. If a person develops a severe cognitive impairment or loses the ability to perform two of the six activities of daily living, they likely qualify to receive the living financial benefit. Premiums are waived if benefits are paid, which can provide more financial relief in a time of need.



# Hannover Re

## Hannover Re collaborates with ExamOne to incorporate real-time, clinical laboratory data into hr | ReFlex platform

Hannover Re announced a collaboration with ExamOne, a Quest Diagnostics Company, to incorporate ExamOne's innovative LabPiQture data into hr | ReFlex, Hannover Re's automated underwriting solution for life insurers.

*hannover* **re**



In collaboration with ExamOne, the new LabPiQture module of hr | ReFlex allows life insurers to significantly enhance their automated underwriting capabilities, make more offers to life insurance applicants without any manual, in-person processes, and achieve a large reduction in the time and cost of policy issuance.



## ExamOne

Data from LabPiQture captures wide-ranging medical information such as serum biochemistry, hematology, microbiology and toxicology test results in a digitally standardized format. hr | ReFlex then uses that applicant disclosed data to provide intelligent and objective signals for underwriting decisions.

The combination of LabPiQture's real-time data, and hr | ReFlex's rule-sets, represents a critical step towards a fully standardized system of evaluating Logical Observation Identifiers Names and Codes (LOINC)s, widely regarded as a necessary prerequisite for unleashing the full potential of electronic health records in accelerated underwriting within the life insurance industry.

Results from early testing show that when sophisticated and comprehensive rules are applied to LabPiQture data, clients can increase the number of automated decisions made from that data from around 20% to the 75-80% range. This enables life insurers to dramatically increase their automated underwriting decisions and drive efficiencies.



# MetLife

## MetLife is introducing Upwise, a new app “that helps consumers feel good about their finances.”

The free of charge app allows users to link their accounts and keep track of their money. Upwise also features “money mood,” a tool where users can understand how they feel about their money, and according to the site, it also offers a subscription cancellation service.



MetLife says additional partners and features will be integrated into the app over time. In early 2022, it will expand Upwise to help consumers tackle their debt and continue to help them streamline their spending as they plan their budget for the year ahead. The app is available for download on the App Store and Google Play.

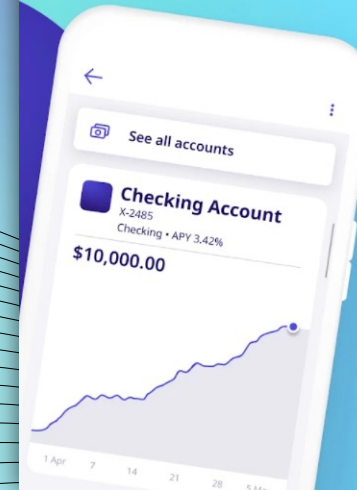
Upwise App



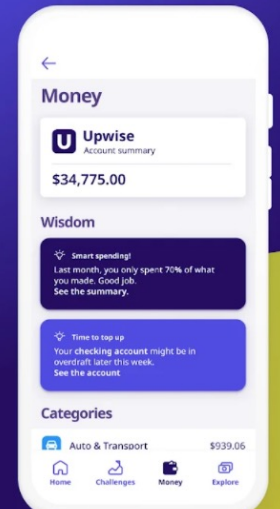
Build better  
money habits  
step by step



Link accounts to  
see spending  
patterns



Get notifications  
to stay on track



# Voya Financial



## **Critical Illness Insurance**

Voya Financial announced it has enhanced its critical illness insurance offering to help employers meet the evolving financial wellness needs of their employees.

## **The Benefits**

Voya's critical illness insurance pays a lump-sum benefit upon the diagnosis of a covered illness or condition, such as a heart attack, cancer or stroke. This benefit can be used for out-of-pocket medical costs, as well as household expenses like paying rent, utilities or mortgage.

## **Waiving premiums for leave of absence**

Enables an employee who is on an employer-approved leave of absence such as Family Medical Leave Act (FMLA), furlough, temporary layoff, material work schedule change, and/or quarantine to have their premiums, including premiums for riders, waived for a specified period of time.

## **Infectious Disease Benefit**

While COVID-19 has always been a covered infectious disease benefit, to help avoid any confusion for customers and better address their financial wellness needs, the critical illness insurance product offered by Voya now specifically names COVID-19 on its list of covered severe infectious diseases.



ReMark is a global consultancy firm that helps insurers worldwide grow sustainably with our data, marketing and tech solutions.

Part of the SCOR Group, since 1984 we've run over 12,000 campaigns reaching 1 billion people worldwide, and underwrite over 1 million policies each year.

To learn more, visit [www.remarkgroup.com](http://www.remarkgroup.com).

 [@remarkgroup](https://twitter.com/@remarkgroup)

 [ReMark](https://www.linkedin.com/company/Remark)

