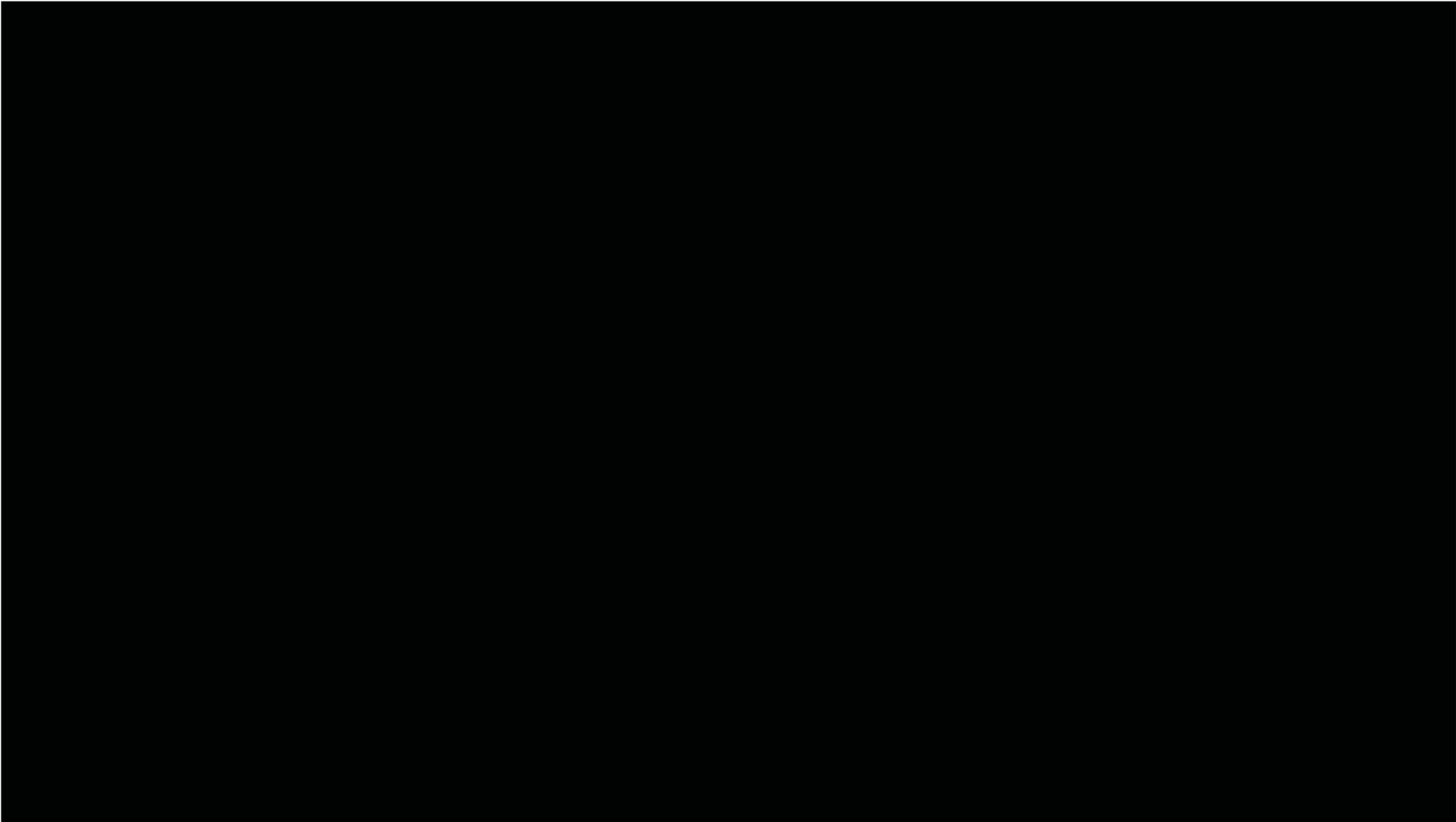SCOR Sweden Re Seminar
October 12, 2018, Stockholm
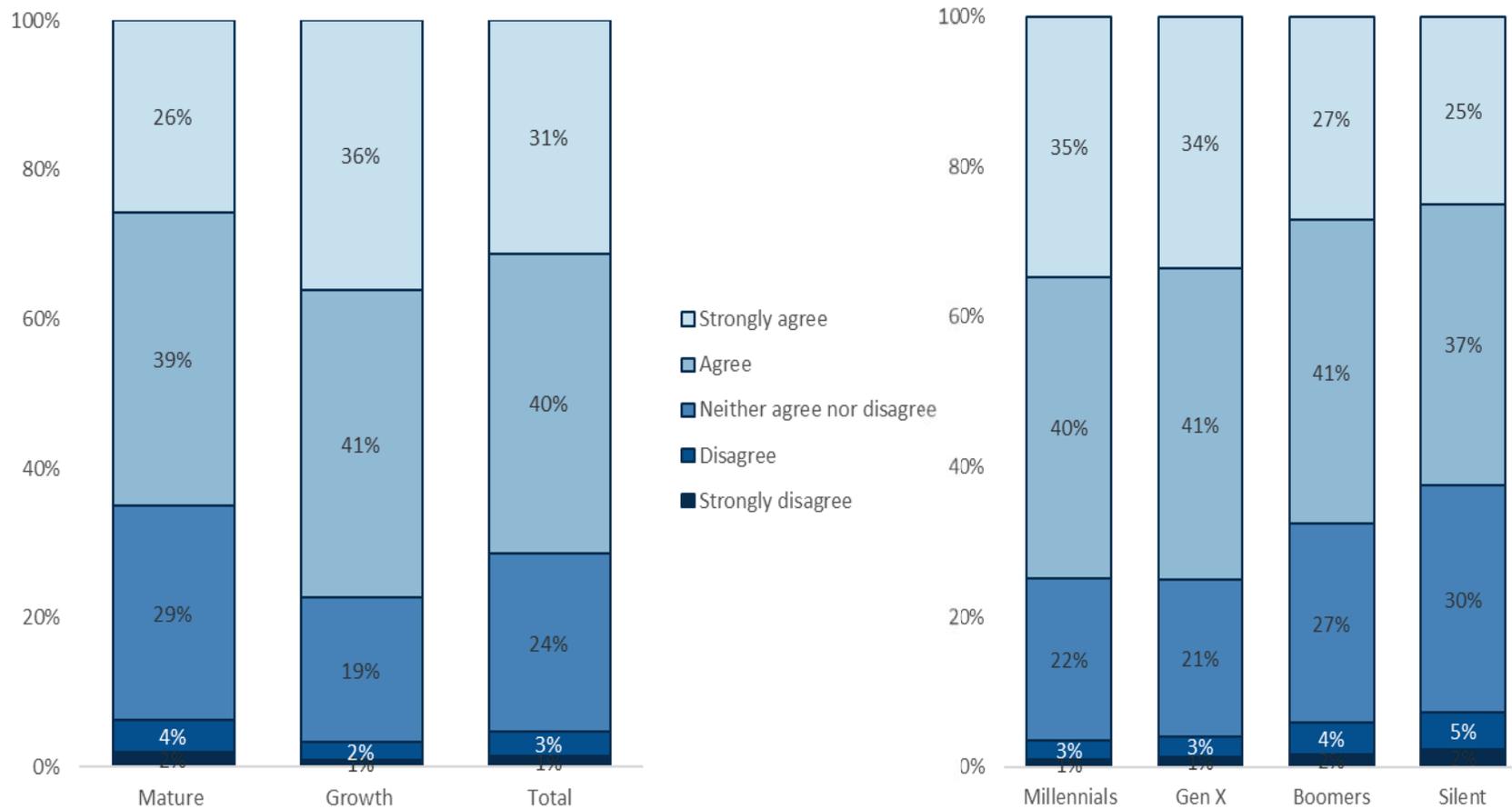
SCOR Innovations
From Around the World

Gavin MAGUIRE
Marketing Actuary – UK & Ireland

Consumers are looking for insurers to help them being healthy…

Support for shift in insurer focus to keeping people healthy

Left chart (Mature, Growth, Total):

	Mature	Growth	Total
Strongly agree	26%	36%	31%
Agree	39%	41%	40%
Neither agree nor disagree	29%	19%	24%
Disagree	4%	2%	3%
Strongly disagree	2%	1%	1%

Right chart (Millennials, Gen X, Boomers, Silent):

	Millennials	Gen X	Boomers	Silent
Strongly agree	35%	34%	27%	25%
Agree	40%	41%	41%	37%
Neither agree nor disagree	22%	21%	27%	30%
Disagree	3%	3%	4%	5%
Strongly disagree	1%	1%	2%	

Legend:
☐ Strongly agree
■ Agree
■ Neither agree nor disagree
■ Disagree
■ Strongly disagree

SCOR | Life
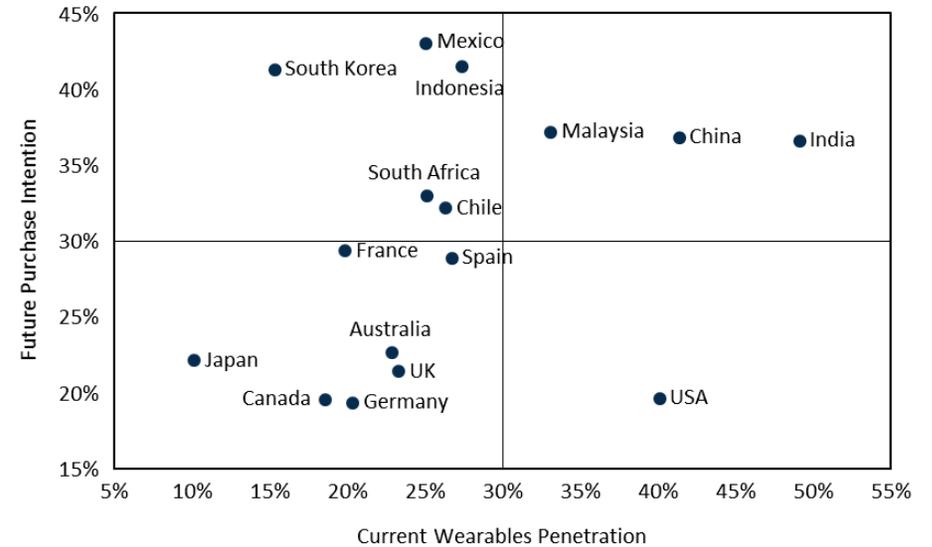The Art & Science of Risk

3

... willing to share data with a potential wearable adoption > 50% in most countries
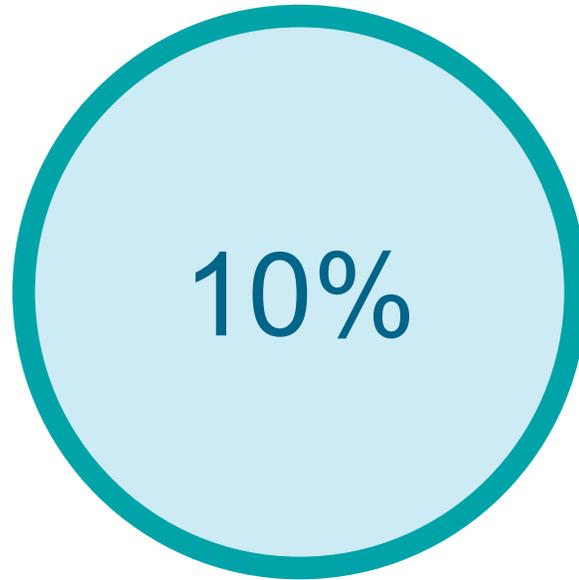
Willingness to Share Wearable Data
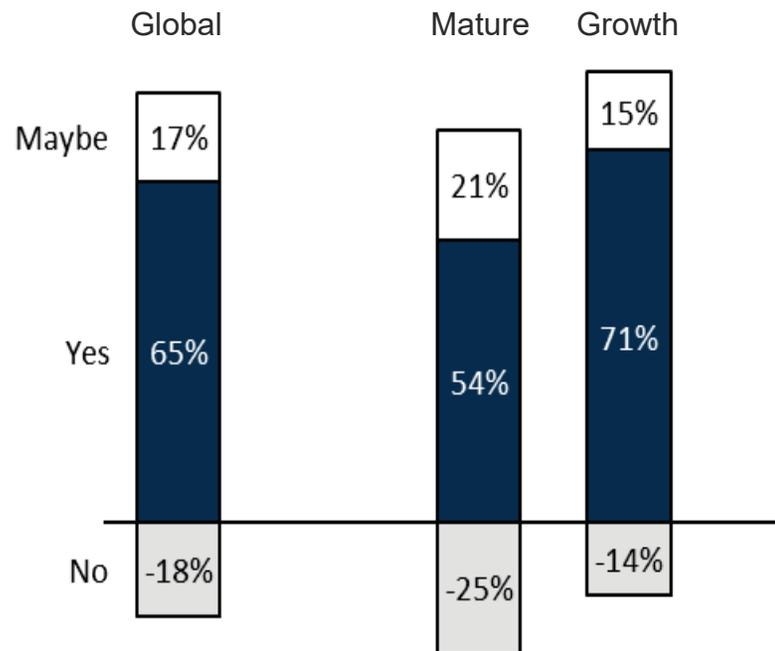
Current Ownership & Future Momentum of Wearables, by Country (2018)

WHAT ROLE DO WE WANT TO PLAY?

SCOR | Life
The Art & Science of Risk

HONG KONG - diabetes

10%

OF THE POPULATION HAS THE DISEASE

HONG KONG - diabetes

App providing tracking of blood glucose

Collects data and personalize care service

Health 2 Sync

SOUTH EAST ASIA - Biological Age Model (BAM)

**DAILY STEPS
DAILY ACTIVITY**

↓

Enables high-level of
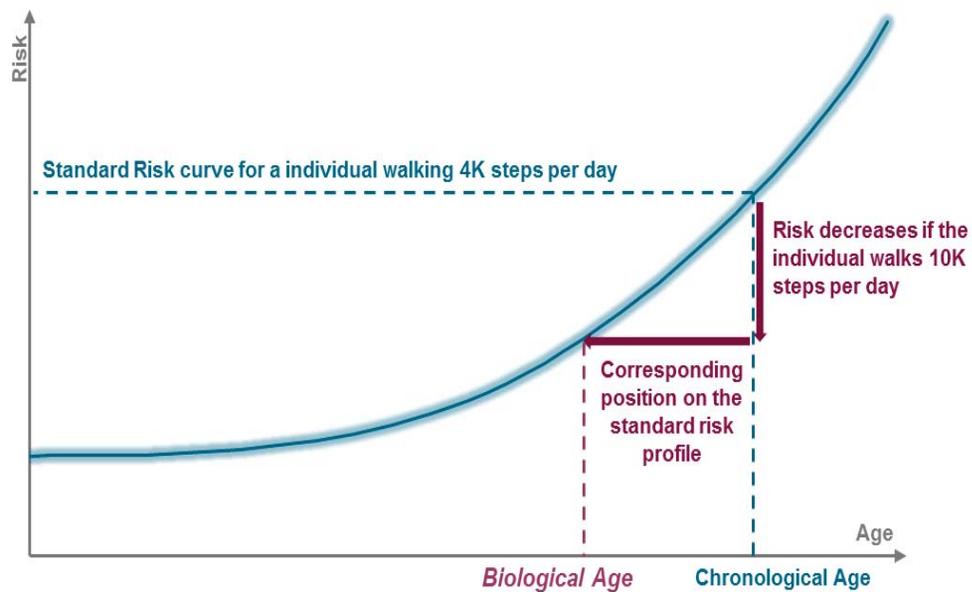accuracy in mortality risk

Reinventing underwriting with the simple input of 7 days of lifestyle data predicting a tailored mortality and morbidity risk.

Transforming the customer experience by refunding to the customer the savings from the insurance risk through premium discount.
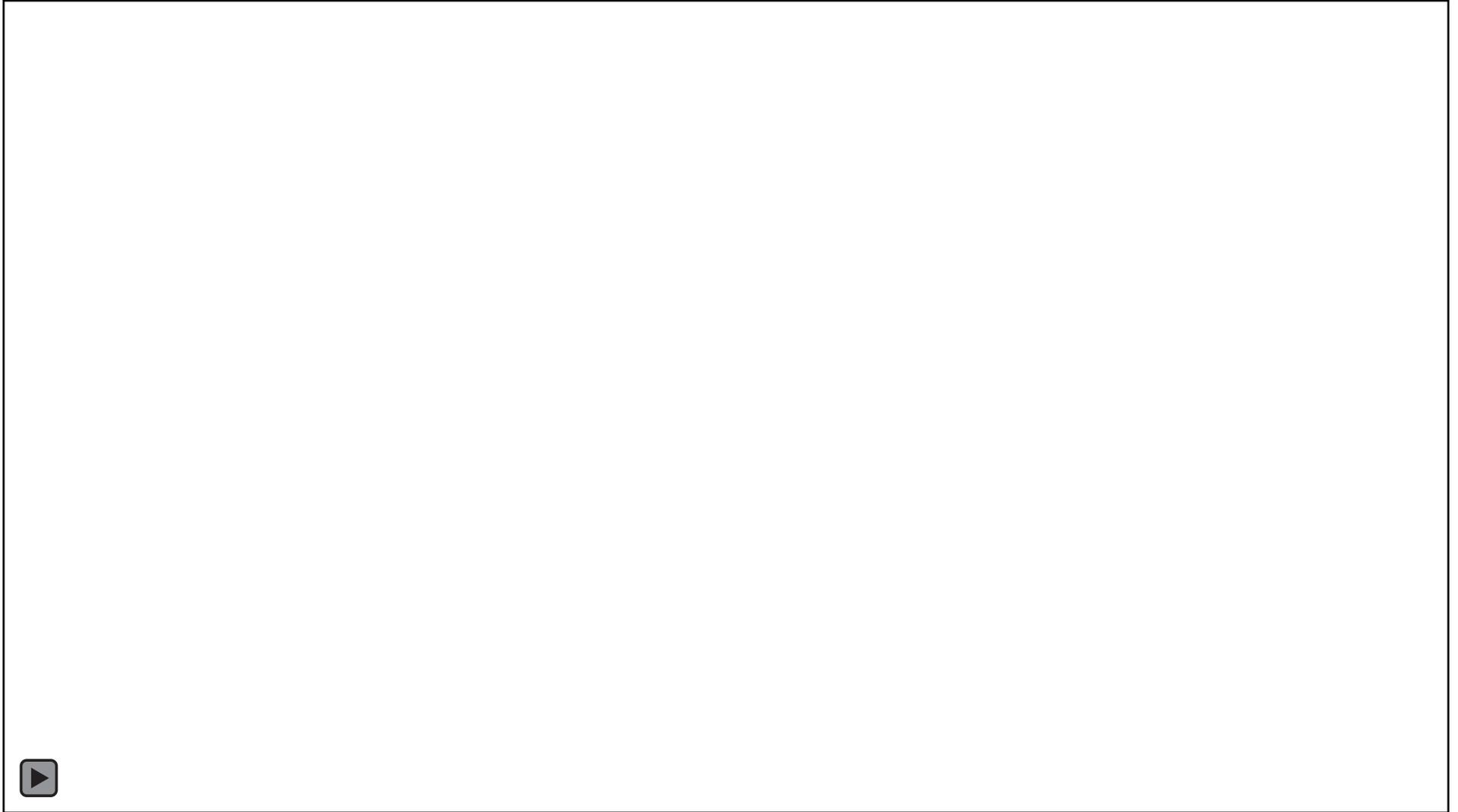
SOUTH EAST ASIA - Biological Age Model

Concept

- Use input from wearables to determine a 'biological age' from which premiums are calculated; and reward healthy lifestyles

- Simplify Underwriting and enable Continuous Underwriting

- Greater consumer engagement which can lead to improved lapse and claim experience

Risk

Standard Risk curve for a individual walking 4K steps per day

Risk decreases if the individual walks 10K steps per day

Corresponding position on the standard risk profile

Biological Age   Chronological Age   Age

In the U.S. working with *iBeat* to increase survival rates in case of cardiac arrest

A device that monitors heart rate, detects cardiac arrest and triggers emergency response

475 000

Deaths from sudden cardiac arrest in the U.S. every year

"Hero network" (voluntary) of 1.3 million people with CPR Knowledge already in place

Target network to reach 2-3M people in order to cover ~80% of the U.S. population

Connecting "heroes" with victims – "heroes" get a notification and directions to the victim

Improving survival rates by bringing help earlier to victims of cardiac incidents

Providing a 24/7 witness, CPR, and a defibrillator can multiply chances of survival by 9.8x

Chance of survival from sudden cardiac arrest over time

- Witness + CPR + AED
- Witness + CPR
- Witness
- No witness

9.8x

100%
50%
0%

Prior to event   Hospital admission   Hospital discharge
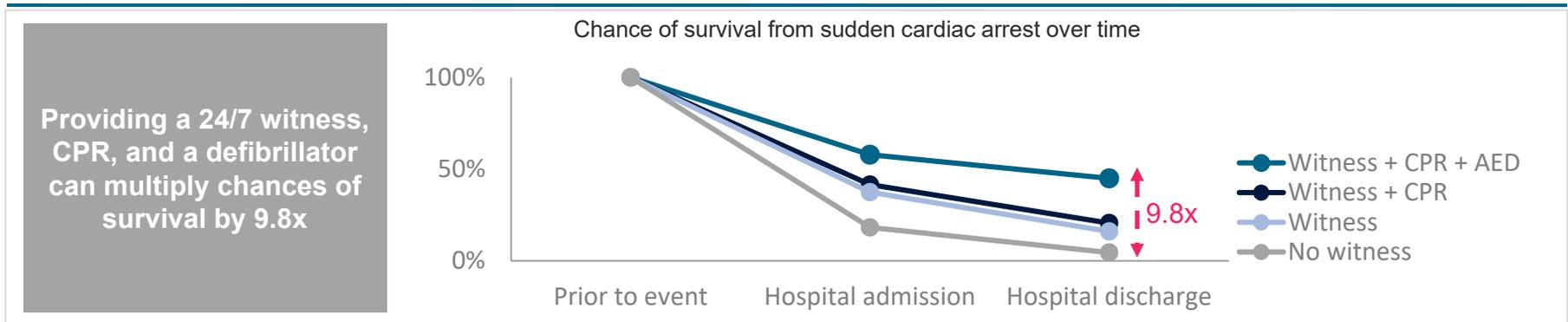
IRELAND – In Ireland, SCOR Global Life partnered with a global insurer to launch a wearable-enabled wellness proposition

In Ireland, SCOR Global Life partnered with a global insurer to launch a wearable-enabled wellness proposition

Partnering in development with leading companies

GARMIN

Market leader in wearable technology devices

HeiaHeia

Platform & social web service that motivates to exercise

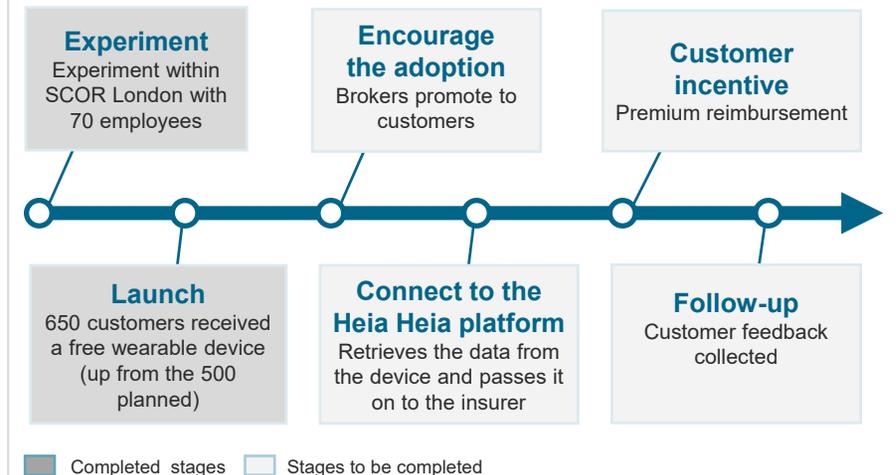SMART NOTIFICATIONS · STEPS · MOVE BAR ALERT · AUTO SYNC · CALORIES · SLEEP MONITORING · WATER RESISTANT · WRIST-BASED HEART RATE · TIME · VIBRATION ALERT

Step-by-step market penetration and analysis

Experiment
Experiment within SCOR London with 70 employees

Encourage the adoption
Brokers promote to customers

Customer incentive
Premium reimbursement

Launch
650 customers received a free wearable device (up from the 500 planned)

Connect to the Heia Heia platform
Retrieves the data from the device and passes it on to the insurer

Follow-up
Customer feedback collected

☐ Completed stages   ☐ Stages to be completed

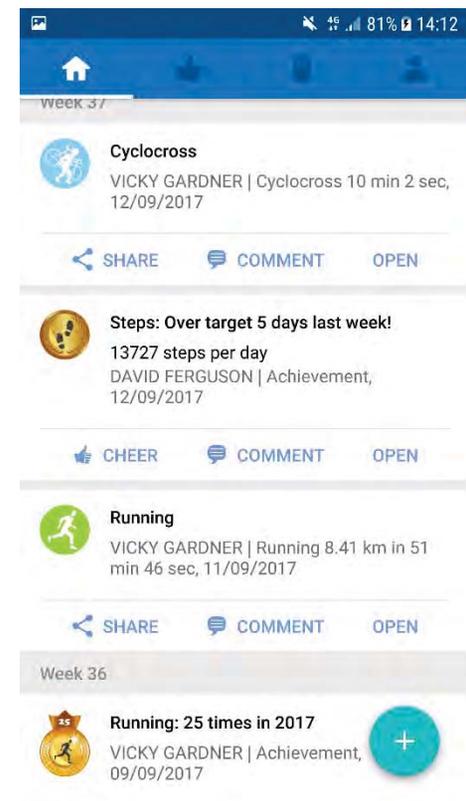# IRELAND - Advantages of using a platform such as Heia Heia

❑ For pilot Heia Heia brought a platform to the pilot that will:

1. Handle all data collection and aggregation

2. Invite and issue reminders to Zurich customers to join the pilot group

3. Capture consents

4. Allow bespoking of apps and pilot groups

5. Allow Zurich target marketing messages at participants during the course of the pilot.

❑ End to end and customisable solution for the pilot.

❑ **Zero impacts on the Zurich Life Ireland IT department!!!**