

STATE OF HEALTH INSURANCE 2018 - 2019

Check out the latest trends and developments in the global insurance market over the past year!

CHANGES TO THE GLOBAL INSURANCE LANDSCAPE

Continued inflation

- Increased medical costs continue to be a surface level cause of insurance inflation.
- The surging medical costs are fuelled by the increasing demand for private healthcare and the rise of the middle class in developing countries such as China.

The rise of insurtech

- Insurers are increasingly aware of the importance of safeguarding people's data and privacy.
- More insurers are using technology to gather data, identify risk, and keep track of policyholders' behavior via wearable tech and phone apps.
- Companies are creating software to streamline common insurance processes such as submitting claims.

Clients demand simpler products

- While demanding for flexibility and versatility, clients are also looking for simple and intuitive products.
- We expect to have more streamlined or niche products in 2019 on the market that seek to simplify health insurance for certain demographics.

Insurers ensuring clients are better informed

- Insurers are making sure clients have a holistic idea of what exactly their potential insurance policies will cover.
- They are also using their own technological platforms to make sure that policyholders can stay better informed.

Increased regulation

- The GDPR placed stringent requirements on the handling of personal data belonging to EU citizens.
- Many businesses around the world are also bringing all of their data and privacy policies in line with the GDPR.
- More resources such as compliance officers, accountants, and lawyers, as well as additional time and energy, are required to cater to the new rules.

Effects

- Buyers are better protected from unscrupulous insurance providers, and plans are required to offer minimum levels of coverage.
- More expensive products due to extra manpower costs and new business restrictions.
- A myriad of different processes for insurers and policyholders may be slowed down to ensure compliance.
- Client options may be limited, including insurers ending coverage for certain products or even discontinuing insurance products outright.


More flexible employee benefits

- More businesses are moving towards flexible employee benefits plans to better cater to the desires of their workforce.
- Progressive employee benefits like wellness programs are becoming more common.
- Employees are generally having a greater say in which benefits and coverages to have.
- Increasingly flexible plans are posing new challenges to Human Resources personnel and leading to new cost-saving measures, such as limiting provider networks.


Greater focus on the client experience

- Insurers are offering a greater variety of products with innovative benefits to attract new customers.
- Benefits that focus on fitness, wellness, preventive care, and healthy living are generally in high demand.
- These employee benefits packages are especially popular among corporate clients.


TOP ISSUES FACED BY INDIVIDUALS



Increasing impact of local clients
Developing states and the burgeoning middle class are leading to more local clients traveling frequently, as well as needing global medical insurance coverage.



Pre-existing conditions
The aging population means there will be more seniors, who are more likely to have developed a chronic condition or other ailment that insurance providers would consider a pre-existing condition. Such conditions make insuring them more difficult.




People opting for simpler, less expensive plans
More clients are creating plans for themselves that have only what they want, and nothing they don't. As a result, this helps them save money on more streamlined health insurance plans.


TOP ISSUES FACED BY BUSINESSES



Competitive global market
We anticipate that there is ample opportunity for innovative insurance providers that can separate themselves from the pack to make major headway in 2019, barring any sort of major global economic downturn.



Businesses want face time
While the ease that comes with a strong digital offering is a great convenience for many people, businesses still want to establish strong relationships with their insurers and brokers via in-person meetings.



Less selection
Government regulations and compliance have become a major issue for insurers the world over in recent years, so much so that in certain locations, a number of insurers have been forced to stop selling offshore, international health insurance, and focus only on local, onshore offerings.



Want to learn more about the State of Health Insurance 2018-2019 ?

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