

Nomination: 18408

AI Health Score

Page: General Information
Name of Organization / Company Taiwan Life Insurance Co., Ltd.
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Web Site Address https://www.taiwanlife.com/ (https://www.taiwanlife.com/)
Page: Entry Information
Entry Title AI Health Score
Category P01 - P15 - Award for Innovation in Product Design and Development > P08. Award for Innovation in Health & Wellness
Submission Format An Essay of up to 625 Words
Essay <p>Given Taiwan's rapidly aging population, the proportion of chronic diseases is also gradually rising. According to the Ministry of Health and Welfare, over 80% of the elderly suffer from at least one chronic disease, and about half of the elderly suffer from three or more chronic diseases. In addition, the medical burden is also on a rise. Medical expenses have increased the most among all household expenditure in recent years. Moreover, according to the "Post-pandemic Health Behavior Survey", 84.8% of the general public indicate that they have paid more attention to their health.</p> <p>After raising the awareness about the importance of health management and risk prevention, Taiwan Life Insurance launched "AI Health Score app" in 2021. The app was well received by the market after its launch, with the number of downloads exceeding 10,000. The AI Health Score APP uses Taiwan's National Health Insurance Research Database as the big data basis. The health AI engine analyzes the age and NHI medical records (including medical and medication records) of users in the past to produce personalized health risk assessment reports. With the authorization from users, the app uses an AI model to analyze the NHI data, calculating personal health scores and risks of diseases, including the four major risk signals of life insurance, cancer, medical care and major diseases, and provides dedicated lifestyle guides and health education information on disease prevention for users to gain a better understanding of their health conditions and how to improve their lifestyle.</p> <p>After practical experiences, the public generally responded that the "AI Health Score APP" enables them to have a better understanding of the future health risks in a more scientific manner. People can rely on the health score signal to request an insurance agent to customize a protection portfolio that best suits their needs, while enjoying faster underwriting process and reducing notification on health care during the underwriting process, thereby gaining the three major advantages of understanding personal health management and receiving precise recommendation on dedicated protection with faster underwriting process. In addition, customers who have already experienced the health score mentioned that they can actually feel that the agent has customized insurance planning based on their own health conditions after the health score calculation. In addition, Taiwan Life Insurance is the first insurance company in Taiwan to apply the NHI data in the insurance planning and insurance enrollment process. In addition to experiencing the new insurance enrollment process with the health scores and customized protection by customers, the existing partnership channels have also taken the initiative to express their willingness to use the health scores to negotiate with policyholders to plan for product coverage of Taiwan Life Insurance. Initially, the pilot program was limited to specific bancassurance channels. However, it was later expanded to include a number of agency channels and Taiwan Life Insurance agent channels, thus strengthening the partnership between Taiwan Life Insurance and its channels. Currently, the number of products to which the AI Health Score can be applied continues to grow to dozens of products.</p> <p>Through the external health data, AI technology, and preventive healthcare, the AI Health Score of Taiwan Life Insurance has successfully created an innovative business model integrating customers' awareness of health risks with the new insurance enrollment process of an insurance company.</p>
For this category please provide An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since July 1 2021, OR a video of up to five (5) minutes in length illustrating the same. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These uploads and links might include product demonstration videos, product reviews, images, etc.
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