



# Empowering Southeast Asia with Accessible & Affordable Technology-Enabled Health Ecosystem

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Providing financial security since

**1848**

Life insurance customers worldwide

**26<sub>m</sub>**

Total funds under management

£ **669<sub>bn</sub>**



**UK**

- ▶ 170 years of providing financial security
- ▶ 7m life customers
- ▶ £351bn funds under management<sup>1</sup>



**US**

- ▶ Founded in 1961
- ▶ 4m life customers
- ▶ Leading retirement income provider
- ▶ \$241bn of statutory admitted assets<sup>1</sup>



**Asia**

- ▶ In Asia since 1923
- ▶ 15m life customers with Top 3 position in 9 out of 12 life markets<sup>2</sup>
- ▶ Leading<sup>3</sup> Asian asset manager with 20+ years operating history
- ▶ £139bn funds under management<sup>1</sup>



**Africa**

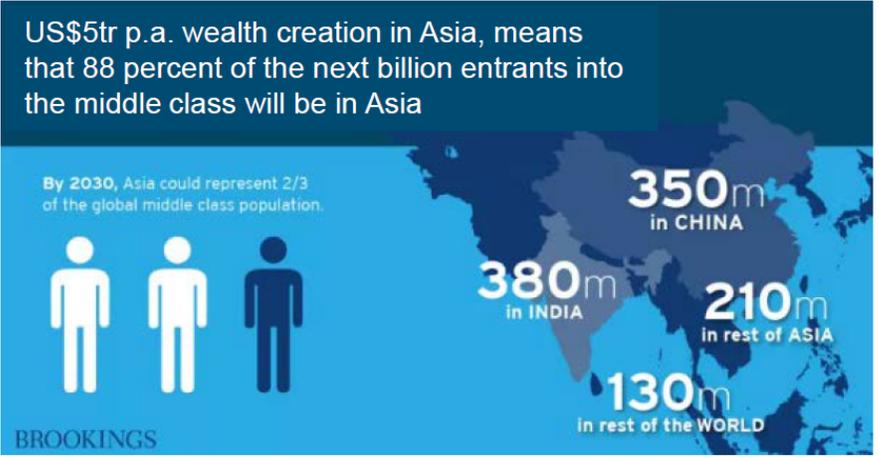
- ▶ Enter in 2014
- ▶ 700k customers across 5 countries
- ▶ £23m APE sales in 2017

1. As at December 2017  
 2. Source: Based on formal (competitors' results release, local regulators and insurance associations) and informal (industry exchange) market share data. Ranking based on new business (APE or weighted FYP depending on availability of data)  
 3. Awarded by Asia Asset Management, 2018

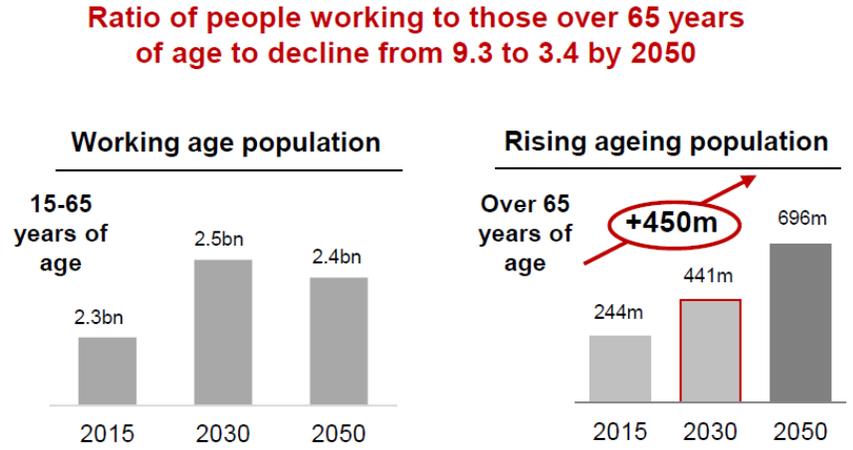
# Asia

## Rising underinsured middle class and a rapidly ageing population

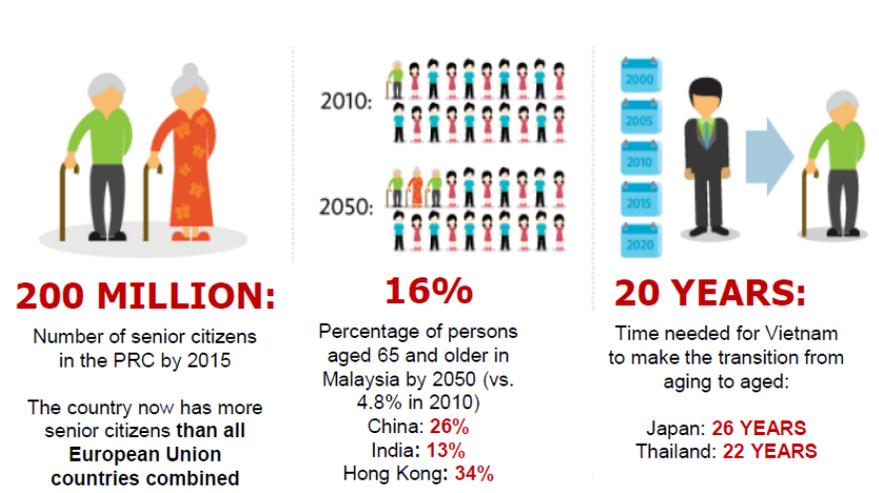
### Rising and under insured middle class<sup>1</sup>



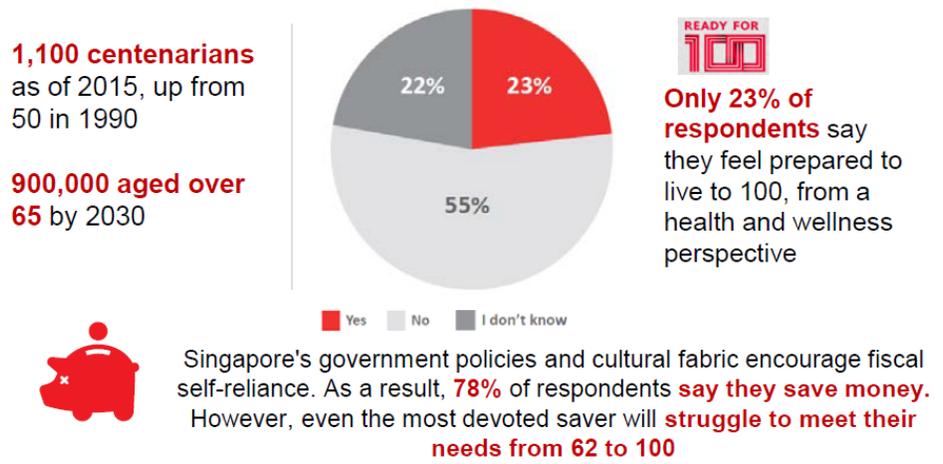
### Asia's demographic trends<sup>2</sup>



### Rapidly ageing populations<sup>3</sup>



### Is Singapore ready for 100?<sup>4</sup>



1. Brookings Institution. Global Economy & Development Working Paper 100. February 2017.  
 2. United Nations, Department of Economic and Social Affairs, Population Division (2015). World Population Prospects: The 2015 Revision, DVD Edition. 15.  
 3. Asia Development Bank  
 4. Ready for 100 – Preparing For Longevity In Singapore. The Economist Intelligence Unit. 2018.



## Unequal access to healthcare

- Lack of experienced specialists in the country. Increasing **waiting time**.
- Unequal distribution and access to healthcare facilities e.g. high concentration on **west coast**

*Malaysia Health System Research Vol. 1*



## Rapidly aging population

- Malaysia: **15%** of population will be aged 65 or older by 2050 (**triple** from 2010 – 4.8%)  
*Asia Development Bank*
- Increase in morbidity rate among the elderly

*Innovating Care Conference 2017*



## High prevalence of NCD

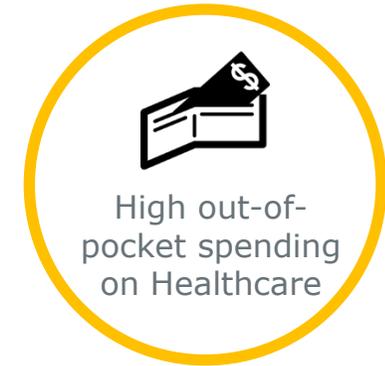
- **Non-communicable diseases** (e.g. diabetes) are the **largest** driver for healthcare spending. Most are related to lifestyle.
- NCDs are the cause for **73%** of all deaths among Malaysians

*From the Desk Of DG, MOH 23 June 2015*



## Double-digit Healthcare cost inflation

- Malaysia's healthcare inflation is the **third highest** in Asia (among 11 countries in a MMC survey – 2017, 2.1%), only behind India and Indonesia
- Growing inflation is due to: increased utilization of medical services, aging population, advancement in medical technology & currency depreciation



## High out-of-pocket spending on Healthcare

- Malaysia recorded a out-of-pocket healthcare spending at **35%**.  
*Malaysia Health System Research Vol. 1*
- WHO recommends out-of-pocket healthcare spend to be kept under 20%
- Malaysia has the **highest** percentage of patient who became **insolvent** due to cancer at 45%

# Healthcare Challenges in Indonesia



Exhibit 2: Indonesia Economic Output Loss<sup>1</sup>  
2018, US\$ BN



15X



The productivity loss to disease is estimated at close to 30 percent of GDP annually. Around \$130 billion a year, or 14 percent of GDP, is avoidable.

Indonesia needs 15 times its current number of doctors to meet OECD standards.

There is a 15-year difference in life expectancy between urban and rural areas

## Palapa Ring Megaproject

Access to Healthcare is Key

Digital Apps

High Speed Internet

Tele-medicine

- Healthcare access for people in rural areas
- Reduce overcrowding of hospitals

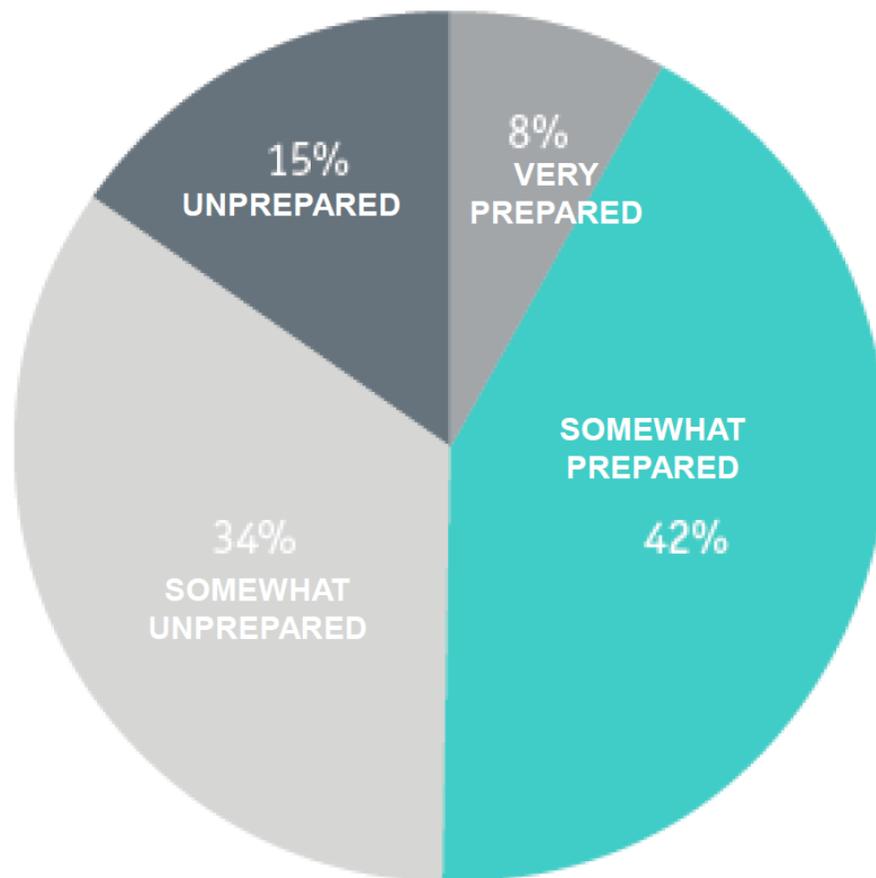
# Singaporeans are living longer but ageing faster



- In 2015, 11.7% of Singaporeans were 65 years and older
  - By 2035, this figure will more than double to 26.6%
- In 1997, the average life expectancy of Singaporeans was 76.9 years.
  - By 2019, this figure has risen to 84.8 years—the world's longest



# Singaporeans will struggle to afford rising healthcare costs of living to 100



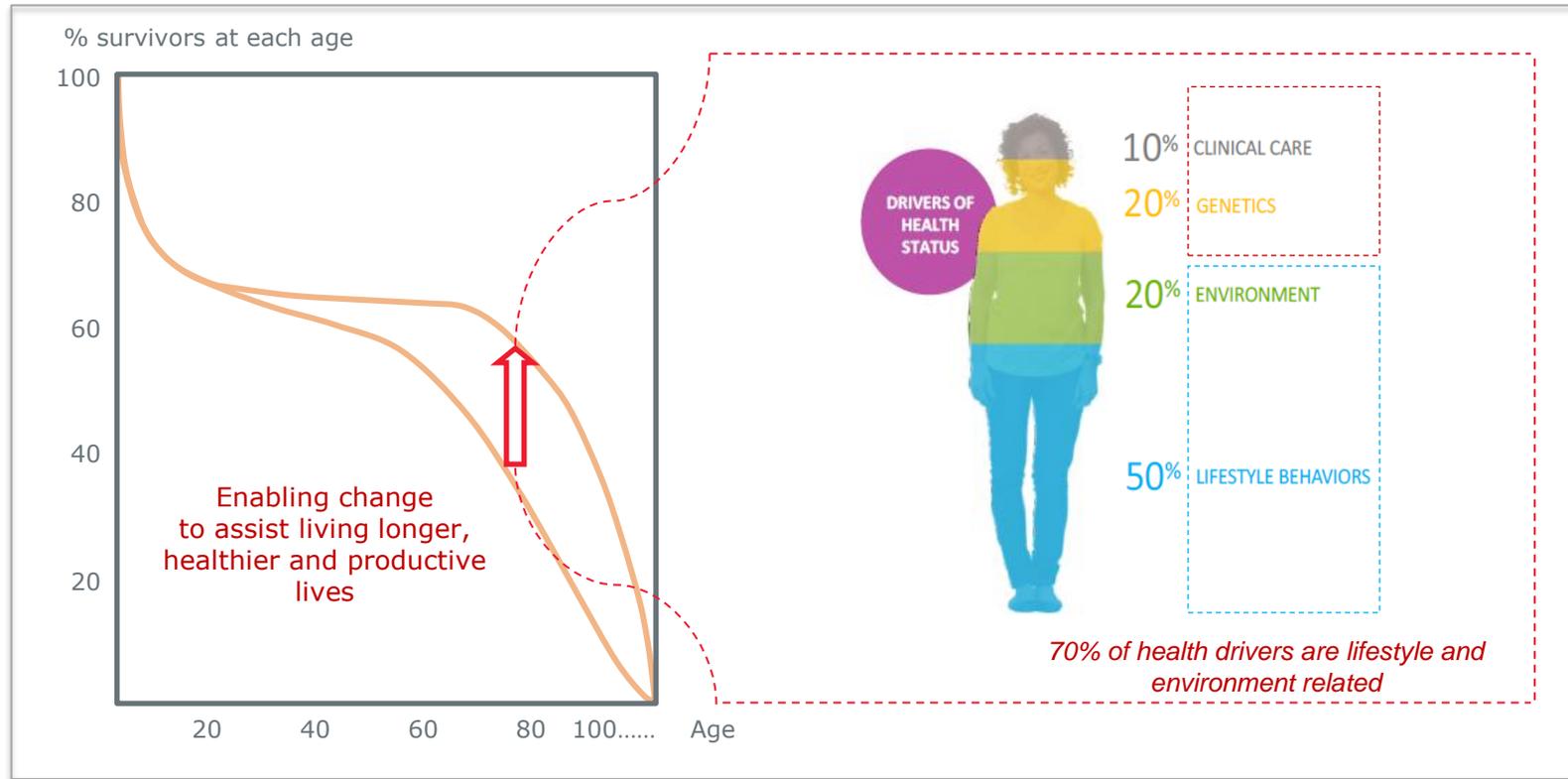
*From a financial perspective, how ready are Singaporeans to cover the costs of medical care needed to live to 100?  
(% of respondents, excluding “don’t know” responses)*



Mission

Using technology to protect the health and wealth of customers by enabling them to have timely access to affordable and quality healthcare

What are we seeking to achieve in healthcare?





**95,000 units**



### Launched in:

- Hong Kong** Jul 2016
- Singapore** May 2017
- Malaysia** Aug 2017
- Vietnam** Nov 2017
- Philippines** Apr 2018



#### Nutrigenomics + Health Risk DNA Test

A convenient, non-invasive DNA test to assess genetic health risk as well as optimal diet + fitness



#### Personal Health Coach

A health coach, who will provide dedicated and comprehensive guidance for 12 months to the user

#### 30-Min Phone Consultation



#### Exclusive App

Supported by an exclusive app, with core features below for the health coach to engage and encourage the user

### Hong Kong customer experience – making a difference

**70%**

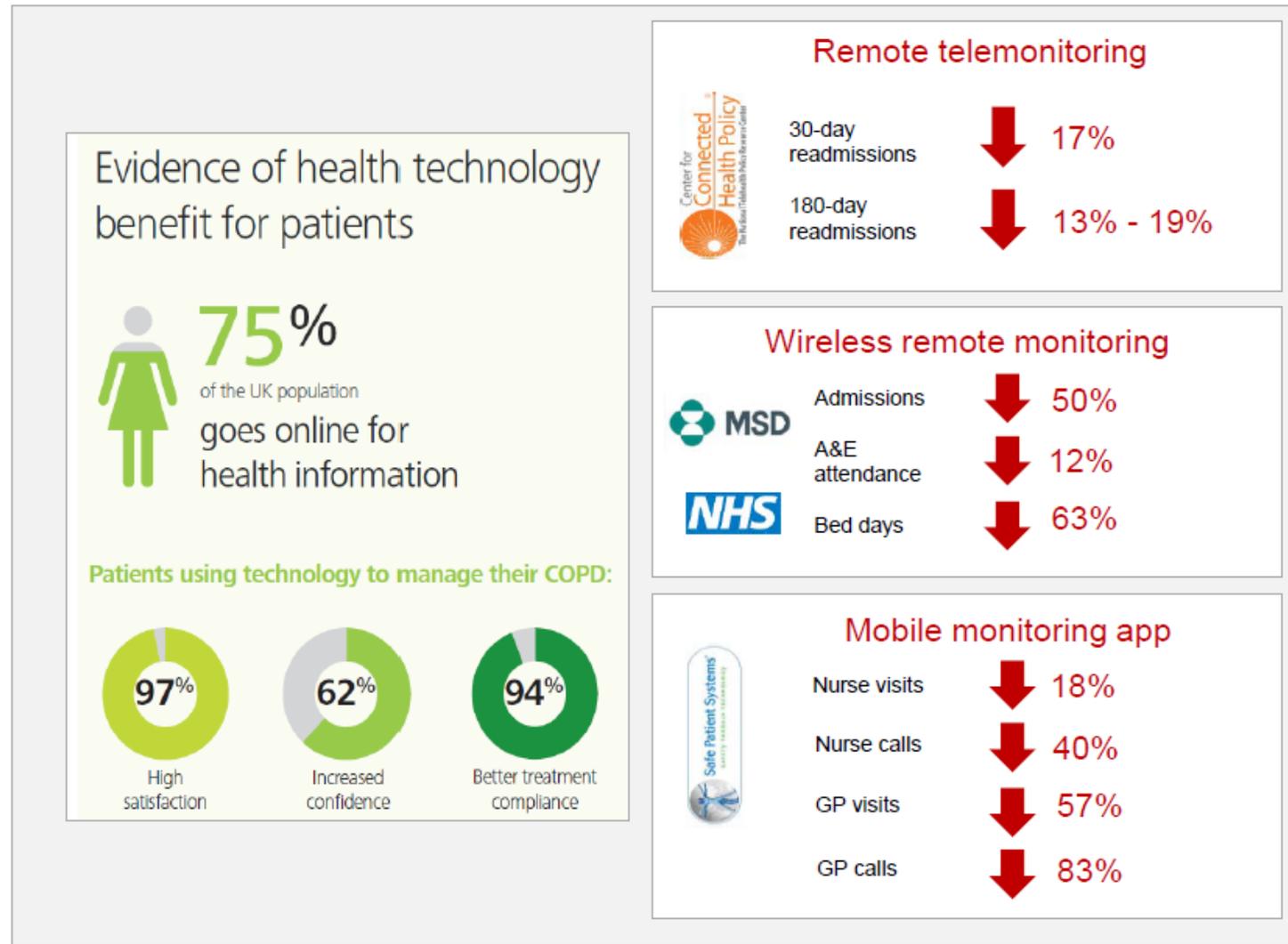
made positive changes to their diet and lifestyle after using myDNA

**88%**

understood more about diet and nutrition

**94%**

use myDNA to live healthier and / or to lose weight



Lower admission rates



Better adherence



Efficient use of resources

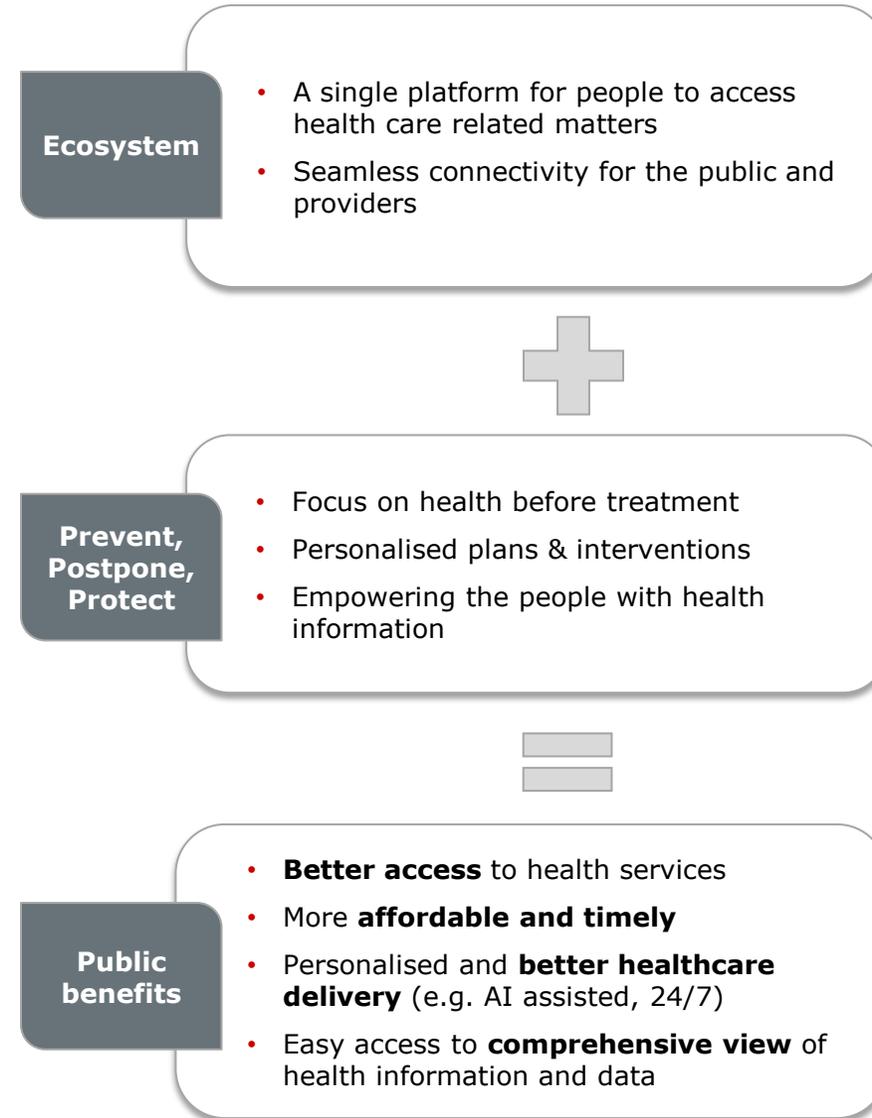


Higher patient satisfaction

# Introducing Prudential Health Ecosystem



- 1 Build a flexible, cost efficient, scaleable and AI-enabled digital platform** to transform the delivery of care and to create new and engaging experiences
- 2 Partner** with a **carefully selected and complementary** digital health companies to address the pain points of people
- 3** Real time **connectivity** via wearables/ medical devices/smart phones
- 4** Use **machine learning & AI** to analyse **trends & users' feedback**



# Prudential Health Ecosystem: Malaysia Illustrated

(localized with local language, culture, epidemiology data, contents)



FREE for ALL Malaysians & Residents in Malaysia

Opportunities for other local/regional HealthTech & InsurTech partners to provide premium value-added offerings

Through Prudential Health Ecosystem, assuming each user can stay healthy and saves ~20% of his/her 5-8 outpatient visits to public hospitals / clinics per year, a cumulative total of 21-34m visits can be saved over 5 years (2019 to 2023):



Potential cost avoidance from freemium services:

**Est. RM 3.99B to RM 6.38B over 5 years (2019-2023)**



Any Time Any Where

- ▶ Access through mobile devices (3G) – beyond usual office hours
- ▶ Access to Digital Health Assessment in local language, and also relevant medical information based on local epidemiology data and contents



Better Time Management

- ▶ Ai Chatbot speeds up consultation time with doctors (when needed) through faster & more focused sessions
- ▶ Reduce the queue time at the government/public clinics and hospitals



Support promotive and preventive healthcare

- ▶ Better awareness of good health practices, opportunities and issues, leading to better outcomes and earlier treatments

Introducing PULSE: our health ecosystem “superapp”



D↓ownload app



Share this amazing app with your friends, family and customers now!

## Public-private partnership is key to make healthcare more accessible and affordable to the public



*"I am very pleased that corporate citizens such as Prudential have come forward to support the government in our efforts to transform national healthcare with the launch of a ground-breaking digital tool such as Pulse.*

*Pulse is a great example of how the public and private sector can work together to help empower people to be more proactive, preventive and promotive in their approach to healthcare. With instant, reliable and relevant health information at their fingertips, people will be able to make more informed decisions when it comes to managing their own health, particularly in the care of non-communicable diseases."*

*Malaysia Minister of Health Dr Dzulkefly Ahmad*

# Make our customers healthier and wealthier

## Become Healthier



AI assessment & triage



Lifestyle management and wellness programmes



Telemedicine consultations and medicine delivery



Chronic disease management



Manage health records



## Become Wealthier



Aggregated view of finances



Financial planning and budget management



Asset allocation engine



Digital Vault document storage

## Customer Servicing



Digital onboarding



Single app for customers and agents



24/7 online customer servicing



Advanced claims experience



In-app wallet for seamless payment