

Swiss Re



Retakaful - Enhancing Family Takaful Provision

Marcel Omar Papp, Head Swiss Re Retakaful

Marcel_Papp@Swissre.com

How can a pedometer

Retakaful



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enhance the Family Takaful provision ?

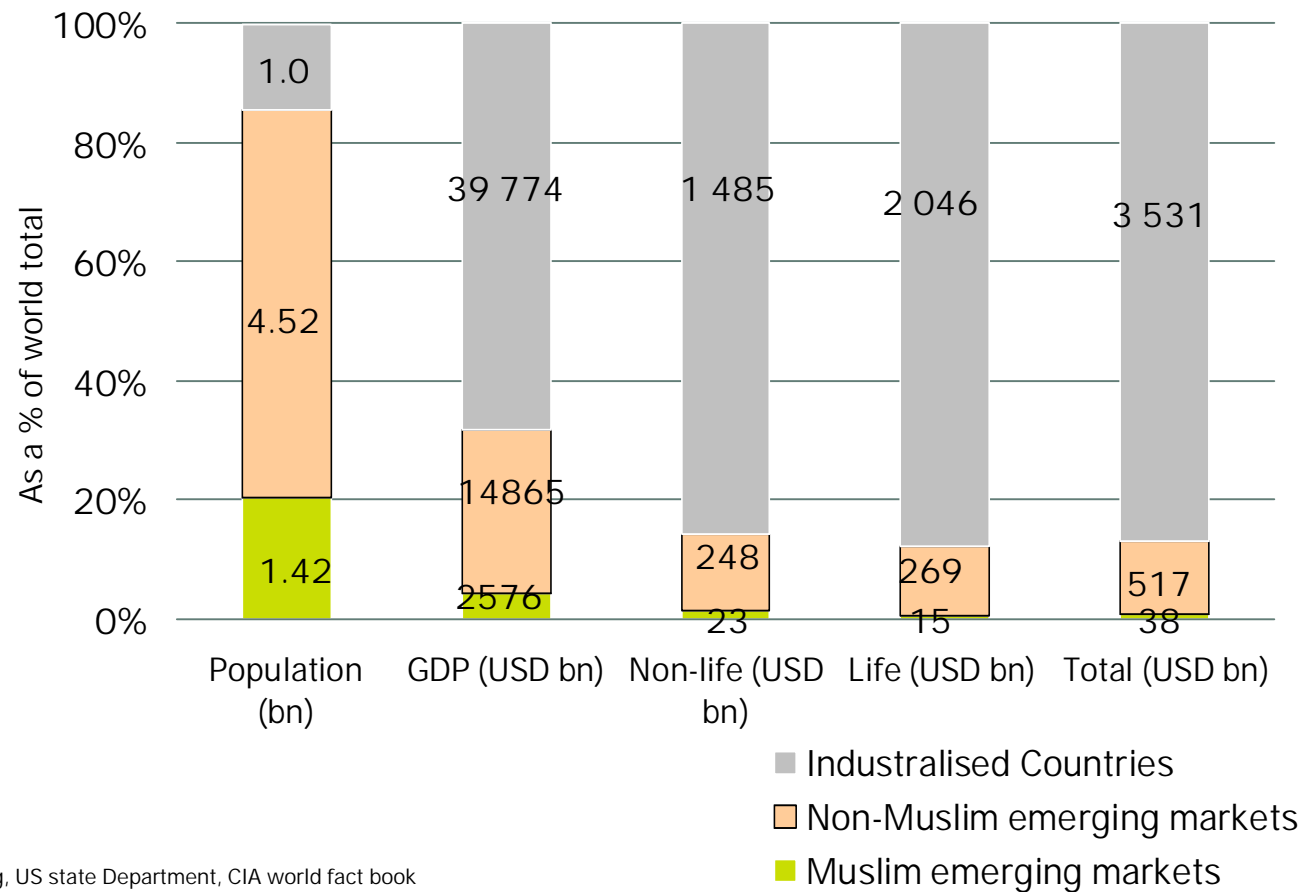
Table of contents

- 1 Introduction
- 2 Value proposition of Family Retakaful
 Example: Product innovation through
 Health Risk Management Program
- 3 Conclusion



1 Introduction

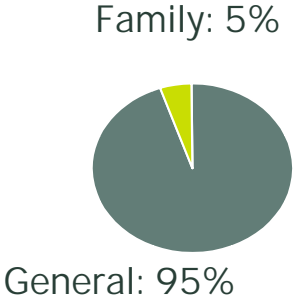
Low insurance penetration in Muslim countries (2009)



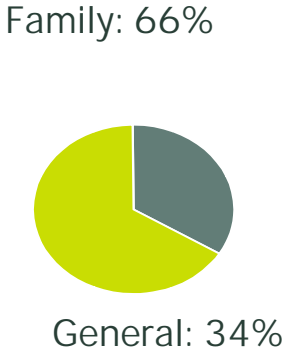
Source: Swiss Re Economic Research & Consulting, US state Department, CIA world fact book

...especially for Family business in the Middle East

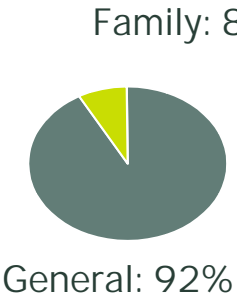
Saudi Arabia (2008)



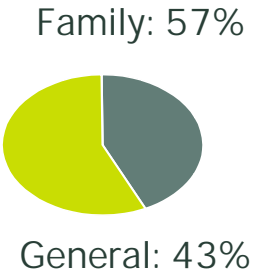
Malaysia (2008)



Bahrain (2008)



Indonesia (2006)



Sources: supervisory authorities; Swiss Re Economic Research & Consulting



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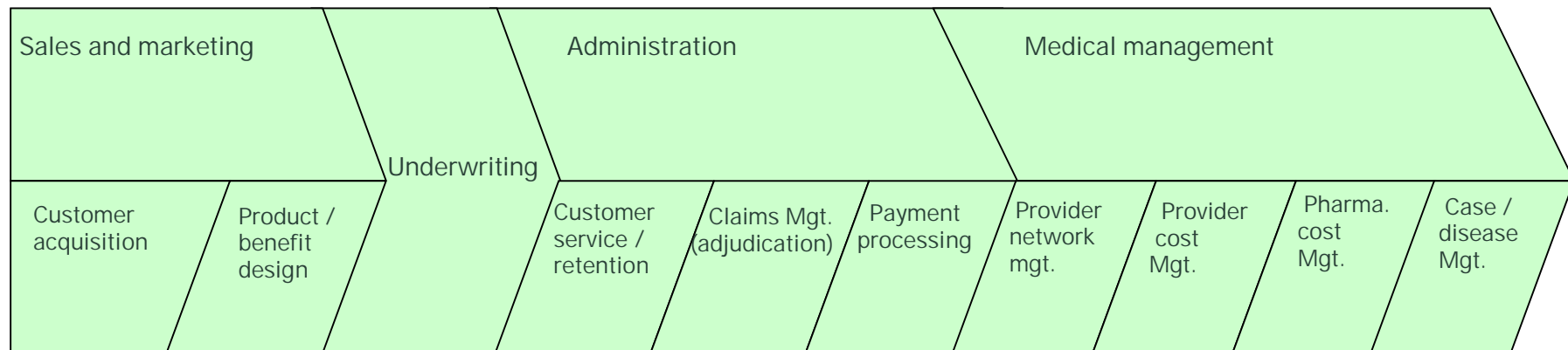
How can Retakaful help
to enhance the Family
Takaful provision and by
this to increase
penetration?



2 Value proposition of Family Retakaful

Family Retakaful goes beyond capacity concerns

- Retakaful operators have to support clients across their value chain.
- Professional approaches to product management, underwriting and claims management are all key success factors.



Retakaful operators have to work in partnership with their clients to manage components of the value chain that do not currently operate to their optimum level.



Some of the services offered by Family Retakaful operators

Dedicated Team

- Dedicated L&H experts
- Many years of experience in all key disciplines
- Breadth of both local and international knowledge
- Support from regional centres

Product Design

- Monitor market products and performance
- Closely work with client companies to create sustainable products
- Incorporate global best practice where appropriate to local needs
- Consumer research

Retakaful

- Typically Quota Share
- Surplus
- Cat XL

Risk Management & Claims

- Audits
- Process enhancement
- Best practice guidelines
- Timely insights and recommendations to control claims costs

Underwriting

- Life underwriting tool
- Medical underwriting tool
- Suite of training services
- Automated underwriting systems
- Case referral support

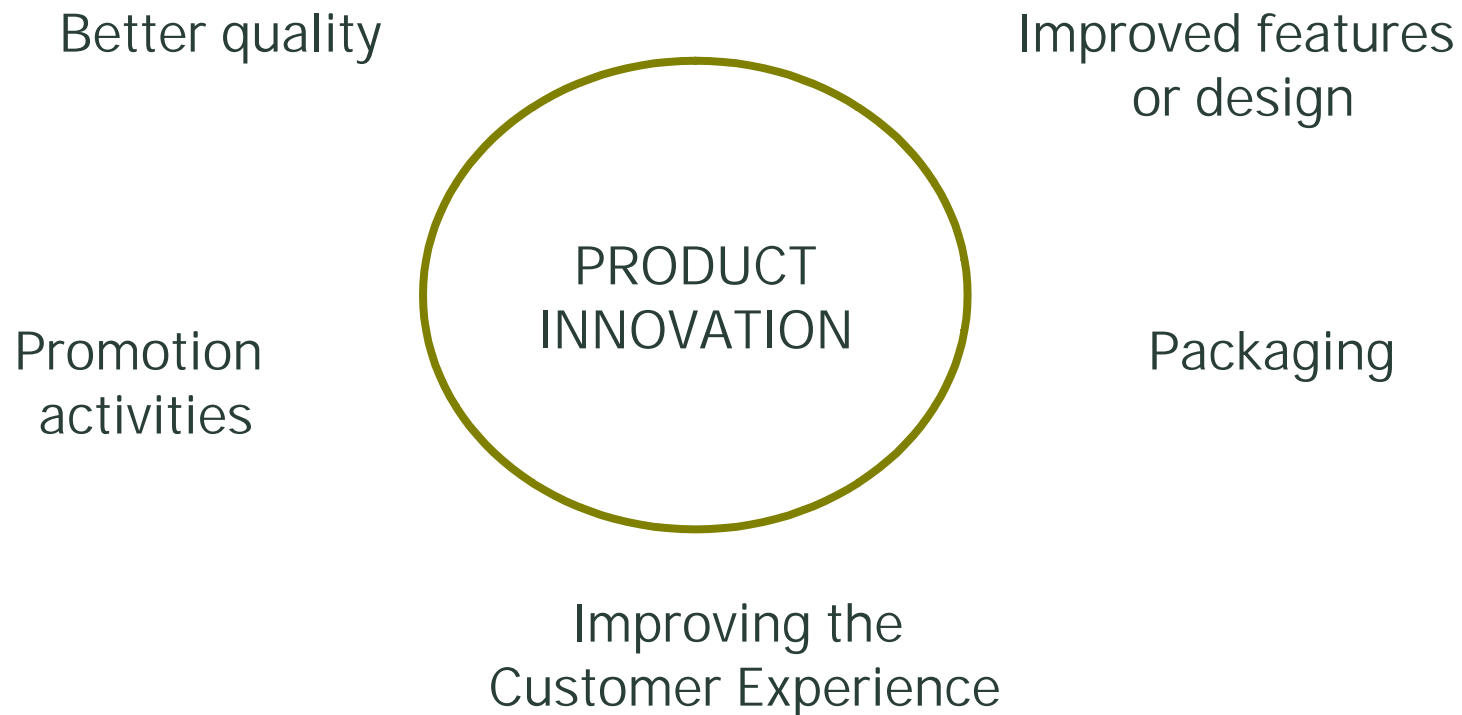
Analytics

- Business intelligence solutions
- Dashboards, performance metrics and predictive analytics
- Analytical specialists
- Identify key cost drivers
- Sophisticated pricing models
- Range of data sets

The Product Innovation Challenge

- Innovative products are essential for growth and success.
 - Changes in needs of market and people.
 - Product development in line with Shari'a principles.
 - Currently often conventional products are copied and adapted to Takaful.
 - Due to Shari'a requirements, may not be possible to mirror every conventional product (e.g. tele marketing).
- Product innovation should be driven by market demands and Shari'a principles.

Different Ways of Product Innovation





Example: Product innovation through Health Risk Management Program





Road to Health (RTH) – innovative health risk management program

- An innovative (online) Health Risk Assessment and Health Risk Management solution.
- RTH helps members to better understand their current state of health, learn how healthy they could possibly be and then take steps to achieve it.
- Encourages members to take care of their own health and wellbeing.
- Members start by taking an online assessment and are guided through a journey towards achieving better health.

The roadtohealth member home page



The screenshot shows the roadtohealth member home page for Alex Kuhne. At the top, there is a banner with a breast cancer awareness message: "44,500 new breast cancer cases a year in the UK. Breast screening saves lives. Click here for more information" and the Breasthealth UK logo. The user's name "Alex Kuhne" and "Health Points: 4850" are displayed in the top right. A navigation bar includes "myQ Score", "myHealth Goals", "Health Points", "myHealth Coach", and "myHealth Matters". The main content area is titled "myActions" and shows a notification for Alex to "Complete your Primary Health Check" with a "Get Q Score" button. Below this are sections for "Optimum Health Steps" (Follow KAM Coach, Manage Weight, Manage Diet), "Current Targets", and "Next Tracker Updates" (Alcohol, BMI, BP, Cholesterol, Exercise). A "Latest" section on the right highlights "Physical Activity" and "Kinetic Activity Monitor". At the bottom, a "Q71" score is shown with a bar chart and "Latest Results: Primary Health Check Friday 19th February 2010, 9:38am - view". The footer contains the copyright notice "© roadtohealth Ltd 2002 - 2010".

What is a Q Score™?

- The Q Score™ is an online health risk assessment score that demonstrates how your health compares to 100 people the same age, gender and race as you.
- The person at the front of the queue (number 1) will need medical attention immediately, whilst the person at the back of the queue (number 100) is enjoying excellent health.

Patrick, we are now processing your results and while we do, would like to introduce you to....

...the Q Score System

100 people the same gender, age and race as you.

The person at the front of the Queue will need medical attention immediately, the person at the back will not be visiting their GP with a heart condition for quite sometime.

Where in the Queue are you?

Where are you **right now**? Where **could** you be? **When** might you reach the front?

[Find out](#)

Q-Score - What if?

44,500 new breast cancer cases a year in the UK. Breast screening saves lives. [Click here for more information](#)

Breasthealth UK

Logout | Help
Alex Kuhne
Health Points: 4850

myQ Score myHealth Goals Health Points myHealth Coach myHealth Matters

What If?

You are here: [myHealth Zone](#) > [What if?](#) > [Explore Q](#)

Your Q Score - Explore change

OK Alex, what happens if you change some of your modifiable risks? The chart below shows your **current Q position** and the best (**optimum**) position you could achieve. Underneath this are your current modifiable risks. Change these and click 'Explore' to see what impact it has on your **Q Score**.

Current Q71 Optimum Q91

Q1 Q50 Q100
High Risk Moderate Risk Low Risk
Current Q Optimum Q

Alcohol: Explore

Smoking:

Exercise:

Blood Pressure: / (Systolic/Diastolic mmHG)

BMI:

Cholesterol: / (Total Cholesterol/HDL mmol/L)

Nutrition:

Stress:

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Linking takaful sales to people with a Q-Score...



A-Z brands | Store locator | Help Advantage Card

Prescriptions Basket 0 prescriptions Basket 0 items 00.00 0 points My Account Paul Gaudin Search

Pharmacy & Health | Beauty | Mother & Baby | Everyday Essentials | Men | Electrical | Photo | Opticians | Gift

↑ You are here: [Home](#) > [Pharmacy & Health](#) > [Wellness](#) > Health Coach

Health Coach

- Wellness Home
- myHealth Record
- Goals & Targets
- Health Trackers
- Health Coach
- Health Library
- Help

Your very own healthcoach

Now that you have your Q Score [click here](#) to discover where can go with it. Imagine being rewarded for having a Q Score. Or even better saving money because you have a good one!

use my Q >

healthy lives insurance
instant cover

Weight management

Fitness & exercise

Smoking

Alcohol consumption

Diet & nutrition

Customer services
Help
Returns & delivery
Payment methods
My account
Product recalls
Contact us

Our services
Pharmacy
Insurance
Quickshop

About us
Alliance Boots
Boots International
Security & privacy
Terms & conditions
Careers

Directories
Site map
A-Z brands

Our shops
Store locator
Extra Offer Kiosks

Key benefits of RTH model

- Data
 - Extensive biometric and lifestyle data (including trends over time)
 - Significant overlap with underwriting questions
 - A known “Q Score” for each life using the system
 - Potential for Q Score data to be used to underwrite lives
- Greater customer engagement / enhanced customer journey
 - Opportunity to develop a new engaging customer focused model
- Improved experience
 - Improved fitness and health of lives using system
 - People who are at early stages of illness can be flagged for immediate referral with Doctor or Pharmacy to prevent occurrence



Takaful operators have an opportunity to...

- Engage customers in a new and exciting way
- Operate in a world where people willingly provide medical data
- Sell products beyond traditional underwriting
- Cross and up sell proactively with limited risk concerns
- Deepen the relationship with their customers, whilst maximising opportunities to up sell
- Open up new distribution opportunities



3 Conclusion



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What should Takaful operators expect from Family Retakaful in order to enhance the Takaful Provision?



Conclusion – Ways how Retakaful can enhance Family Takaful provision

Be a strategic partner:

- Value proposition beyond capacity concerns
- Management of various components of the value chain
- Bring in innovative ideas (example: road to health) to enhance Family Takaful

Ensure Shari'a compliance:

- Shari'a compliance has to be at the core of any Family (Re)Takaful solution
- Development of new Shari'a based products
- New solutions where conventional approach may not work (e.g. tele marketing)

Swiss Re



Thank you



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