

## dacadoo & Hannover Re

### A cooperation to enable consumer-friendly lifestyle products

For life and health insurers, the vast amounts of data generated in today's digital environment are a chance and a challenge at the same time. Real-time health data collected through wearable devices opens up opportunities for risk assessment, product design and pricing. However, to unlock the full potential, data has to be understood, analysed and translated into actionable business information. Together, Hannover Re and dacadoo offer life and health insurers a comprehensive technical solution that enables customer engagement and pay-as-you-live insurance products with variable premiums based on individual health data.

#### Concept

The joint solution seamlessly combines Hannover Re's automated underwriting system, hr|ReFlex, with dacadoo's digital health engagement platform:

- **hr|ReFlex** is based on a minimal set of fully reflexive questions. The underlying logic reacts to any applicant's disclosure with contextual questions, thus enabling a truly smart application process. hr|ReFlex embodies decades of Hannover Re's research and facilitates complete, consistent and accurate decision-making and risk selection.
- **dacadoo** is a digital and mobile health engagement platform. Based on over 300 million person-years of clinical data and taking into account individual physical, mental, and lifestyle factors, it generates a real-time Health Score that makes health individually measurable.

When both solutions work in tandem, underwriting data collected by hr|ReFlex via its reflexive questionnaire is transferred into the dacadoo app – without the need to manually duplicate any entries already made during the application process. An individual initial Health Score is generated. From there, consumers can track exercise, nutrition, stress, sleep, body values and mental wellbeing to actively manage their health in an easy and playful way. Real-time health information collected by the app can be used for continuous underwriting, which facilitates insurance products with premiums that adapt flexibly to consumers' current health status.



Health data is key for lifestyle products with dynamic premiums

#### Value proposition

With Hannover Re and dacadoo's sophisticated solution insurers can target health-conscious consumers with attractive risk profiles via digital sales/engagement processes and innovative pay-as-you-live products. The use of real-time health data enables refined risk segmentation and pricing: individual premium adjustments can be determined precisely and flexibly based on a customer's current health status. The engagement features open up cross-selling opportunities.

A solution for insurers who want to utilise health data and create a cutting-edge digital experience for their customers – from application through to health engagement

#### Hannover Re's contribution

- Automated underwriting via hr|ReFlex
- Lifestyle product know-how
- Expertise in the analysis of lifestyle data
- Bringing the joint solution to insurers
- Reinsurance capacity