



Closing the life and health insurance protection gap in Asia

The goal

To create an all-in-one health ecosystem that empowers people to take control of their health and wellbeing anytime, anywhere.

Overview

We are working together with Prudential Corporation Asia (Prudential), a leading life insurer in Asia, across 11 markets in the region to provide people with 24/7 access to our comprehensive set of AI-powered health tools on the free digital mobile app, Pulse by Prudential (Pulse).

Our advanced health technologies sit at the heart of Pulse, complementing Prudential's capabilities and ecosystem offering. Prudential is creating an ecosystem of wellbeing that puts health and wealth in people's hands, enabling them and their families to live well, for longer. This ecosystem harnesses the power of technology and data, and empowers users to personalise their health and wealth journeys.

Turning challenges into opportunities

With access to over 3.7 billion people, Prudential is investing in expanding its life and health insurance customer base. Insurance penetration is relatively low in many Asian markets but is growing rapidly. To reinforce its market position and expand its market share, Prudential is adopting technologies that will enable it to deliver next-generation health and wealth protection solutions to people.

To support them on this journey, Prudential was looking for an innovative health technology provider. This was where Babylon came in. We are a revolutionary digital health company. By combining the latest technologies and human clinical expertise, we are making healthcare accessible and affordable across the world.

Our offering **pulse**

Prudential launched Pulse to make healthcare more inclusive and accessible in Asia. With Pulse, Prudential is also going beyond its core business of providing protection and playing a greater role in helping people prevent and postpone the onset of diseases. As of October 2020, Pulse has been downloaded more than 11 million times across the region.

Our AI-powered Symptom Checker and Healthcheck features are integrated into Pulse. The products are clinically localised and available in local languages in each market. They help users to better understand worrying symptoms, access relevant health information and gain insights into their current and future health risks through the comprehensive health assessment.

The benefits

Our data and analysis gives insurers like Prudential a chance to get to know their users better, so they can:

- ✓ Engage with and acquire new customers through an effective digital channel
- ✓ Offer customers more tailored products and solutions
- ✓ Provide the right healthcare plan at the right time
- ✓ Encourage healthy habits and improve quality of life
- ✓ Deliver a personalised customer experience
- ✓ Price and underwrite more accurately

The results



We are the first technology partner to be selected to integrate its fully localised features within Pulse.



Our products have been localised and launched across **11 markets in 10 languages**.



Over **1 million users** across South East Asia have used Healthcheck and Symptom Checker.



Healthcheck has captured **43,251,742* data points**, based on Pulse app user questions from the assessment.



Symptom Checker has answered **3,062,810* questions** for Pulse by Prudential users.



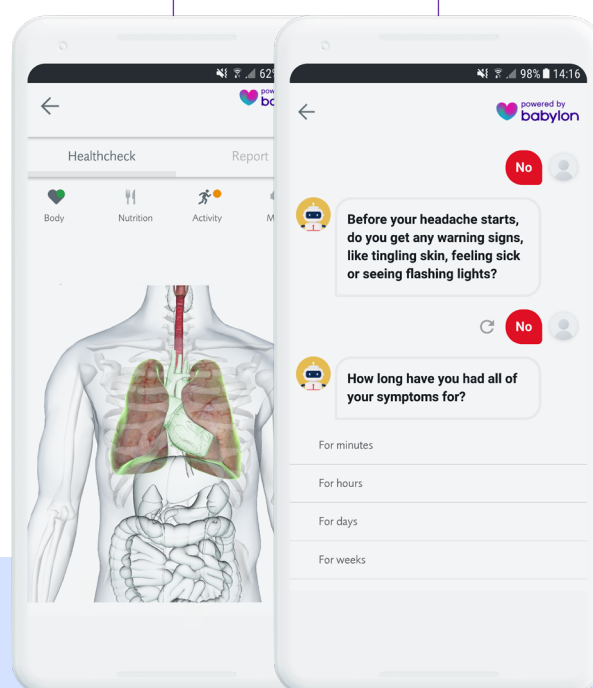
Babylon's health insights are now helping Prudential to provide the right insurance products to Pulse users and turn them into happy customers.

Healthcheck

Healthcheck helps users learn about the effects of their lifestyle and family history on their overall health and gives them insights on how to make improvements to lead a healthier lifestyle.

Symptom Checker

Symptom Checker helps users learn about possible causes of symptoms and understand what to do next.



The future

At Babylon, we are not going to stop until we make healthcare accessible and affordable for everyone on Earth. Our next step is enabling health insurers to embrace value-based care through our Babylon 360 proposition, so that it is easier for anyone, anywhere to get the care they need, whenever they need it.

Want to see how Babylon is transforming healthcare for the better?

[Visit our website](#)

*Latest figures, as of November 2020.

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