

Cancer protection

New approaches create more 'moments like this'



When it comes to buying insurance, consumers want an easy-purchase product that provides more than just financial payout. At Swiss Re, we've worked together with clients across the world to develop first-to-market, innovative approaches that help address what consumers are looking for in a market that's clamouring for simple solutions.

Summary:

- Simple cancer protection plans can have a big impact
- Successful products combine financial and service components
- Focus on the consumers and what they value

Building upon experience from a variety of markets and with many partners including insurers and providers, Swiss Re can help you develop a bespoke cancer protection program that works. Together with a South Korean insurer we were the first to serve South Koreans over age 60 – a market with huge demand and no supply. In a unique partnership with Roche pharmaceuticals in China, we created ways to make cancer treatment more accessible to consumers. And in Europe, we've helped more than 20 insurers create the right product for

their customer niche – including products for both individual and group business.

Here's a glimpse into what we've learned about what consumers are looking for. Let us explore how we might help you respond to this critical need and growing opportunity.

4S – What consumers value, beyond financial payments

Screening – Early diagnosis is the surest way to win the battle. Consumers like a provision that checks for cancer before showing any symptoms.

Second opinion – Am I getting the best treatment advice and benefit of the latest research? Everyone feels better with an option to seek an independent medical opinion that can validate a diagnosis and shed more light on all treatment paths available.

Service navigation – Patients and their families value a guide that helps them navigate through the emotionally and physically harrowing journey of cancer treatment.

Secondary costs – Don't overlook the hidden costs – and the perceived benefits of coverage for the "extras" that strain a budget when undergoing treatment such as transport, accommodation, homecare and childcare.

What our clients are saying:

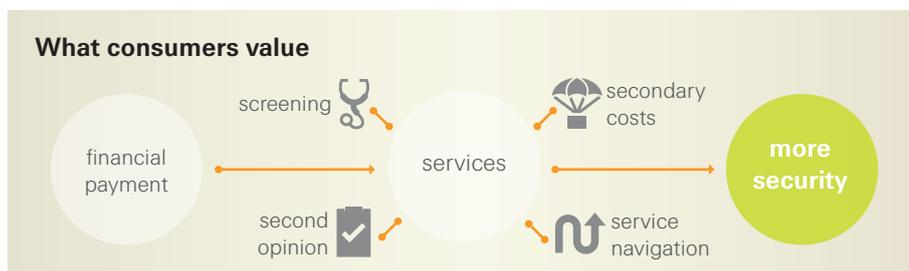
"A large amount of positive feedback from the market. What was really important is that we listened to what intermediaries and our customers wanted." – Head of Group Protection Proposition, UK Group Life Insurer

"A clearly focused product that addresses one of the most significant concerns of our clients." – Head of Product Management, Austrian Life Insurer

"A perfect fit for our company clearly supporting our health strategy." – Board Member, Bulgarian Life Insurer

Reducing complex cancer cover into simple, affordable consumer solutions gets much easier with experience on your side. Contact your Swiss Re Life & Health representative so we can explore the possibilities together.

We're smarter together



Swiss Reinsurance Company Ltd
Mythenquai 50/60
P.O. Box
8022 Zurich
Switzerland

Telephone +41 43 285 2121
Fax +41 43 285 2999
www.swissre.com

© 2016 Swiss Re. All rights reserved. The entire content of this factsheet is subject to copyright with all rights reserved. The information may be used for private or internal purposes, provided that any copyright or other proprietary notices are not removed. Electronic reuse of the data published in this factsheet is prohibited. Reproduction in whole or in part or use for any public purpose is permitted only with the prior written approval of Swiss Re. Courtesy copies are appreciated. Although all the information used in this factsheet was taken from reliable sources, Swiss Re does not accept any responsibility for the accuracy or comprehensiveness of the information given or forward looking statements made. The information provided and forward-looking statements made are for informational purposes only and in no way constitutes Swiss Re's position. In no event shall Swiss Re be liable for any loss or damage arising in connection with the use of this information and readers are cautioned not to place undue reliance on forward-looking statements. Swiss Re undertakes no obligation to publicly revise or update any forward looking statements, whether as a result of new information, future events or otherwise.