

Healthy lifestyles, healthy portfolios

Turning insights
into action



Eat well. Exercise. Don't smoke. Even when we know the importance of healthy habits – sticking with them is never easy. And this dilemma is at the heart of the challenge for insurers who increasingly recognise the business benefits of finding new ways to engage with policyholders and encourage their good health through fitness tracking, incentive programmes, online coaching and more.

Improved mortality and portfolio performance are obvious benefits from healthier policyholders who live longer. As insurers seek new ways to differentiate, wellness-based programmes also open doors to more ways to connect with consumers, increase loyalty and persistency and even tap new risk pools.

However, to achieve success, we first need to understand the “why” behind individual motivation to take up a programme and stick with it (or not). Behavioural research has proven that most healthy living plans are flawed because they fail to address the unintentional reasons people deviate from their goals.

Much of human behaviour is automatic and therefore, the most effective interventions target these quick, reactive behaviours. Instead, most of today's programmes try to change the way people think about the consequences of their actions.

That's where the expertise of Swiss Re's Behavioural Research Unit comes into play. Drawing on our own research and partnerships with other experts, we are helping insurers improve their tools and communication to create better, longer lasting results especially for those with underlying medical conditions.

Data-driven testing yields practical discovery and improvement

Swiss Re's Diabetes Management Programme and partnership with GroHealth is a great example. This online programme, designed to improve the health of people with diabetes and other metabolic disease is creating remarkable results that include sustained weight loss and reducing or eliminating the need for insulin. Through our scientific approach, we found that a message emphasising the ease of enrolment was more effective at encouraging take-up of the programme than one which emphasised the cost saving, contrary to 'rational' economic theory. It's a subtle, but critical change and a great example of how behavioural science can effect positive, bottom-line improvements.

We're also working with insurers to increase customer engagement with wearables and other wellness platforms. And we're looking at how we can create a more dynamic underwriting model to accommodate the growing need – and consumer demand – for insurance products and pricing that reflects changing health over time. This kind of dynamic model to address modifiable risks can help our industry to both incentivise good health and create more attractive products. In all these efforts, our priority is to help you consider and address the whole range of drivers behind consumer behaviour in order to create a brighter future with more win-win outcomes.

Four ways to make your digital platform more effective:

- Two-way communication
- Analysed patient-generated health data
- Tailored education
- Individualised feedback

Contact your Swiss Re representative to start a discussion on how you can improve performance.

To maintain the behaviour change



Emphasize positive outcomes of behaviour



Inspire the chance to redefine yourself



Make the behaviour personally relevant



Increase motivation to perform healthier behaviours