

# Leveraging AI and Digital Technologies to Become a Health Partner

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**Our ambition to be a  
genuine “healthcare” business  
rather than “sick care” through  
data science/technologies and  
“personalisation”**

**Current applications  
of AI are transactional**

# AI for retaining members through welcome calls

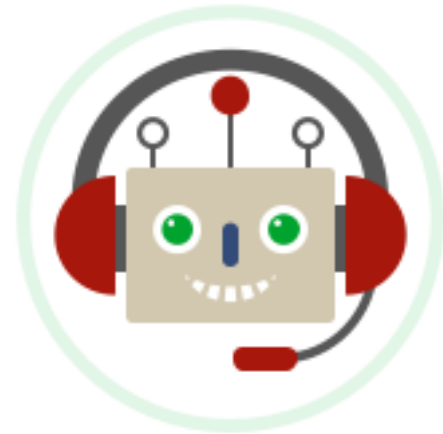


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Marketing Campaign Coordinator

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Member Care Team Leader



**nibby**



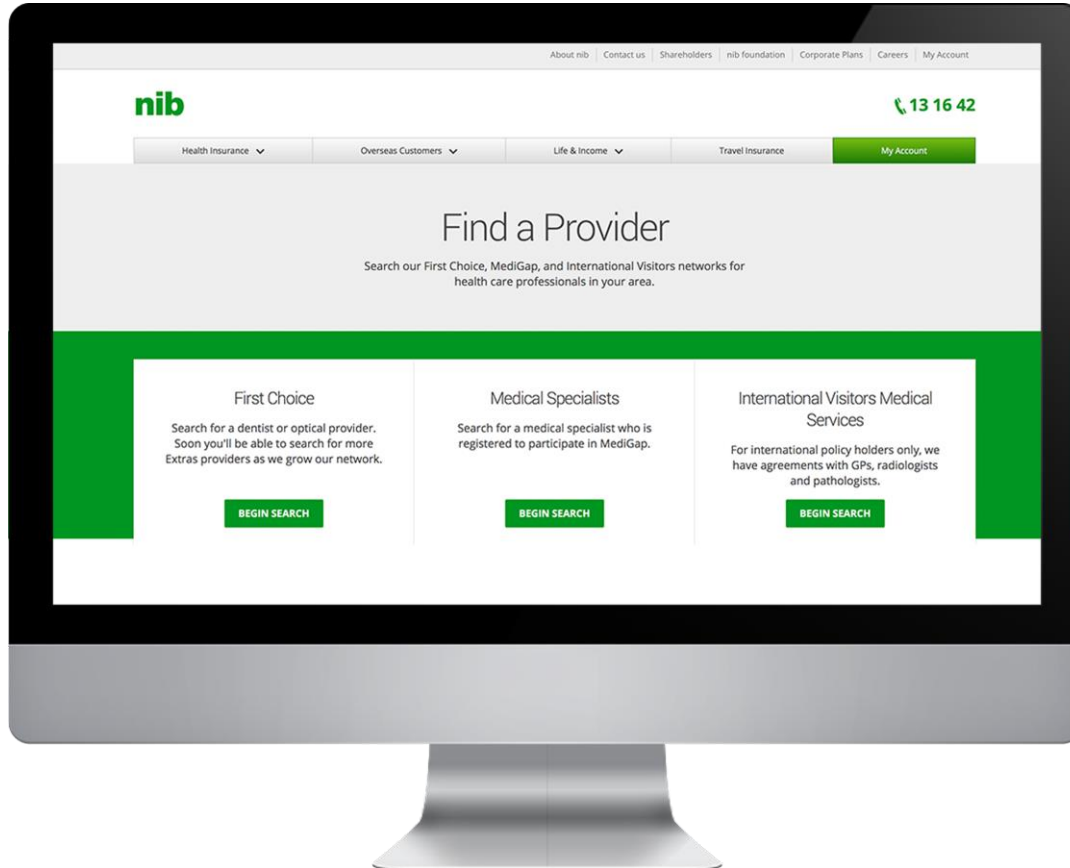
**Mathew**

Head of Emerging Technology

# Healthcare goals of data science/technologies and “personalisation”

- Improve health literacy
- Predict and prevent disease risk
- More precise disease management and treatment
- Choose and connect with healthcare providers
- Customise financial protection

# Choosing a doctor





# Patient reported outcome measures

Outcome member measurement and transparency is key to driving down variation.

## Measuring multiple outcomes of prostate cancer care in Germany

5 year disease specific survival

**Best hospital**



**Average hospital**



Severe erectile dysfunction

**Best hospital**



**Average hospital**



Severe erectile dysfunction

**Best hospital**



**Average hospital**



Source: ICHOM

# Putting it together



- Data sets and interoperability
- AI algorithms (localised)
- Digital connectivity
- Privacy/security
- Hearts and minds

# Democratisation of healthcare



**THANK  
YOU**