Capgemini
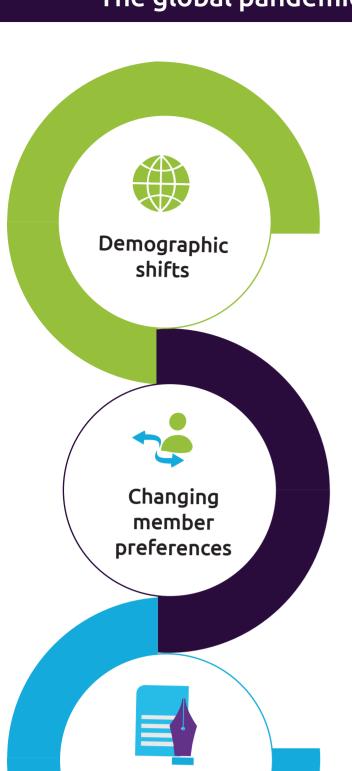
TOP TRENDS IN HEALTH INSURANCE 2021

The global pandemic has intensified external pressures on the health insurance industry

Demographic shifts

2 billion

Aging population
2 billion – expected 60+ global population in 2050, up from 0.9 billion in 2015[1]

2x

Declining health
2x – Seniors with four or more chronic diseases is expected to double by 2035[2]

Changing member preferences

>60%

Almost everyone is digital
>60% consumers transact frequently via digital channels[3]

<11%

Comprehensive coverage needed
<11% customers say they have comprehensive coverage for medical and health risks[4]
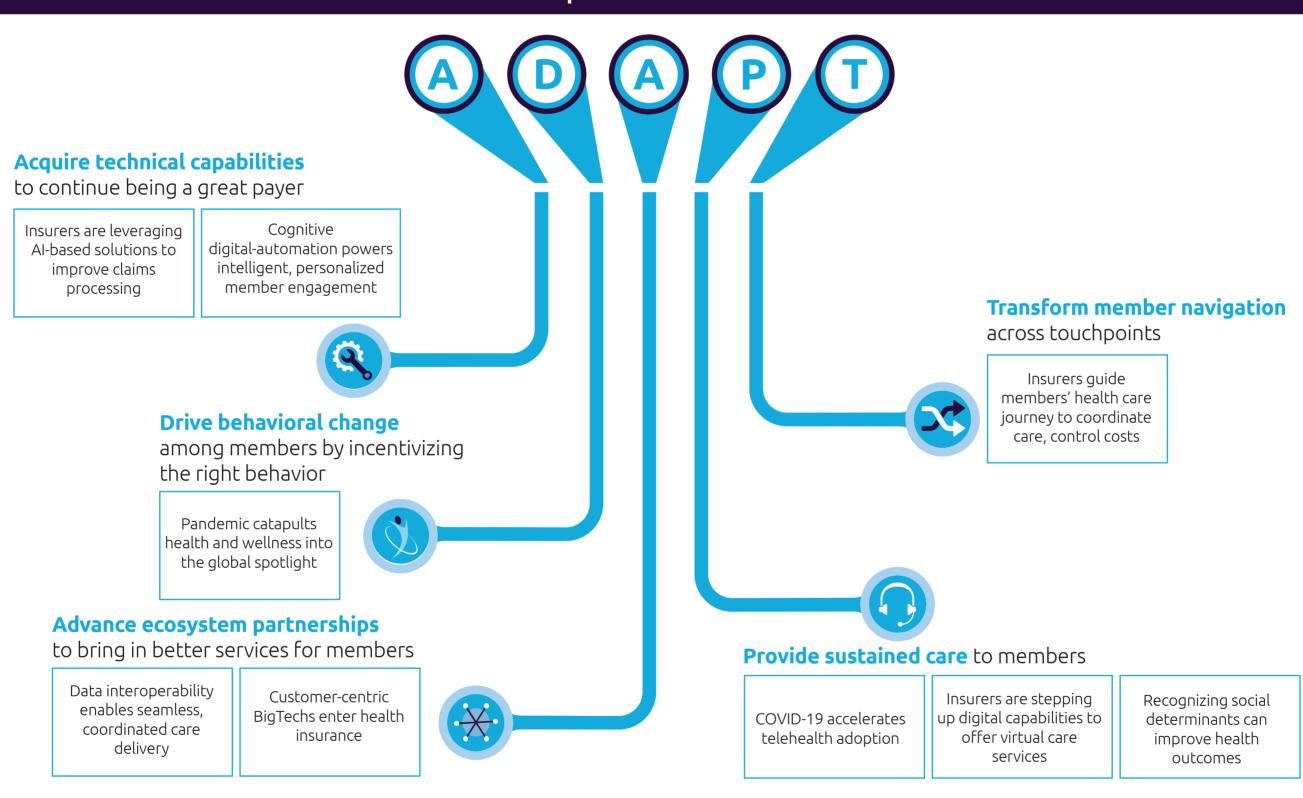
Compliance mandates

Healthcare transparency
Executive order in the US to improve price and quality transparency

Data interoperability
In the US, CMS delivers interoperability directives

Health insurers must pivot fast to ADAPT to market shifts

A D A P T

Acquire technical capabilities
to continue being a great payer

Insurers are leveraging AI-based solutions to improve claims processing

Cognitive digital-automation powers intelligent, personalized member engagement

Transform member navigation
across touchpoints

Insurers guide members' health care journey to coordinate care, control costs

Drive behavioral change
among members by incentivizing the right behavior

Pandemic catapults health and wellness into the global spotlight

Advance ecosystem partnerships
to bring in better services for members

Data interoperability enables seamless, coordinated care delivery

Customer-centric BigTechs enter health insurance

Provide sustained care to members

COVID-19 accelerates telehealth adoption

Insurers are stepping up digital capabilities to offer virtual care services

Recognizing social determinants can improve health outcomes

Future frontrunners will be Inventive Insurers, with advanced capabilities to be more resilient to market shifts

Go-to-market agility
Releasing new products quickly and at scale

Intelligent process
Driving operational improvements with technology

Business resilience

Member centricity
Building an enhanced member experience

Open ecosystem
Embracing collaboration with other players and third parties

1 – World Health Organization, "Ageing and Health," February 5, 2018
2 – New York Post, "Humans are living longer — but they're also getting sicker," January 26, 2018
3 – Capgemini | Efma, World Insurance Report 2020
4 – Capgemini | Efma, World Insurance Report 2019
5 – BigTechs are technology giants that dominate their respective sectors such as Amazon, Ant Financial, Apple, Facebook, Google, and Tencent