

SHARED VALUE FORUM 2017

CREATING COMPETITIVE ADVANTAGE

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**THE REAL LIFE
COMPANY**

Shared Value – Healthy Living...



INNOVATION & GROWTH



Treating social problems as business objectives

AGEING



↑ Longevity, ↓ fertility
 “Affluenza”
 ↓
 Immense social and economic issue

IMPROVING HEALTH, WELLBEING



Shared Value
 Shared Responsibility
 Workplace Wellbeing

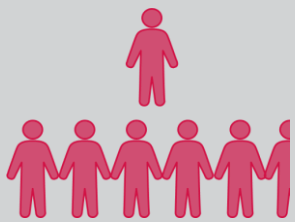
EVOLVING INSURANCE: PAYER → PARTNER



Improved engagement
 Improved risk assessment & management
 Bending the risk curve

Elderly Dependency Ratio¹

18.3% → 49.7%



¹ Source: Working Group Long Term fiscal Planning

Lifestyle – Key Risk Driver²

4 Main RISK FACTORS



Lead to

4 Main NON-COMMUNICABLE DISEASES



Responsible for

~ 60%

of all deaths WORLDWIDE

~ 80%

Disease burden

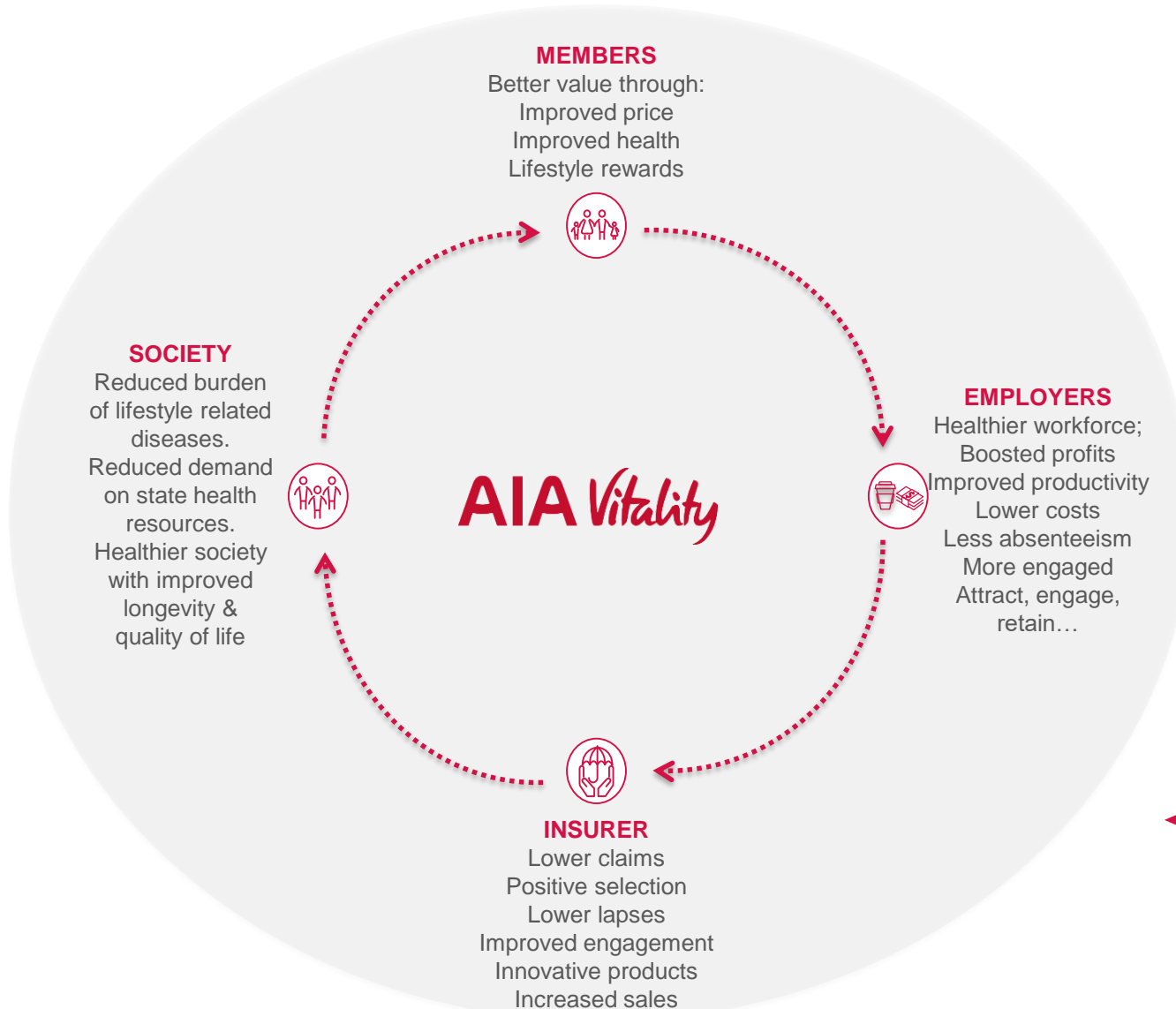
² Source: WHO, Oxford Health Alliance and various Research

The AIA Vitality Solution – Integrated Life and Health Insurance with Wellbeing programme



- AIA Vitality aims to **make people healthier by incentivising lifestyle behaviours** that prevent the development of lifestyle related diseases.
- AIA Vitality **uses behavioural economic principles to drive behaviour change** in key areas of health risk including:
 - Physical inactivity
 - Poor diet
 - Smoking
 - Other risky behaviours
- AIA Vitality **provides access to partners** that lowers the barriers to healthy choices, and **incentivises ongoing engagement**
 - Long term behavioural change
- **Evolution** of insurance, improving wellbeing

AIA Vitality: a Sustainable Shared-Value Business Model



- Made possible by **innovative** combination of:
 - Traditional actuarial techniques of risk pooling and statistical analysis
 - Behavioural science to positively influence healthy lifestyle choices by members
 - Smart member engagement
- This dynamic model **empowers** members to influence price and benefits
- A new frontier to help make members **healthier**

