



# ReImagine

insurance



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CANADIAN  
REINSURANCE  
CONFERENCE

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Reimagine  
insurance




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# Life.io Overview

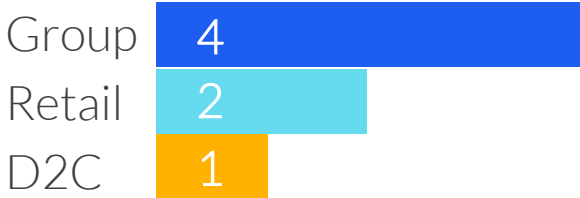
 Ownership  
Privately owned

 Founded 2012  
Life Insurance since 2015

 Active Users  
350,000+

 Corporate HQ  
Philadelphia, Pennsylvania

 Active Clients 7



 RESILIENCE

 QUALITY

 DISCIPLINE

 ENERGY

 ACCOUNTABILITY

 ONE LIFE.IO

# Defining Life.io

2012 → **Life.io Founded**  
Life.io is founded as LifeVest Health and focuses on the Health and Employer Wellness market

2014 → **The Rise of InsurTech**  
Life.io changes focuses to fully support Life & Health carriers on the group, individual, and D2C market

2015 → **Top 3 Global Carrier**  
Life.io makes a strategic decision to work with one Global Carrier to better understand what it takes to work with the Life market and how to manage global expansion

2018 → **Partnership over Disruption**  
Life.io expands partnership model with industry leaders



# User Focused Life and Health Platform

## ENGAGE

Branded experience collects data, driving high user engagement through a robust mental, physical and financial dashboard focused on well-being

## CONNECT

Drive program adoption to friends and family, expanding brand recognition and new sales opportunities through a Social Selling channel

## ADVISE

Products are recommended to users based on life events, creating trust and confidence that their carrier has their best interest in mind

# Life.io Methodology



## SCIENCE

Rewards and loyalty  
Gamification



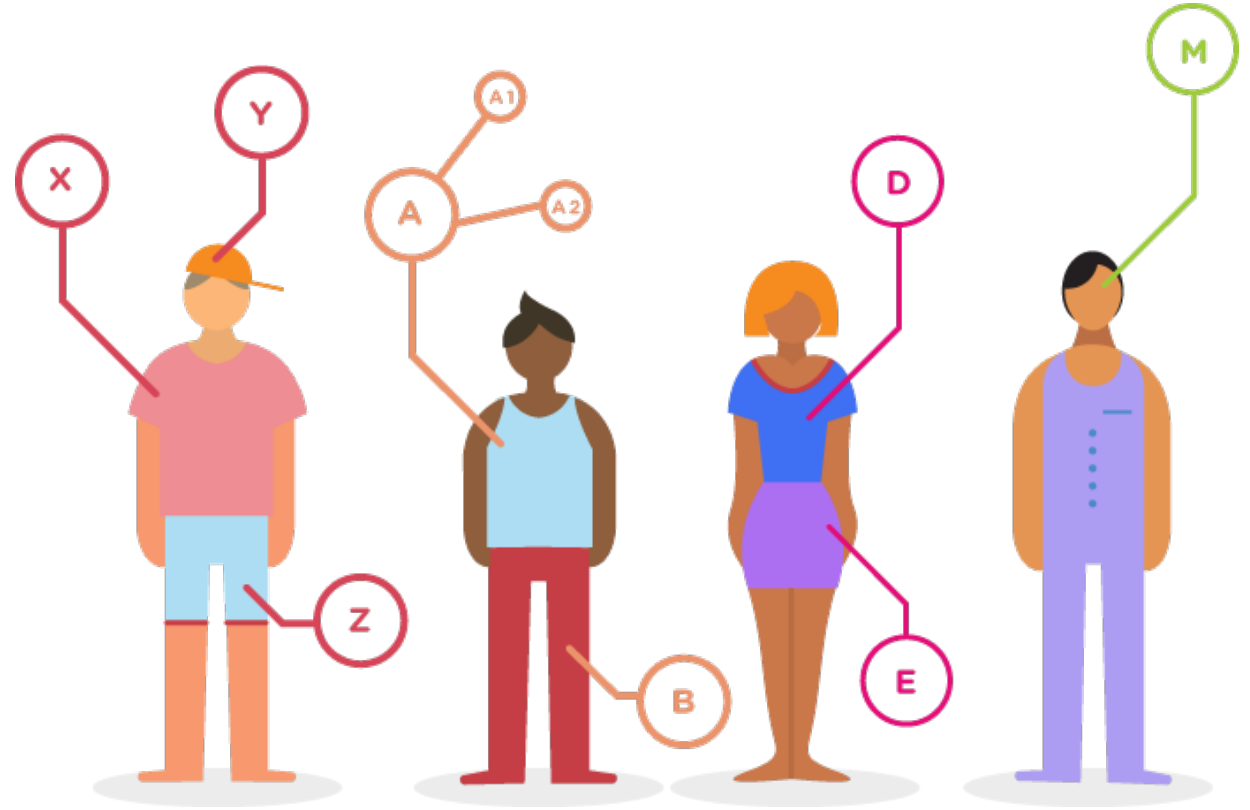
## PERSONALIZATION

Data Collection  
On-going Learning



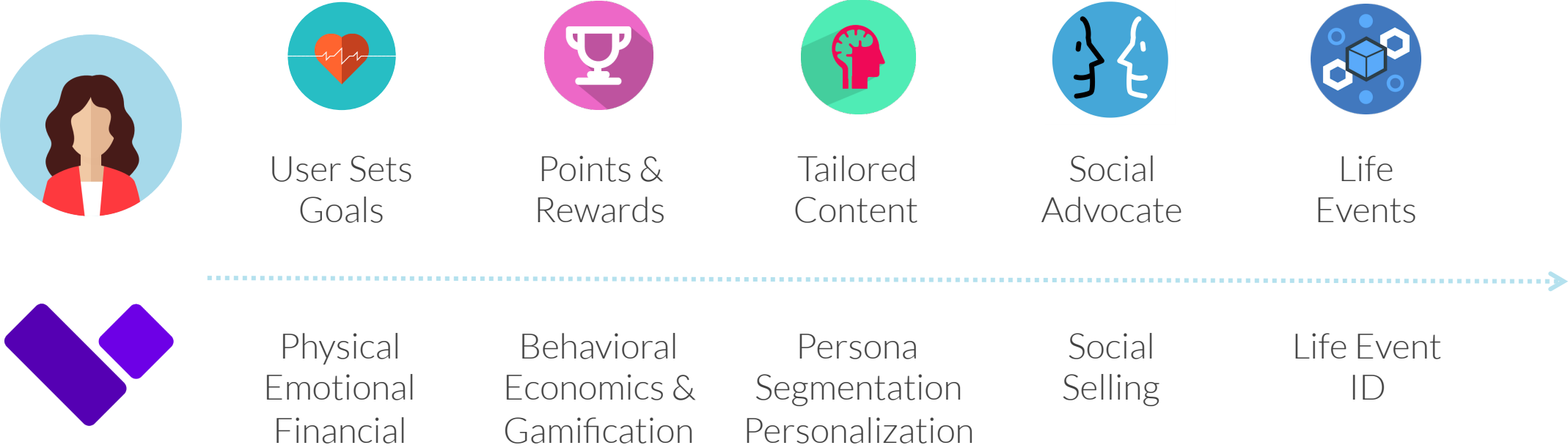
## CONNECTED DEVICES

Wearable Integration  
Mobile App



# User Journey

Life.io uses meaningful customer engagement to bridge the gap between carriers and their policyholders



# Moving the Industry Forward



## **In Force Management**

Today, carriers do very little to manage their policyholder base. 6 out of 10 policyholders do not know who their insurer is!



## **In-House Holding Pattern**

Carriers are delaying game-changing decisions and choosing to wait on industry best practices and peer group adoption before driving “innovation”



## **Lost opportunity**

You can't make up for lost time...



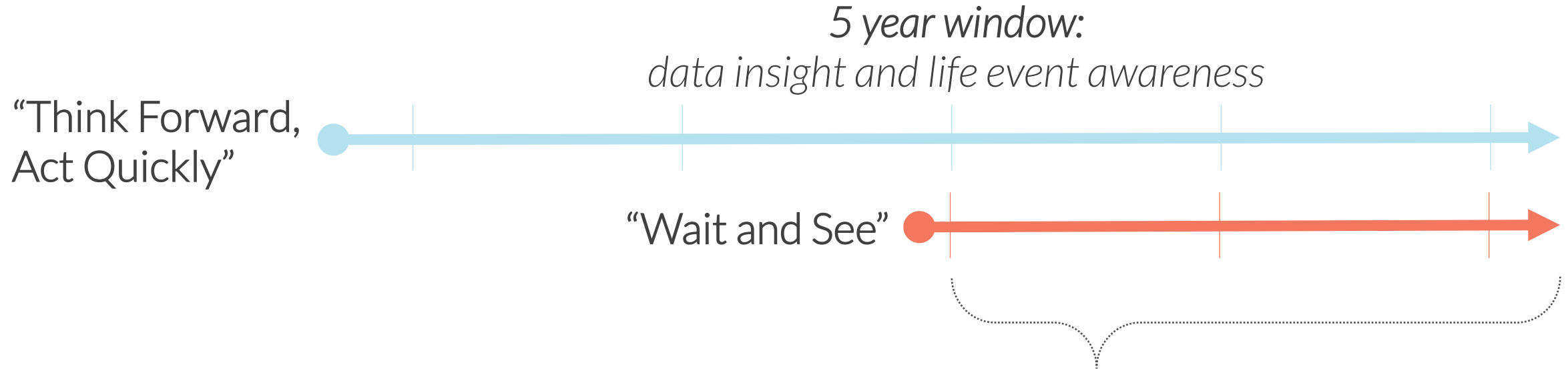
## **Opportunities to Drive Success**

- Identify clear, precise KPIs
- Elect Champions, not consensus
- Focused on process over outcome
- Stick to a project timeline
- Let yourself, and the project, learn along the way



# Carrier Mindset

## Risk versus Reward



By having a “wait and see” mindset, carriers put themselves at risk for being left behind in policyholder data, insights, and ultimately, sales opportunities.

# In Force Population Example

100 Policyholder Sample Size  
35% Adoption  
22% Retention over 2+ Years



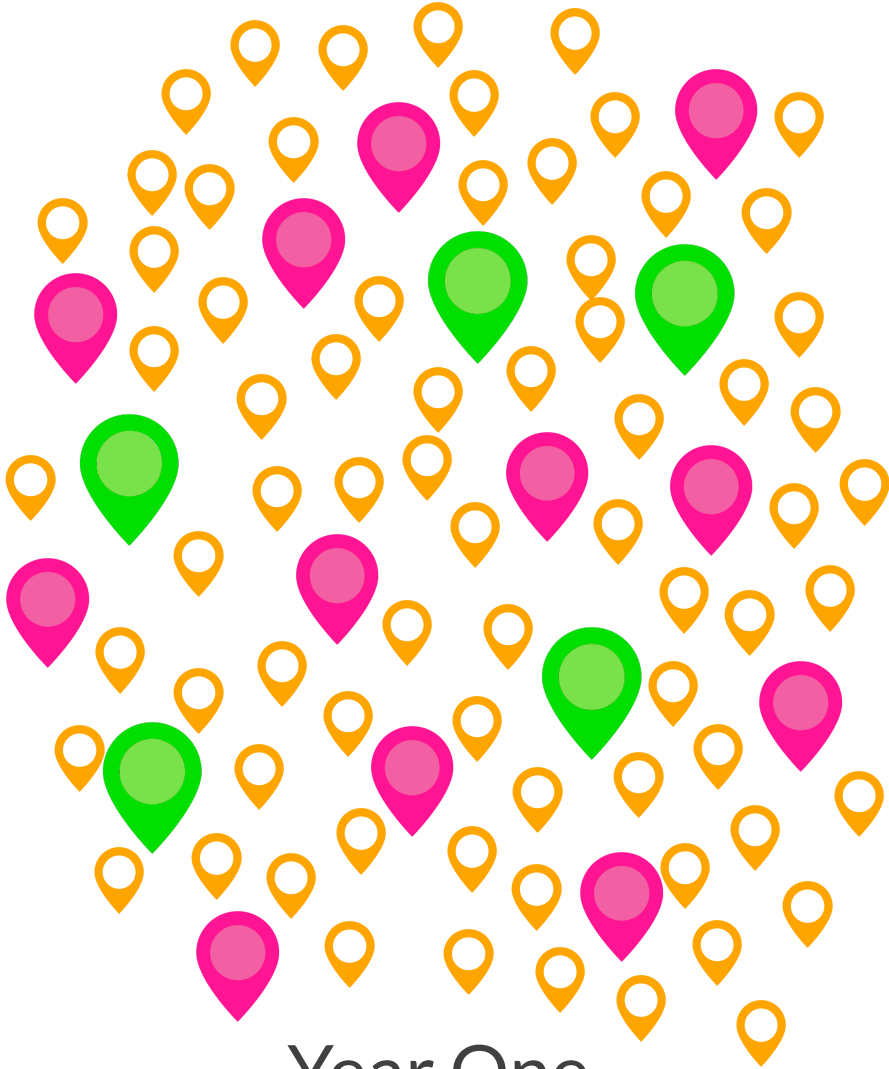
Week One

3 visits (18 data points)



Month Three

24 visits



Year One

98 visits (588 data points)

# In Force Population Example

100 Policyholder Sample Size

35% Adoption

22% Retention over 2+ Years

## Top 5 Life Events Identified:

1. Change in Expenses
2. New job
3. Change in health condition
4. Job promotion
5. Car purchase



# The risk



# Life.io Partnership



CUSTOMER  
ENGAGEMENT



WHITE-LABEL  
SOLUTION



SPEED TO  
MARKET



ACTIONABLE  
INSIGHTS



INCREASE  
PRODUCT  
SALES



LEAD  
GENERATION



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Questions?



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## Sales Alignment

- Strategic Workshop
- Pilot Program Learnings
- Strategic Business Outcomes

## Contracting

- Standard SLA's
- High level OKR/KPI alignment
- Established Client Success workbook

## Configuration

- 60 – 90 days, dedicated project manager
- Leadership kickoff and focus
- SME alignment / clearly defined schedule & deliverable due date project management

## Customer Success

- Quarterly review process
- CSAT (end user) surveying
- Annual alignment workshop

## Continuous Improvement

- Monthly bug fixes / site enhancements
- Monthly feature releases
- Data driven development at no cost