

# DISCOVER THE POWER OF DIGITAL HEALTH ASSISTANTS

User-friendly digital healthcare provision  
with a human touch



How can I  
help you?

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# 01 The opportunity

## Accelerated growth in digital health

### DIGITAL HEALTH IS A RAPIDLY GROWING GLOBAL MARKET AND INDUSTRY.

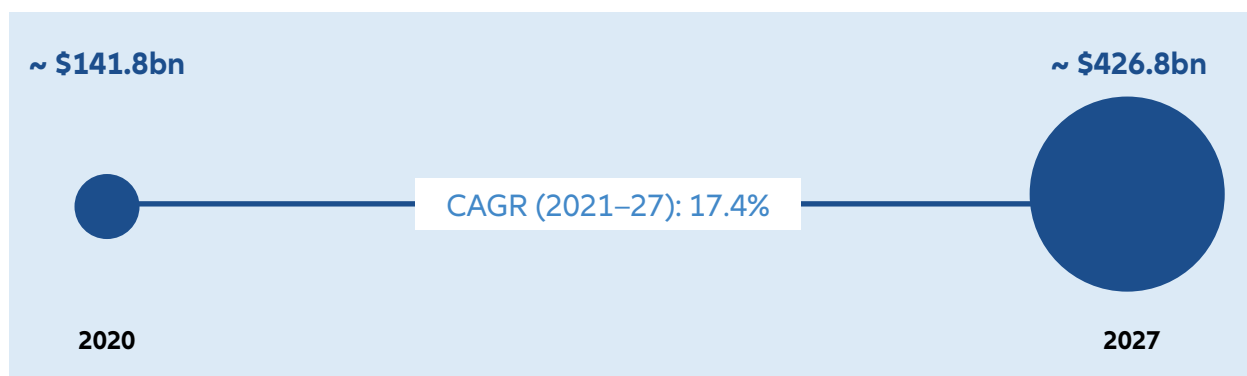
DIGITAL HEALTH ASSISTANTS PRESENT AN EXCITING SOLUTION THAT CAPTURES SOME OF THE KEY BENEFITS OF THIS STRONG GROWTH. THEY PROVIDE A SMART, CONVENIENT, AND FAST WAY FOR PEOPLE TO CONNECT WITH HEALTHCARE SERVICES THROUGH THE CHANNELS THEY USE MOST FREQUENTLY, FOR EXAMPLE, INSTANT MESSAGING APPS LIKE WHATSAPP ON MOBILE DEVICES.

But before exploring the benefits of Digital Health Assistants in more detail, both for businesses and customers, let us first take a look at the big picture of global digital health technology.

The current global outlook for the digital health sector is positive with a significant upward trend in market growth and investment. In 2020, the global market was valued at approximately USD 142bn and this is predicted to grow to approximately USD 427bn by 2027, at a CAGR of 17.4%.<sup>1</sup>

### State of digital health | Global trends | Market size

## Estimated global digital health market growth



<sup>1</sup> [www.gminsights.com/industry-analysis/digital-health-market](http://www.gminsights.com/industry-analysis/digital-health-market)

## 01

### Investors go 'all-in' on digital health tech

The growth of the digital health sector has been accelerated by large-scale investments in recent years. Overall funding has grown at an exponential rate. In 2021 alone, funding increased by almost 80% year-on-year to reach a record high of USD 57.2bn.

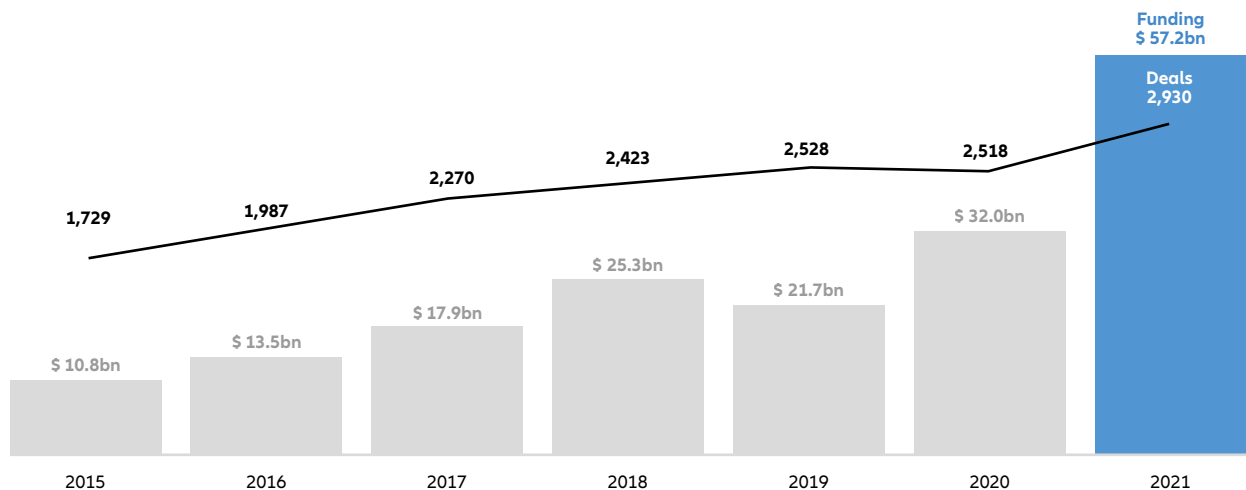
The COVID-19 pandemic has contributed substantially to this growth in funding as healthcare providers and society in general look towards new technology and digital solutions to provide services remotely. The big increase in funding has created an unprecedented wave of innovation and development in the

area of digital health solutions that apply new technology to benefit patients, providers and other stakeholders along the healthcare value chain. Target areas of innovation range from research and development, disease prevention, and care delivery to operational efficiency and new distribution models.

However, many innovations target specific parts of the healthcare value chain. This is where Digital Health Assistants come in: they combine the latest innovation in various health areas and enable distinctly new ways of accessing healthcare services.

### State of digital health | Global trends | Investment trends

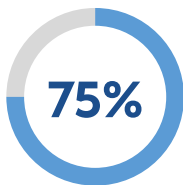
## Global digital health funding grows 79% YoY to reach \$57.2bn



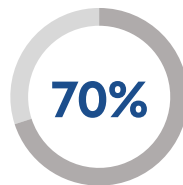
Source: CBINSIGHTS

## 02 A shift in expectations Customers want 'more'

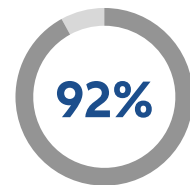
ACROSS INDUSTRIES, CUSTOMERS ARE SEEKING TO RECEIVE MORE VALUE THAN JUST A FEW YEARS AGO. **IT'S NOT ENOUGH TO SIMPLY PROVIDE A HIGH-QUALITY PRODUCT OR SERVICE.** BUSINESSES ARE COMPETING, NOT ONLY WITH EACH OTHER IN THEIR SPECIFIC INDUSTRIES, BUT ALSO WITH INCREASED 'OUTSIDE' THREATS FROM DISRUPTIVE TECHNOLOGY PROVIDERS THAT HAVE BEEN CONSTANTLY RAISING CLIENT EXPECTATIONS FOR THE LAST DECADE.



Regularly google symptoms, but most of them are unhappy with the results<sup>1</sup>



Of in-person doctor visits are avoided following a chat with a doctor via messenger<sup>2</sup>



Would recommend our Digital Health Assistant to friends and family<sup>1</sup>

<sup>1</sup> Allianz User Survey, October 2020; <sup>2</sup> Survey by Abi Global Health

### Differentiation through digital health

One way to attract and retain more customers is to offer them something that can tangibly improve their lives and add value. Digital health services achieve exactly this by making it easier for people to look after their health and wellbeing more effectively.

Digital health provides a perfect opportunity to strengthen business-customer relationships. In today's world, customers show more loyalty to businesses that add extra value to their lives, demonstrate a social conscience, and are aligned with a positive worldview that promotes health and wellbeing.

According to research conducted by Bain & Company, 60% of customers showed a keen interest in businesses that offered healthcare services which extended past their standard service offering.<sup>3</sup>

Therefore, digital health provision can be a key to success for a variety of businesses, not only in pandemic times, but also in the post-Covid digital age. This is particularly true for companies outside of the healthcare sector, where the positive surprise effect or novelty of such services for customers is even higher.

<sup>3</sup> [www.bain.com/insights/insurers-hold-the-key-to-healthcares-digital-future](https://www.bain.com/insights/insurers-hold-the-key-to-healthcares-digital-future)

## 03 Meet our Digital Health Assistant

### Smart, convenient, and fast medical advice

TO SUPPORT OUR BUSINESS PARTNERS IN THIS ENDEAVOR, WE LAUNCHED A POWERFUL DIGITAL HEALTH ASSISTANT. IT IS A CHAT-BASED TELEHEALTH PLATFORM THAT PROVIDES REMOTE MEDICAL ADVICE THROUGH A COMBINATION OF INTERACTIONS WITH LICENSED DOCTORS AND PURELY DIGITAL SERVICES. **OUR SOLUTION SUPPORTS CUSTOMERS IN THEIR HEALTH JOURNEY AND PROVIDES PEACE OF MIND.**

We did not design our service for customers and businesses – we developed it with them. The result is a unique value proposition that is specifically tailored to a B2B2C setting, taking into account both our business partners' requirements, as well as their customer needs.

The Digital Health Assistant platform is simple to use as it is accessible through the most established instant messaging platforms, including WhatsApp, Telegram, WeChat, Viber, and LINE, as well as a secure web chat for browser access. We are constantly developing our service and adding new messaging platforms to cater to an even wider market.

## 24/7 Medical support and advice

### Get fast real-person and AI-powered support

- Access immediate health support whenever you need it, wherever you may be
- Address your specific questions to licensed medical professionals via chat
- Get AI-powered medical guidance based on your symptoms

### Enjoy an effortless onboarding and superb user experience

- No installation or download required, as all services are centralized in our customer's chat app of choice (including WhatsApp, Telegram, WeChat & more)
- Onboard just once in less than 2 minutes – you are only asked for a nickname, your gender, and age
- Follow up and use the service as often as you want – at your own convenience
- Explore first-class medical content from our partner Mayo Clinic
- Use a Medical Hotline or Teleconsultation for even more comprehensive advice\*
- Find a doctor nearby to get hands-on care and treatment

\*Dependent on local availability



< Digital Health Assistant  
Online

Hi 10:34 pm ✓

Hi Lisa! Happy to support you with any medical concerns. 10:34 pm

How can I help you? 10:34 pm

- Start a digital symptom assessment
- Send a personal chat-message to a certified doctor
- Teleconsult a doctor via video call platform
- Call a team of nurses/doctors

+ 🗨️ 📷 🎤

# 04 A simple way to prove that you truly care for your customers

WHEN TALKING ABOUT HOW TO MAKE THEIR CUSTOMERS HAPPY, CORPORATES USUALLY ONLY CONSIDER HOW THEY ARE GOING TO MEET SOME VERY SPECIFIC NEEDS OF THEIR CUSTOMERS. A FEW EXAMPLES: A BANK PROVIDES WAYS TO SAFEGUARD AND MANAGE FINANCES. AN INSURANCE COMPANY DELIVERS COVERAGE AGAINST LOSS, ACCIDENTS, OR ILL-HEALTH. A HOTEL OFFERS A PLACE TO RELAX AND REFUEL.

But businesses need to break out of this way of thinking and consider customers' wider needs. For most people, looking after the health and wellbeing of themselves and their family is a permanent need that can hardly be served well-enough. This is your opportunity!

## Our Digital Health Assistant – Bringing peace of mind to customers and their families

So what does a typical customer journey look like?



Let's imagine you have an existing customer called Lisa, who feels unwell on a Saturday morning. Fortunately for Lisa, as your loyal customer, she has a free subscription to our Digital Health Assistant.

Lisa onboards with our service via WhatsApp within just two minutes.



Lisa types in her symptoms and gets some immediate advice on recommended next steps.



Lisa reads the advice and feels much more comfortable for the rest of the day. However, when her symptoms worsen the next day, she decides to follow up with a one-to-one chat with a certified doctor.



Lisa is able to explain her situation to a doctor, all still via WhatsApp messages, and receives a reply within minutes.



Lisa regains peace of mind – not just because of a qualified response, but also safe in the knowledge that she can reach out to a doctor again at any time of the day. She is aided in her recovery and gets better without ever leaving the house.



## 05 What about privacy and data security? Anonymous and GDPR-compliant

A VAST MAJORITY OF ADDITIONAL BENEFITS AND 'FREE' SERVICES NOWADAYS HAVE ONE MAJOR PURPOSE ONLY: COLLECT MORE CUSTOMER DATA TO MAKE MARKETING MORE EFFICIENT. THE RESULT? IN THE WORST CASE, IT CAN DESTROY CUSTOMER TRUST AND LOYALTY. **OUR DIGITAL HEALTH ASSISTANT IS A BREATH OF FRESH AIR.**



Personal health data touches on some of the most private information of our users – which is why we want them to stay fully anonymous. The only information requested is that which is absolutely necessary to provide meaningful medical information (age and gender) and to make the service more personal (nickname). That's it!

And of course, our service is always fully compliant with local data privacy requirements – for example, fully GDPR-compliant in European countries. This also means that users can simply request that we delete the little data we store, at any time.

## 06 Build customer loyalty with top-tier digital health

### Health support in your clients' pocket

Increase customer satisfaction by offering a highly convenient way to access top-tier healthcare.

### Simple set-up and easy-to-use

Don't worry about lengthy IT-integration – our Digital Health Assistant runs standalone via popular instant messengers.

### Be a caring service provider

Stand out from other companies by providing personalized care for your customers.

## A modular offer of truly helpful services

### Core offer



#### Symptom Checker

AI-based self-service tool to assess one's symptoms



#### Doctor Chat

24/7 messaging with licensed doctors



#### Provider finder

See healthcare professionals nearby

### Premium offer



#### Teleconsultation/Medical Hotline

Personalized remote advice by doctors and medical professionals



## Don't just take our word for it...

### Here's what our customers say:

Very straightforward, everything well explained, quick help

Quick, competent, and data privacy taken seriously – well done

I like the feeling of being in good hands if I need help

Fast and concise answer in the middle of the night

The doctor was very nice and kind, helped me with my problem and solved it pretty quickly

Exactly what I was looking for when I don't have much time

The service is the right mix of friendliness and professionalism



## 07 Available in more than 30 markets

OUR DIGITAL HEALTH ASSISTANT IS ALREADY AVAILABLE IN **MORE THAN 30 MARKETS** AROUND THE WORLD AND WE'RE CONSTANTLY EXPANDING.

### APAC

Australia  
China  
Hong Kong  
India  
Indonesia  
Japan  
Malaysia

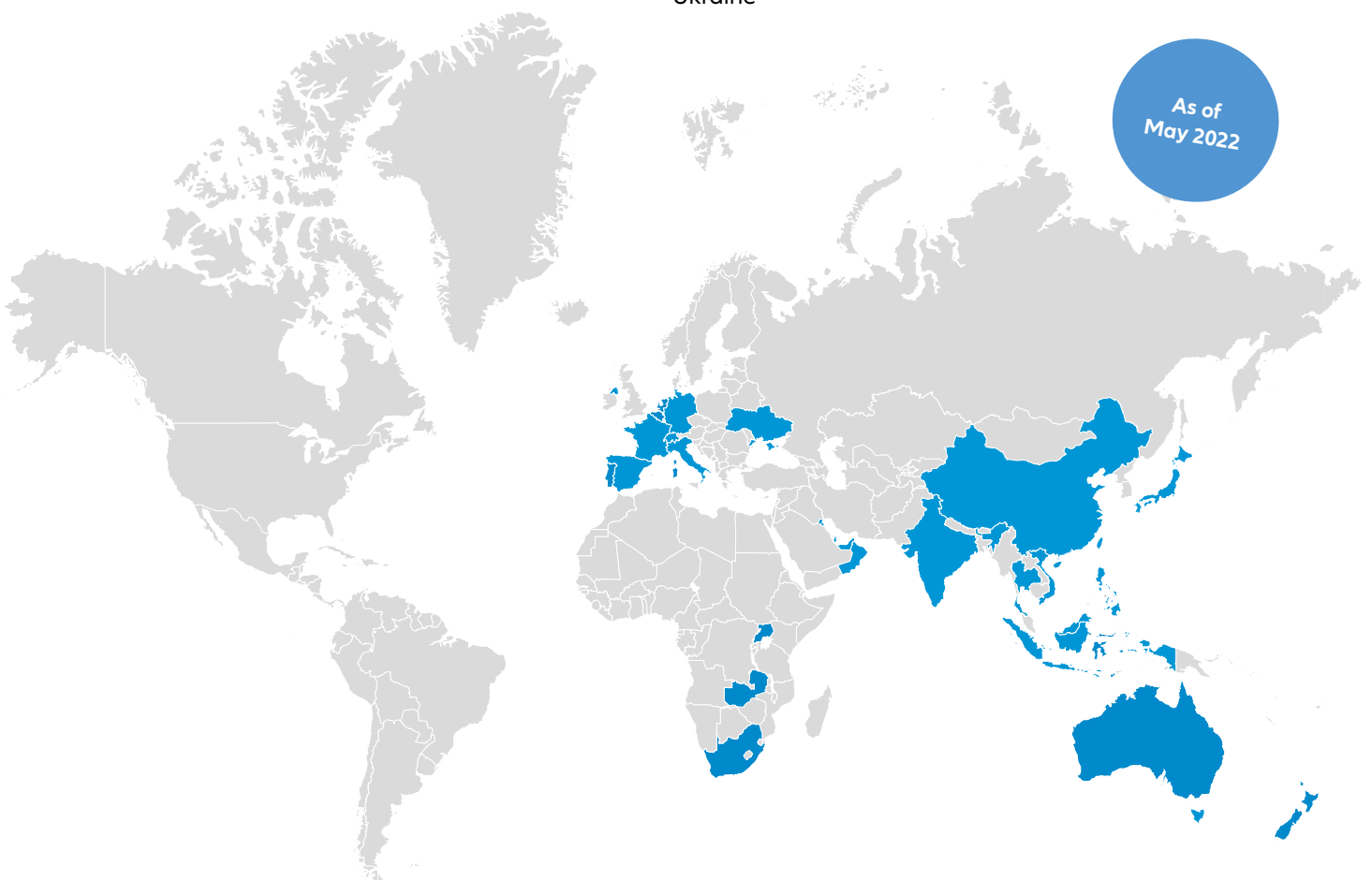
New Zealand  
Philippines  
Singapore  
Taiwan  
Thailand  
Vietnam

### Europe

Austria  
Belgium  
France  
Germany  
Italy  
Netherlands  
Portugal  
Spain  
Switzerland  
UK  
Ukraine

### Middle East and Africa

Bahrain  
Kuwait  
Oman  
Qatar  
South Africa  
UAE  
Uganda  
Zambia



### Flexible partnerships and pricing

The Digital Health Assistant is a modular service, which means we can offer different packages to suit your individual needs best. Let's discuss!

## 08 **Make a difference to** people's health and wellbeing

### **Attract and retain more customers**

Partnering with us to provide your customers with a Digital Health Assistant will set you apart: as a caring company with strong values. Your customers will love it!

**Nurtured**  
customers = **Happy**  
customers = **Loyal**  
customers

**See our Digital Health Assistant in action**

**BOOK A DEMO TODAY**

## Let's talk next steps

We look forward to jointly discussing how we can provide our Digital Health Assistant to your clients.



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