

# Star Health and Allied Insurance Co. Ltd.

Date: March 29, 2023 Place: Chennai

Ref: SHAI/B & S/SE/245/2022-23

To,

The Manager The Manager

Listing Department Listing Department

BSE Limited National Stock Exchange of India Limited

Phiroze Jeejeebhoy Tower Exchange Plaza, 5th Floor, Plot C/1,

Dalal Street G Block, Bandra-Kurla Complex

Mumbai - 400001 Mumbai - 400051.

Scrip Code: 543412 Scrip Code: STARHEALTH

Dear Sir/ Madam,

#### Sub: Analyst(s)/Institutional Investor(s) Meet Schedule – March 29, 2023.

In compliance with Regulation 30 read with Schedule III and Regulation 46(2) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find below the details of the meeting held as part of the Star Health Analyst Day with Analyst(s)/ Institutional Investor(s) on Wednesday, March 29, 2023 at Chennai.

Sl. No	Fund/Firm	Type of Meeting
1.	Spark	
2.	UBS	_
3.	Ambit	_
4.	Citi	
5.	Investec	_
6.	Goldman Sachs	
7.	BNP Paribas	Physical Group Meet
8.	AMSEC	_
9.	Jefferies	_
10.	JP Morgan	_
11.	Nuvama	_
12.	DAM Capital	_
13.	HDFC	
14.	Kotak	
15.	Emkay	

Regd & Corporate Office: 1, New Tank Street, Valluvar Kottam High Road, Nungambakkam, Chennai - 600 034. Phone: 044 - 28288800 Telefax: 044 - 28260062 CIN: L66010TN2005PLC056649 IRDAI Regn. No: 129



# Star Health and Allied Insurance Co. Ltd.

Sl. No	Fund/Firm	Type of Meeting
16.	Motilal Oswal	
17.	CLSA	
18.	BoFa	
19.	B&K	
20.	Haitong	Physical Group Meet
21.	Anand Rathi	
22.	Axis Capital	
23.	Phillip Capital	

The presentation made to the Analyst(s)/ Institutional Investor(s) is attached herewith.

The above disclosure will also be made available on the Company's website at <a href="www.starhealth.in">www.starhealth.in</a> Kindly take the same on record.

Thanking you,

For Star Health and Allied Insurance Company Limited

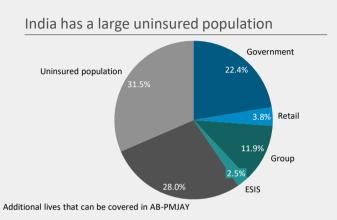
S.Venkataraman Vice President - Compliance Officer



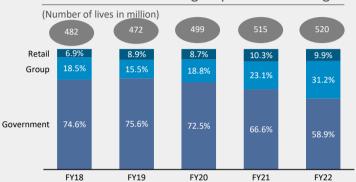
- Health Insurance Industry India
- Accounting
- Distribution
- Underwriting, Actuarial & Human resource
- Strategy



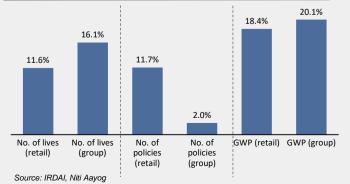
#### Health insurance industry is under-penetrated



#### The share of retail and group has been rising

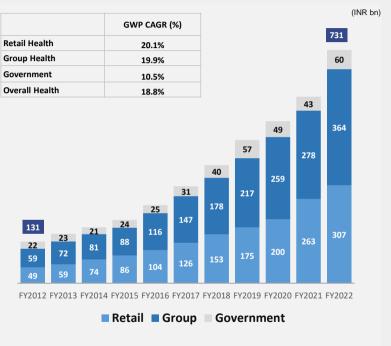


#### 2018-22 CAGR in lives, policy count and premium

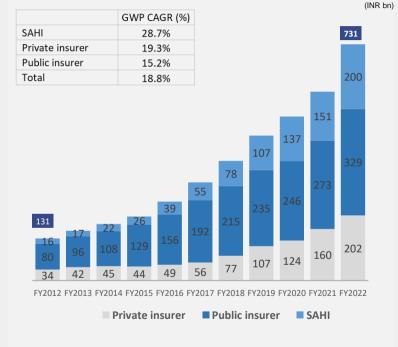


#### Retail Health is the fastest growing & SAHIs have grown rapidly

Health insurance (Ex PA & Travel) industry category mix



Health insurance (Ex PA & Travel) player wise mix





#### **Expenses of Management – Large to Largest**

#### Regulations

- > 35% for SAHI and 30% for GI players
- Actual EoM exceeds by =>10 percent of the projected EoM as per Business Plan, no variable pay to MD/CEO/KMP for the said FY

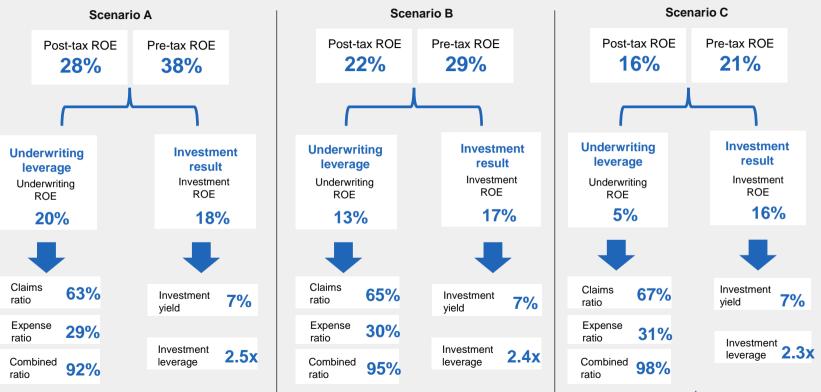
#### **Industry**

- Many insurers are operating at higher cost and will have to control spends
- Insurers have profitability targets, companies cannot take higher EoM from current levels as the regulator will monitor this closely; Higher Combined Ratio needs to be controlled

#### **Opportunity Areas**

- Large PSU and Pvt Banks are operating with JV partners. With new EoM there will be pressure from shareholders to improve insurance revenues with Existing/New partners
- Scope for Star Health to penetrate in Banca/NBFC channel. New regulations provides flexibility

#### Unit economics of Retail Health business under various scenarios



# **Accounting - IGAAP and Ind AS**

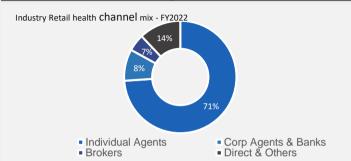
Assumption	Indian GAAP		22%	22%	22%
		Year 1	Year 2	Year 3	Year 4
	GWP	100	122	149	182
	NWP	95	116	141	173
	NEP	40	104	127	154
	Business Mix 58:42				
64.0%	Claims	26	66	81	99
20.0%	RI comm	1	1	1	2
22.5%	Procurement Cost	23	27	33	41
7.0%	Opex	7	8	10	12
	UW Profit	-14	3	3	4
	Investment income	7	9	10	13
	PBT	-7	11	14	17
	PAT	-5	8	10	13
	Networth	40.0	48.5	58.9	71.8
	Solvency Capital @2	2.0	2.0	2.0	2.0
	Investment book	100.0	121.2	147.3	179.5
	Loss ratio	64.0%	64.0%	64.0%	64.0%
	Expense ratio - NWP	30.0%	29.9%	29.8%	29.6%
	Combined ratio	94.0%	93.9%	93.8%	93.6%
	RoE	-13.2%	17.5%	17.7%	17.9%

IND AS		22%	22%	22%
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PBT	5	14	17	21
PAT	4	11	13	16
Networth	40.0	50.5	63.5	79.4
Solvency Capital	2.0	2.1	2.1	2.2
Investment book	100.0	121.2	147.3	179.5
Loss ratio	64.0%	64.0%	64.0%	64.0%
Expense ratio - NEP	40.2%	30.7%	30.6%	30.5%
Combined ratio	104.2%	94.7%	94.6%	94.5%
RoE	10.2%	20.8%	20.4%	20.1%



#### **Largest and Well-spread Distribution**

#### Retail health business is Agent driven



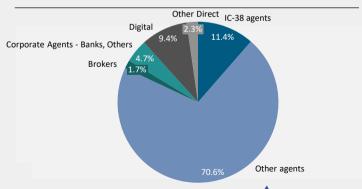
#### Star Health Channel Mix and Channel growth, 9MFY23



#### Focused on growing 'Agency channel'

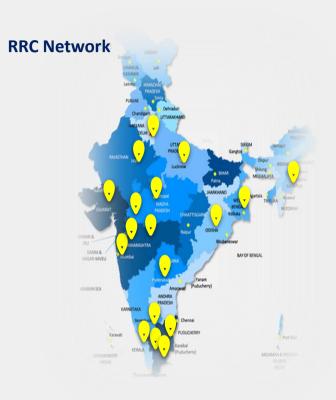


#### Channel mix as of 9MFY23





#### **Renewal Retention Cell - Snapshot**





- O2 Callers
  200+ callers across 18 centers
- O3 Calls volume
  40K per day across India
- Renewal Volume- FY23
  No of Policies: 68 lacs

#### **RRC Key Initiatives**



#### **Initiatives:**

- Well Trained & best performers identified as dedicated callers for FHO renewals
- CIBIL Usage- Scrub for latest contactibility & for better understanding of customer persona
- Moving high propensity renewals to digital platforms for conversions – Usage of BOT & IVR
- Advance follow-up's on 1st & 2nd year renewal
- Automation and digitisation of consumer journey

#### **Key Performance Indicators (KPIs)**

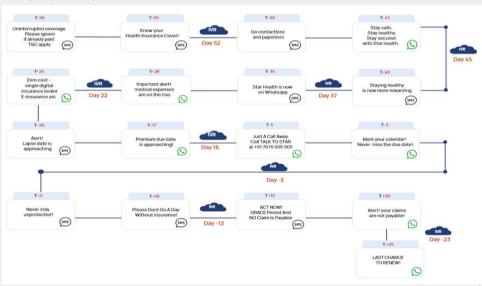
- ➤ Upsell & Cross- sell
- Increasing Renewal collections through digital mode
- ➤ Increasing daily customer connect from current levels of 40K call per day to 50K with use of technology



#### **Digitization – Renewal Retention Cell**

- Truecaller Integration helped to increase connectivity rate from 75% to 80%.
- > Automated Renewal reminders i.e IVR/ Bot has reduced dependency on call centre
- Cross-sell of PA, Extra protect etc. now at the checkout page across platforms
- ML based Predictive model being used to identify and prioritize the customers for renewal calling
  - Increased focus on low propensity renewals





#### **FHO price revision impact – Predictive Analytics**

- Analyzed Impact for period Aug-17 to Jul-18
- -NOP Retention came down by 4% from 91.4% to 87.5%

- Method 1: Based on Premium Co-relation: Impact in FY24
- FHO retention expected to impact by 2-3%
- Impact lower as contribution of 1st year renewal has reduced

- -- Method 2: Based on Claims Co-relation: Impact in FY24
- FHO retention expected to impact by 3-4%



#### **Customer Engagement calendar**









T+90 days

Assurance of the purchase made- KYC & How to claim

T>90 to T< 180 days

Wellness + VAS Services like Talk to Star, Telemedicine etc. T>180 to T< 270 days

Cross Sell of PA/OPD & Rewards Outcome ~ 7% upsell/cross-sell

T>270 to T< 365

Renewal reminders with focus on Advantages of renewal / early renewal and Renewal journey

SMS/Whatsapp on festivals.

SMS/Whatsapp/Emailer on birthday and anniversary

SMS/Whatsapp/Emailer on product specific information

IVR call for non-financial endorsements like change in contact details encouraging for Cross sell



#### **Our channel partners – Opportunity with New EoM**

#### **PSU and Pvt Banks**



















#### **NBFC** and Brokerages













#### **Leading Fintechs**



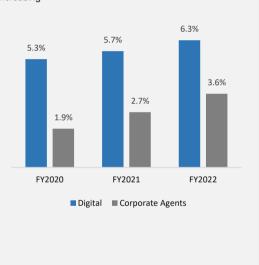








Digital & Corporate agents contribution to GWP consistently increasing



Note: Corporate agents includes banks. Digital includes online brokers



#### **Underwriting Philosophy**

- ➤ Become the most preferred insurer in the country making Star Health synonymous with Health Insurance
- ➤ Introduce innovative products / covers to suit the evolving requirements of the various segments of the society
- Achieve Growth with quality and profitability through careful selection of risks-Cherry picking
- Charge only optimal and affordable price as approved by the IRDAI
- Provide appropriate Health, PA and Overseas Travel cover to the target segment with clarity and transparency

#### **Underwriting Safeguards**

- Agent's Confidentiality Report
- Document Management System (DMS)
- Proof of age for Proposals above 45 years
- Alert in Premia (If, Agents / SMs incurred claims ratio is adverse)
- Centralized Medical Underwriting portal

- Tele Verification Cell
- > Zonal Underwriting Audit Cell -100% audit of fresh cases
- Surprise audit by Corporate UW cell
- PA proposals above Rs 3 crs SI are underwritten post
   Vigilance department report
- System based Approval authority matrix for prudent underwriting of Health policies

#### **Tele-verification - Automation**



#### **Centralized Medical Underwriting Department - CMU**

- ➤ Medical underwriting is fully Centralized in Head office and process PAN India proposals
- > Team of 67 doctors, Supported by Super Specialist doctors panel
- > Team of Executives and Paramedics for supporting UW team
- ➤ All Fresh Proposals with PED and / or adverse Medical History will be underwritten by our CMU Team through lab portal
- ➤ All Migration or Enhancement of sum insured during renewal with PED and / or Claim will be underwritten by our CMU team

#### **Regulatory Actuarial Work**

#### Product Pricing

- New product pricing
- Repricing of existing products
- Experience Analysis

#### Valuation of liabilities

- Estimation of Incurred But Not Reported (IBNR) reserve
- Estimation of Premium Deficiency Reserve (PDR) estimation
- > Analytics & Management feedback

#### **Product Pricing**

- Products Designed based on the market needs and evolving trends
- ➤ New product pricing Internal data, Reinsurer data, Industry data and inputs from medical professionals
- Repricing of existing products product's current experience and projected future experience
- Regular experience analysis Actual vs Expected analysis and feedback to Management

#### **Actuarial Analytics**

- Product sales and ICR trend analysis
- Asset-Liability Duration analysis
- Business projections for the Company
- > CAT exposure analysis
- Expense ratio analysis
- > Others like Capital Requirement analysis, Solvency Projection etc.

#### Strong domain expertise - Investment in Talent Capital

#### Employee Dashboard

14,034 Employee base

**27%**Women employee base

38.2
Average age

88.1%
Retention rate

#### Strong organizational culture

- Believes in a culture of empathy, resulting in a recall around 'family values'
- Drawn employees from different ethnic backgrounds, enhancing a diversity of perspectives
- · Focus on training-led employee development





#### **Talent Development**

- Focus remains on developing of key talent, creating a succession plan across levels
- Competence Framework extended from the organizational to the functional to the role level
- Training institutionalized under a 110member Star Insurance Academy

#### Knowledge strength

Experienced 'Leadership Team' with strong Domain knowledge repository in the form of its think tank





#### **Technology enablement**

Invested in HR Tech and Digital Transformation for employee life cycle management, automation of HR processes

#### **Talent productivity**

Sharp increase in revenues per employee: from INR 53 Lakh in 2019-20 to 82 Lakh in 2021- 22



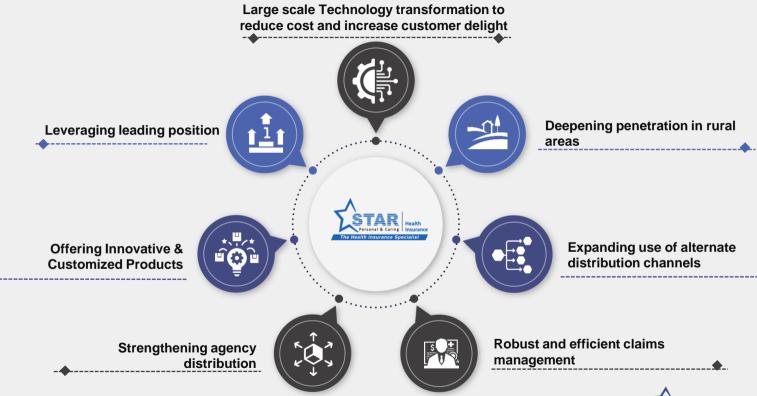


#### Recruiter of specialized talent

- Talent profile comprised medically qualified and trained doctors who facilitate insurance product development
- They are specialized in understanding of medical underwriting, claims management with hospitals, fraud detection cum mitigation and grievance handling



#### **Our Strategy**



# THANK YOU!



# Claims Capabilities-Our Strengths

FY 23

# Our Strengths



- Over **8.8 Million** Claims handled since inception In-house
- **37037 crores** Paid since Inception
- **300** + Medically Qualified resources for claims



- 3 4 claims approved every minute
- 13.3 lac Claims paid in the last 11 months
- **6869** Crores paid in the last 11 Months



#### **Customer Care**

- Proactive hand holding-Intimation to discharge
- 20,700 transactions Per Day
- Automation of request for Policy documents



#### **Empanelment Diversified**

- 14,808 Network Hospitals
- 10,491 Agreed Network Hospitals
- 712 Valuable Service Providers
- 7 Home care Service Providers
- End to End Online empanelment ensuring transparency-6000 +



#### **Loss Minimization**

- First to implement Hospital Scoring
- 1671 Hospitals Actioned,1711 cautioned,452 Flagged
- 436 Error Proven Channel Identified



#### **Technology**

- Auto allocation of Claims Adjudicators
- Auto Adjudication being scaled up
- Auto Approval TAT <10 Milliseconds</li>



#### **Telemedicine**

- > **8.5 Lac** people benefitted through our Free Tele-Consultation Facility
- Fever Help line | COVID Help line
- Electronic Second Opinion

#### **Process Upgradation**

- Paperless DMS
- Claims Settlement based on soft copies
- Colour coding of Loss prone Agent / SM
- Area Specific Processing
- Specialty wise processing



# Claims Initiatives | Wider Coverage | Innovative Products





# **Claims Delivery**





**Geography based** 



More than 300



**Battery of** 



**Claims coordinators** 

- **3 Commands**
- **12 Divisions**
- Medical **Professionals Specialized in** various Disciplines
- **Specialist doctors**
- **Investigators**

- ZOCA
- ZCC



Coordination with Hospitals

- CFM
- HRM
- FVO

# Our Enablers, Facilitators & Accelerators





#### **Pricing with Hospitals**

- ANH
- Mini SOC
- Discounts



#### **Empanelment**

- Transparent & Online
- 14,808 NWH
- 10,491 ANH
- 712 VSP
- 7 HHC



#### **Fraud Mitigation**

- SAS Platform
- DTI



#### **Disciplinary Action**

- Hospitals 3834
- Channel- 436
- Employees -11





- > 8.5 Lac benefitted
- Fever / COVID Help line
- CMP
- Electronic Second Opinion

**Verticals** 

# CHAIR | Fraud Mitigation

Channel wise, Hospital wise, Analyze, Investigate & Report

# EPPM | BPC | SEEDS

**EPPM**: Empanelment, Provider & Pricing Management

**BPC**: Best Pricing Committee

SEEDS: Star Empanelment and Engagement of Doctors

and Specialists

#### CMU

**Centralized Medical Underwriting** 

#### Grievance

RRC

**Reward Recognition Cell** 

Tele-Medicine | Wellness

Training

IT & Digitization

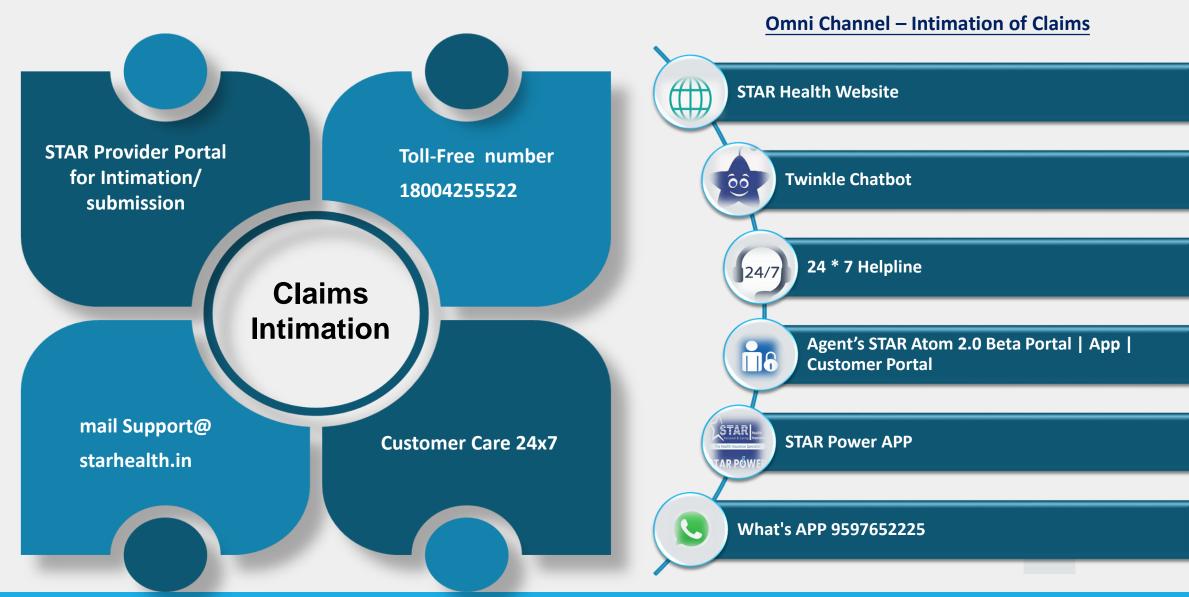
CFM | Vigilance | Audit | DAC

CSC | CDC

**CSC**: Customer Satisfaction Cell **CDC: Customer Delight Centre** 

# **Claim Intimation Process**





# **Cashless Claim Processing**



# Documents received from the Hospital

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Documents received from Hospital through Portal/ Email/ star fax

 $\Box$ 

**Verifying Documents** 

 $\Box$ 

Provide Policy /Portability information to Medical Team

 $\Box$ 

**Move to Processing** 

#### **Document Processing**

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Imports Data from Documents into system(Galaxy)

 $\Box$ 

**Capturing ICD** 

 $\Box$ 

Request to Hospital for additional documents where needed

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Pre authorization decision taken by Medical team

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Initial decision communicated to hospital

#### **Medical Processing**

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Enhancement documents received

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Final bill calculation done by FLP

 $\triangle$ 

**Medical Verification of Claim** 

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Enhancement decision taken by medical team

 $\triangle$ 

Final Approval communicated to hospital

□

Reasons for deductions provided

#### Communication and Settlement to Hospital

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Customer satisfaction team communicates the reason for deductions and rejections to customer

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FA team, once documents received from hospital through SPP

# Reimbursement Claim Processing



# Receipt of Documents (ROD)

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**Documents Received** 



**Acknowledgment Created** 



**ROD-Receipt of Documents** 

#### **Medical Processing**



**Medical Verification of Claim** 



**Capturing ICD** 



If needed Field visit or VerIfication is assigned



Query to Customers wherever needed



Medical Team decision taken

#### **Bill Processing**



Medical Team inputs/ decision to Billing team- highlighting areas of Non-Payables



Billing calculated based on the inputs from medical team



Forwarded to FA team

#### **Financial Processing**



**Financial Approval of the Claim** 



Claim Settlement Document Created



**Forwarded to Payment team** 



**NEFT Transfer** 





# Cashless Pan India TAT- 90% <2 hours Hub and Spoke Model

- Claims Processed by a dedicated team of Doctors and specialists
- Turn around Time (TAT)
- Preauthorization form must be Complete in all respects
- Complete medical history of the insured,
   whether or not related to present ailment
   needs to be provided by the Hospital

# Pre Authorization – Digitization





#### TO BE FILLED BY TREATING DOCTOR/HOSPITAL Dr. Mohd Schel 0512-2555991 Pain in landousets lowery Nature of illness/Disease with presenting complaint Relevant Critical Findings: 4-5 Days F. Provisional diagnosis: If surgicel, name of surgery: L ICD ID PCS code PKG-URS+ DJstenting. L. In case of accident: i. In RRTA It. Date of injury II. Report to Police N. FIR NO v. Injury/Disease caused due to substance vl. abuse/sloohol consumption vii. Test conducted to extablish this (If yee, attach report) M. In case of Maternity: I. expected date of Delivery

#### **Key Information**

Health ID Card No. : NA	13016624-1	
Date of admission : NA	04/27/2022	
Room Type : NA	Single Room A/C /Private A/C	V
Claimed Amount:	58800	
Treating Doctor Name : NA	- Dr. Mohd Sumer .	
Qualification : NA	ms . Gen - surgery	
Signature Availability :	Yes	V
Proposed Line of Treatment : NA	Surgical Management X	
Provisional Diagnosis :		
RENAL STONE		(
Past History : NA		
Illness Name	Duration (Since month/year)	

- Health ID Card No
- Date of admission
- Room Type
- Claimed Amount
- Signature Availability
- Proposed Line of Treatment
- Provisional diagnosis
- Past History
- Treating Doctor Name
- Qualification

# Why Auto adjudication?



- Rise in Cashless claims
- Reduce Claim Processing time from minutes to seconds
- Scale up without Manpower limitations
- Move from People to Process/System driven minimise Errors
- Enhance Customer experience

#### **Preauthorisation Auto Mode**

- Hospital enters key data points in the Adjudication Portal
- Approval where rules are met within milliseconds
- Generation of Communication letter from Core IT Platform to the Hospital

#### Out of Scope & Enhancement

- Hospital enters key data points in the Adjudication Portal
- Manual Adjudication by the doctors
- Generation of letter to the Hospital

# **Auto Adjudication Progress**





- 2800 + Hospitals onboarded into Adjudicated Portal
- 25% of the onboarded volumes received through portal are Auto Adjudicated
- Average Time taken per Pre auth is less than 10 milliseconds

# **Checks and Counter checks**



# **Pricing Audit**

- Existing Pricing arrangement with Hospitals
- Healthy dialogue
- Pricing Committee

# Claims | Hospital Audit

- Expert Panel of doctors
- Billing Parameters across various
   line items, ALOS, Average Paid,
   Mortality & Morbidity studied
- CHAIR

#### Verification

- System based Fraud Alerts
- Field Visit/Tele-verification
- Claim Investigation
- Customer Relations Cell

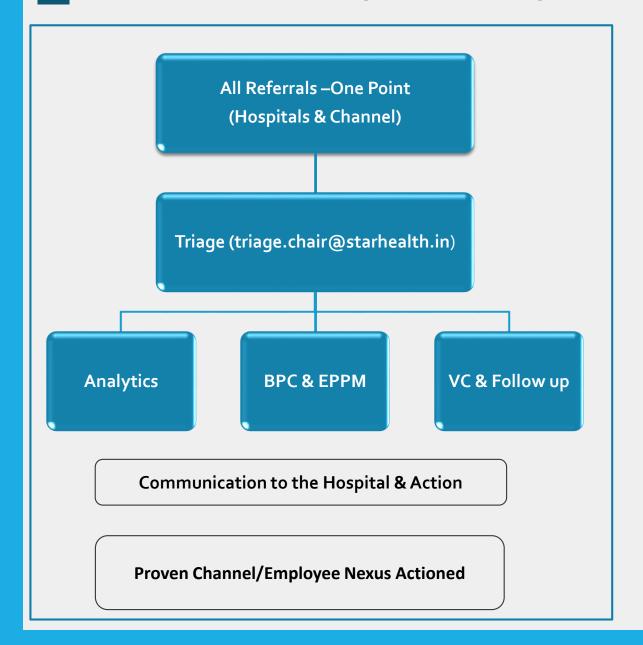
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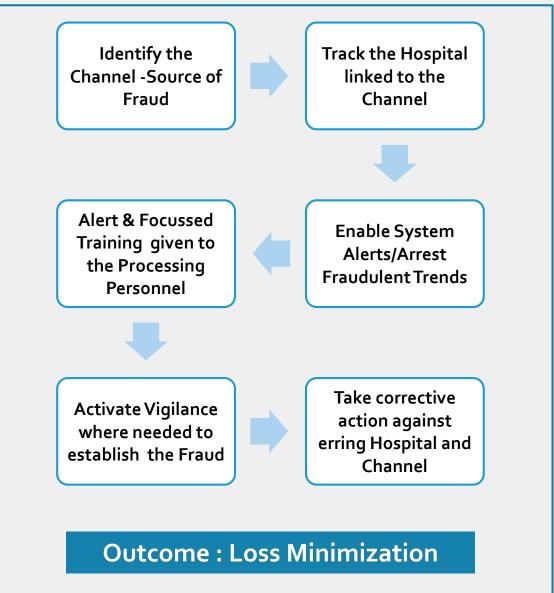
### **Internal Rating**

- Recognising Hospitals who are working towards IPSG
- Hospital Score-Customised NW | NNW
- Net Promoter Score

# CHAIR (Channel wise , Hospital wise - Analyse, Investigate and Report)

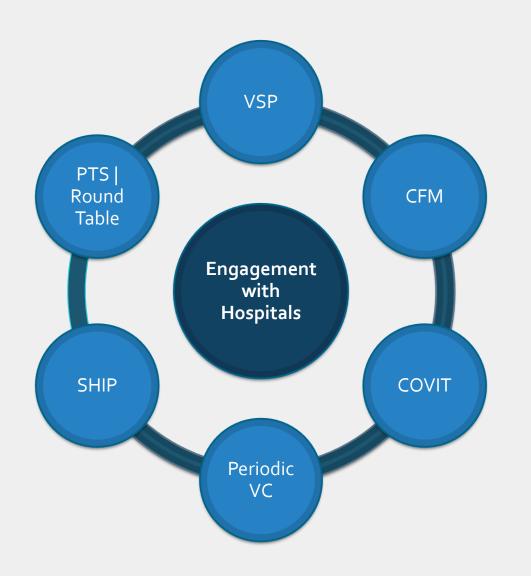






# Engagement With Hospitals To Promote Topline and Protect Bottom line





VSP Valuable Service Provider (712 Hospitals)

PTS Progress Through Synergy (87 Sessions)

- CFM Claims Facilitation Managers (200)
- COVIT Centralized Online Verification of Infrastructure team (6000+ IVs Completed)
- Star Helpline for Insurance Service Providers SHIP Empanelment Support and Pricing Negotiations (7305-851-272,7305-859-848)
- VC Periodic Video Conferencing with Hospitals (940)

# Progress Through Synergy-Provider Engagement Platform







# **Hospital Front Desk Training**



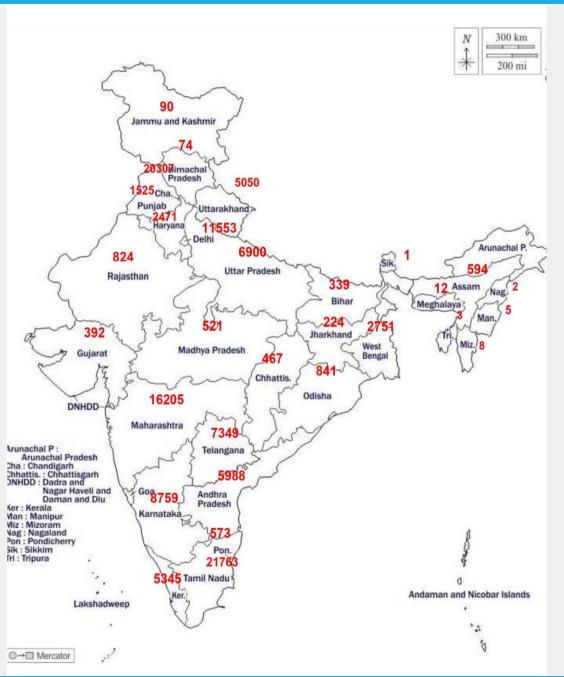




# **OPD-SEEDS**

Total No. Of Doctors: 1,05,748

- To create a Network by Empanelling individual General Practioners, Specialist Consultants and Individual clinics to provide OPD service, Diagnostics and E-Pharmacy as CASHLESS to Star Customers
- As on Feb 2023 Star Health has empanelled 1,05,748 Doctors





# Preventive Health Check Facility

- PHC benefit Can be availed at Existing Network Hospitals and 2518 Diagnostic centers
- PHC cashless Benefit can be availed at selected Walk-in Diagnostic center

#### ➤ Major Lab Chains

- ✓ Lal Path
- ✓ Metropolis
- √ Thyrocare
- ✓ Healthians
- ✓ Neuberg
- √ I2H
- √ Safeguard

# Telemedicine Service Highlights



#### **Primary Care + Specialists**

Consultations offered

#### **6 Channels**

7676905905, Direct, App (Audio + Video), Chat, Appointment

**Post discharge Advice for Star Policy Holders** 

**Exclusive Channel initiated for Employee Consultation** 

**Providing Specialist Consultation for Star Arogya Digi Seva** 

- Launched 14/02/2020-USP of STAR
- 8.5 lakhs+ Total consultations as of now
- 80,000+ Specialist consultations
- 1000+ customers treated under Home Quarantine during Pandemic
- Recognized by the Tamil Nadu as a COVID-19 Telemedicine unit
- Second Opinion prevents unnecessary Hospitalisation
- Accordance with HIPAA guidelines
- Wellness-Condition Management Program for identified high risk customers, HRA for employees well being (up to 1000), Current Focus on Mental wellbeing and Work life balance for employees and select Customers & Screening of Employees for Cancer



**© 7676-905-905** 8 AM to 10 PM on all days

