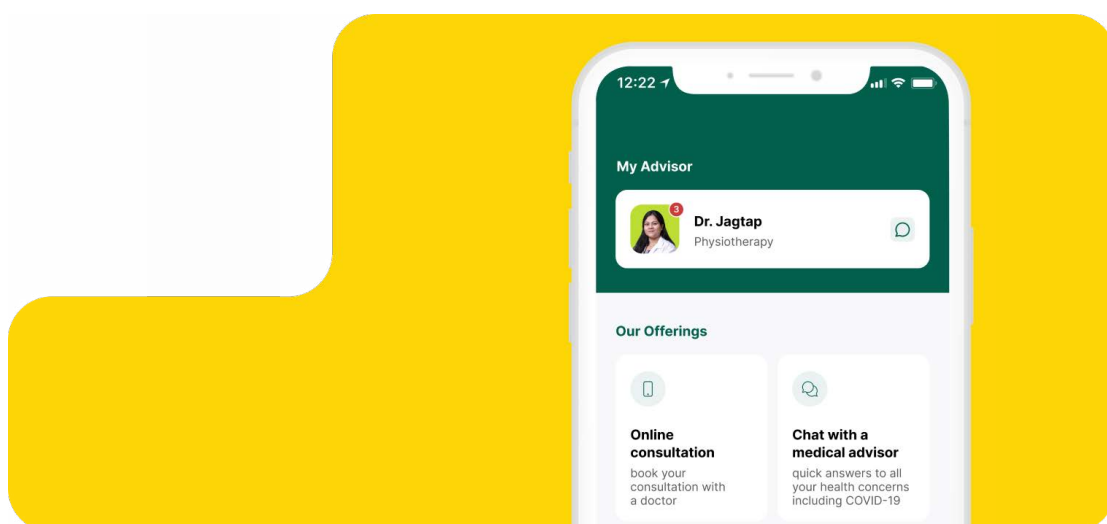


ASSURANCE BEYOND CARE: AN HR GUIDE



The healthcare system is flawed. Hospitals react to sickness but do not offer quality care. Doctors attend to the patients but do not give them enough time and care. Bills are soaring high, booking an appointment is cumbersome, and lab tests are getting expensive.

You see, there are many areas that need attention. And that's what we are aiming to fix. At scale. **We've built an insurance and care platform that makes employee health benefits simple, useful, and holistic.**



Health Assurance: A Comparative Analysis with Traditional Insurance Benefits

Health assurance has recently caught the world's attention, especially in UAE, where the government has put a lot of emphasis on its implementation. But what does health assurance actually mean?

It promises more than just financial coverage during medical emergencies. It ensures overall wellness, promoting regular health checks, preventive care, and many other valuable services.



Health Insurance vs. Health Assurance

Health insurance is like your safety net, ready to catch you when you fall. It is a contract that reimburses the cost of your medical and surgical expenses.

Health assurance, on the other hand, is your everyday health buddy. It's there to ensure that you stay healthy, minimize risks, and avoid illnesses in the first place.

The aim of this guide is to delve into the nuances of health assurance, how it takes a step further than traditional insurance, and why it can be a game-changer in the healthcare industry.



From Health Insurance to Health Assurance: A Much-Needed Leap

The changing healthcare landscape has revealed the shortcomings of traditional health insurance. With the increase in non-communicable diseases, mental health issues, and changing workforce demographics, it's time we took a closer look at why health insurance is struggling to keep up and why we need health assurance more than ever.

The Shortcomings of Health Insurance

Health insurance, traditionally, has been limited to providing financial assistance during a health crisis. However, several factors highlight why this approach is faltering:

- Health benefits, when solely equated with insurance, often go underutilized or are even unwanted.
- Employee loyalty is on a steady decline, resulting in a higher staff turnover.
- The rise of non-communicable diseases and mental health issues continues unabated.
- Poor employee health negatively impacts productivity, engagement, and loyalty.
- Companies struggle to recruit right talent without a comprehensive health benefits package.

Relying solely on health insurance creates a reactive health-care environment, focused on treating illnesses rather than preventing them.

The Promise of Health Assurance

Conversely, the inclusion of preventive healthcare within health assurance presents a multitude of benefits:

- Enhances employee engagement. An employee who feels cared for is always more engaged.
- Improves employee loyalty and retention due to a comprehensive benefits package.
- Boosts productivity by promoting better health and reducing sick days.
- Leads to high ratings on platforms like Glassdoor, improving the company's reputation.
- Contributes to overall job satisfaction and a favorable company perception.

But despite these advantages, there are still hurdles preventing the transition from health insurance to health assurance.

The Roadblocks

Several limitations exist that deter companies from implementing a more holistic healthcare model and employees from seeking a comprehensive health benefits package:

- Limited data on employee health and lack of health assessments.
- Limited awareness about included benefits and their usage.
- Narrow perception of health benefits as merely insurance.
- Focus on treatment rather than prevention.
- Limited access to quality and trustworthy healthcare.
- Low adoption rate of health benefits.

Recognizing these challenges, it's clear that a new system of healthcare is needed, one that combines preventive healthcare and sick care. This is where health assurance steps in, promising a brighter and healthier future for employees and their families.

Redefining Health Benefits: Health Assurance vs. Traditional Health Insurance

Traditional health insurance offers a reactive approach, kicking in primarily when one falls ill. Health Assurance, on the other hand, takes a proactive stance, focusing on keeping individuals healthy and preventing disease onset.

While both provide financial coverage for sickness, Health Assurance goes the extra mile, providing 24x7 medical support, data-driven health insights, and a nurturing, trust-filled healthcare experience. Its central goal is to keep the insured healthy, thus limiting the necessity for expensive, crisis-driven healthcare.

Traditional Health Insurance vs. Health Assurance:

- Financial coverage for sickness: **Both**
- 24x7 medical support: **Health Assurance**
- Guidance for healthier living: **Health Assurance**
- Data-driven insights on health parameters: **Health Assurance**
- Empathetic and trustworthy medical care: **Health Assurance**
- Incentive to keep a person healthy: **Health Assurance**

Health Assurance for Employees:

- Health Assurance provides personalized healthcare plans, making an employee feel uniquely cared for.
- It uses technology and data to keep an eye on an employee's health and take action if necessary.
- It creates “empathy at scale,” giving the employee the confidence of a system working to keep them healthy.
- It saves costs by focusing on preventive measures and healthy habits.

Health Assurance for Employers:

- Health Assurance ensures a healthier workforce, which translates into increased productivity.
- It aids in talent acquisition and retention by creating a strong employer brand focused on empathy and care.
- It lowers insurance claims by focusing on preventive care, hence reducing healthcare expenses.
- It provides a detailed insight into employee health trends, allowing employers to take proactive steps towards health challenges.

Health Assurance for HR Teams:

- Health Assurance aids HR teams in creating a comprehensive health benefits package.
- It enables HRs to contribute effectively towards the employee experience and employer branding.
- It aids HRs in increasing employee engagement and productivity.
- It helps HRs to address employee healthcare concerns with empathy, strengthening the bond between the employer and the employee.

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Ignite A Cultural Shift in Your Organization Towards Health and Productivity

The redefinition of health benefits through Health Assurance not only facilitates a healthier, happier, and more productive workforce but also breeds a culture of empathy and understanding within the company. It is a timely shift from reactive healthcare to a preventive and proactive one, significantly benefiting individuals, employers, and HR teams alike.



Stay ahead of the
curve with modern
health benefit