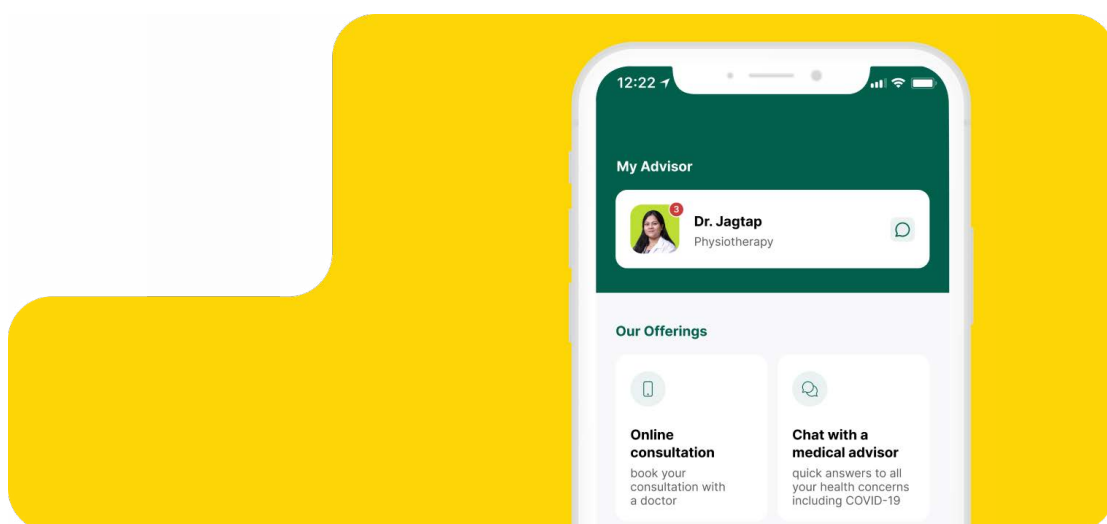


DRIVING COST-EFFECTIVENESS WITH HEALTH ASSURANCE: AN ANALYSIS



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.**



Understanding the Current Healthcare Landscape

The current healthcare landscape poses significant financial challenges for companies. Rising healthcare costs have outpaced inflation and put a strain on corporate budgets. According to a study, healthcare costs in UAE have increased by 10-15% annually over the past decade. This upward trend is expected to continue, making it crucial for companies to find effective cost-reduction strategies.

Furthermore, healthcare costs are not limited to medical expenses alone. Absenteeism due to health issues also impacts an organization's bottom line. **Research has shown that investing in preventive healthcare can yield substantial cost savings** For instance, studies indicate that every dirham spent on preventive care can save 6.62 dirhams in healthcare



Health Assurance: An Effective Cost-Reduction Strategy

Health Assurance offers a comprehensive approach to healthcare, going beyond traditional insurance coverage. It encompasses preventive care, early intervention, and holistic well-being initiatives to address employee health comprehensively. **By implementing Health Assurance programs, companies can proactively manage healthcare costs and improve financial outcomes.**

For example, let's consider a company that introduced a Health Assurance program. They emphasized preventive care through regular health assessments, wellness programs, and health education campaigns. As a result, they observed a decrease in healthcare utilization and a reduction in healthcare costs. By focusing on preventive measures, the company was able to mitigate potential health risks and avoid expensive medical interventions down the line.



Preventive Care and Wellness Programs

One of the key pillars of Health Assurance is preventive care. By promoting proactive measures, companies can significantly reduce healthcare costs. **Several studies have shown the financial impact of wellness initiatives on healthcare expenditures.** For instance, a study conducted by PwC estimated that investments in preventive healthcare can yield a return of more than 2:1 in healthcare savings.

To illustrate the benefits of preventive care, let's consider a company that implemented a wellness program for its employees. The program included regular health screenings, exercise classes, stress management workshops, and nutrition counseling. **By encouraging employees to adopt healthier lifestyles and identify health issues early on, the company experienced a decrease in healthcare utilization and a subsequent reduction in costs.**

Furthermore, preventive care can contribute to reduced absenteeism rates. Employees who prioritize their health and engage in preventive measures are less likely to experience severe health conditions that require extended time off work. This, in turn, leads to increased productivity and cost savings for the company.

By incorporating preventive care and wellness programs into their Health Assurance strategy, companies can foster a culture of well-being, improve employee health outcomes, and drive significant cost reductions in healthcare expenditures and absenteeism.

Cost Savings through Health Assurance Membership

Cost Savings through Health Assurance Membership

Health Assurance membership can provide significant cost savings for companies compared to traditional healthcare arrangements. By partnering with direct primary care providers and offering free or highly subsidized access to services, companies can reduce their expenses related to employee healthcare.

For example, let's consider a company with 100 employees that offers Health Assurance membership. Through this program, employees have access to free online doctor consultations and significantly discounted in-person consultations. If we assume the average cost of an online consultation in the open market to be AED 500, the company saves AED 50,000 when all 100 employees consult with doctors for free. Additionally, if 50 employees opt for in-person consultations, saving AED 1,000 each, the company saves another AED 50,000. These cost savings amount to a

Beyond direct cost savings, Health Assurance programs have indirect impacts on a company's profit and loss (P&L) statement. These include increased productivity, fewer sick days, reduced insurance claims, and a stronger employer brand.

Implementing Health Assurance Membership: Driving Cost Savings and Indirect Benefits

As a CFO, implementing Health Assurance membership can yield significant cost savings and indirect benefits for your company. Here's a step-by-step guide on how to effectively implement Health Assurance and maximize its impact on your financial outcomes:

Partner with Direct Primary Care Providers

Research and identify direct primary care providers who align with your company's needs and values.

Establish partnerships that offer free or highly subsidized access to services, including online and in-person consultations.

Communicate and Educate

Clearly communicate the Health Assurance program to your employees, emphasizing the benefits, cost savings, and resources available.

Provide educational materials, such as brochures or presentations, to help employees understand the program's scope and utilization.

Utilize Checklists and Directives

Develop checklists to guide employees on accessing Health Assurance services, including instructions for online consultations, scheduling in-person appointments, and navigating available resources.

Provide directives to ensure employees understand the importance of preventive care, wellness initiatives, and early intervention.

Monitor and Evaluate

Establish metrics and key performance indicators (KPIs) to monitor the impact of Health Assurance on cost savings and indirect benefits.

Regularly evaluate the program's effectiveness, considering factors like reduced healthcare expenditure, decreased sick days, and improved employee productivity.

Foster a Culture of Well-being

Encourage employees to prioritize their health and engage in preventive care through consistent communication and awareness campaigns.

Organize wellness events, workshops, and initiatives to promote a holistic approach to well-being within the company.

Build a Strong Employer Brand

Leverage Health Assurance as a cornerstone of your employer brand, highlighting the company's commitment to employee health and well-being.

Showcase the program's benefits and success stories to attract top talent and improve employee retention rates.

Continuous Improvement:

Regularly assess the Health Assurance program's performance, seeking feedback from employees and providers to identify areas for improvement.

Adapt and refine the program over time based on data-driven insights and evolving employee needs.

By following these directives and keeping these points in mind, you can effectively implement Health Assurance membership and drive cost savings while maximizing the indirect benefits for your company's financial health. Remember, a proactive approach to employee well-being can lead to increased productivity, reduced healthcare claims, and a stronger employer brand that sets your company apart.

Additional impact of Health Assurance adoption

Health Assurance offers a range of indirect benefits that positively impact a company's P&L statement and overall business performance. Let's explore these benefits in detail:

Increased Productivity

When employees have access to comprehensive health-care services through Health Assurance, they are more likely to prioritize their health and well-being. By addressing health issues proactively, employees can maintain optimal productivity and contribute effectively to their roles. [Research has shown a positive correlation between employee health and productivity, emphasizing the value of Health Assurance in fostering a high-performing workforce.](#)

Fewer Sick Days

With a focus on preventive care and early intervention, Health Assurance programs help employees manage their health effectively. By identifying health issues early and providing timely treatment, employees experience fewer severe health conditions, leading to reduced sick leave. This decrease in sick days translates into increased employee availability and improved operational efficiency for the company.

Reduced Insurance Claims

By emphasizing preventive care and providing timely access to healthcare services, Health Assurance programs can help reduce insurance claims. The proactive management of employee health can prevent the progression of health conditions, resulting in lower medical expenses and fewer insurance claims. This, in turn, positively impacts the company's insurance costs and overall healthcare expenditure.

Stronger Employer Brand

Health Assurance programs demonstrate an employer's commitment to employee well-being. By offering comprehensive health benefits and prioritizing preventive care, companies can build a strong employer brand associated with empathy, care, and a positive work culture. A strong employer brand attracts top talent, enhances employee retention rates, and reduces the pressure to increase compensation packages solely to compensate for brand weaknesses.

By leveraging these indirect benefits, Health Assurance enables companies to create a healthier, more engaged workforce, improve financial outcomes, and enhance their overall business performance.

Stay ahead of the
curve with modern
health benefit