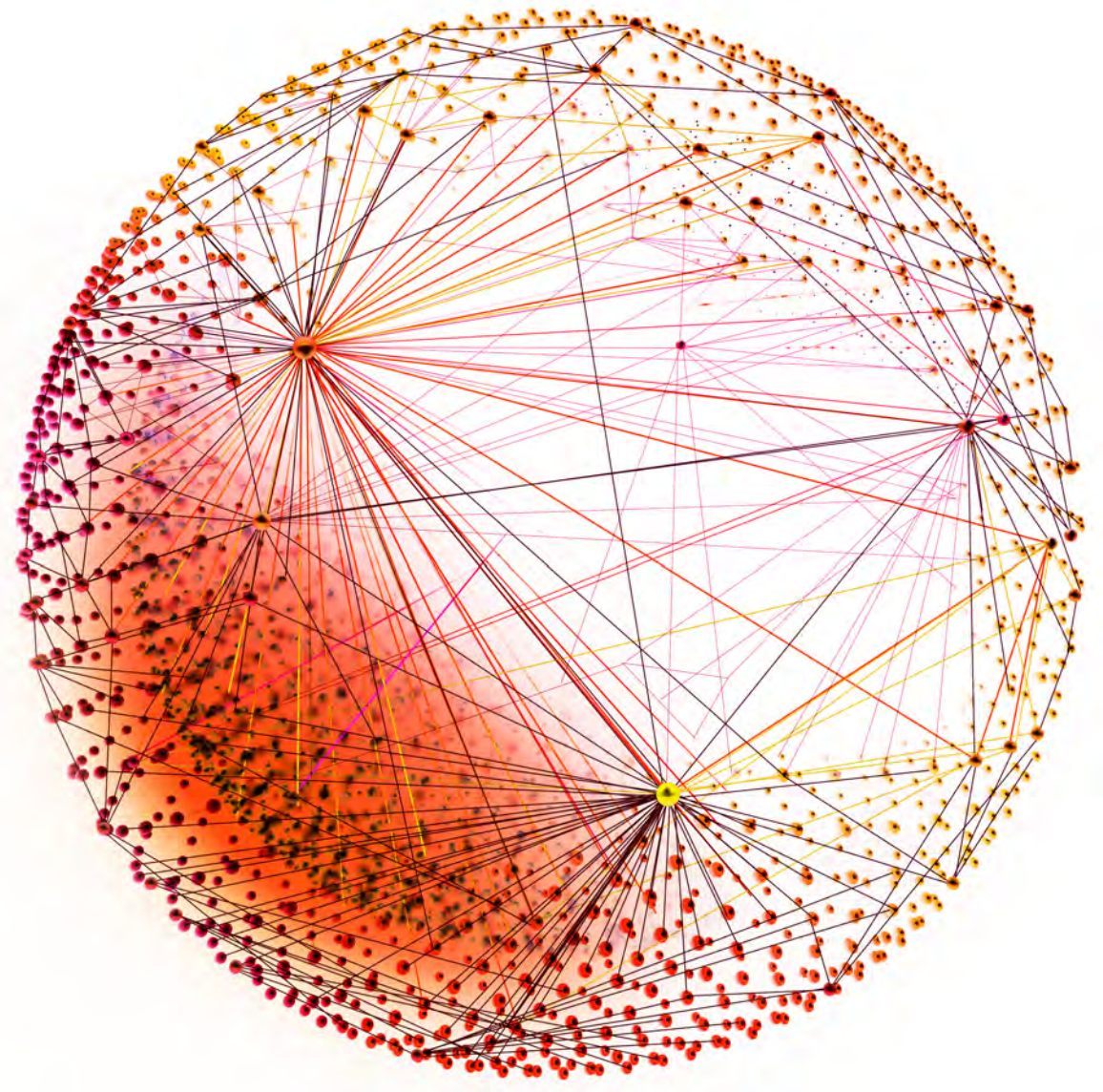
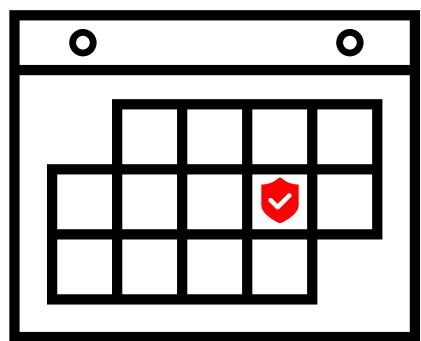


CONNECTED WELLNESS: LIVENING-UP LIFE INSURANCE

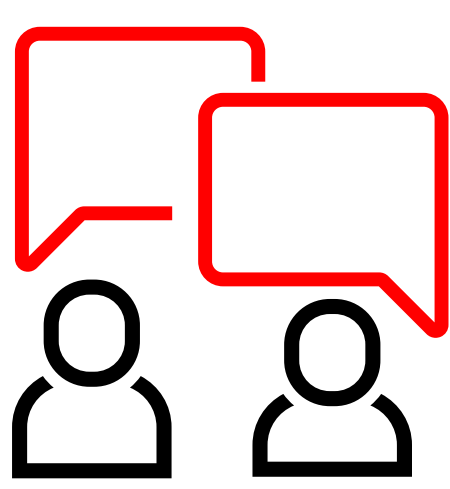


How can life insurance companies be customer-centric when customer interactions are so infrequent?



OUT OF SIGHT, OUT OF MIND

Only 14% of insurance consumers interact with their carrier daily or monthly, compared to 55% of bank customers and 46% of online retail customers. Less frequency means less relevance.



EVOLVING FROM COMPENSATION TO WELLNESS

With connected wellness, insurers can improve frequency and quality of customer interactions to cultivate more meaningful customer relationships that touch people's daily lives.

THE CONNECTED WELLNESS OPPORTUNITY

Our global analysis reveals what's at stake:

\$16 to 24 BN

Life insurers that tap into the wearable device explosion can gain \$16 to \$24 billion in new revenue in underserved segments in developed markets.

44%

of consumers are likely to consider connected insurance services to help them become and stay healthier.

78%

of consumers are interested in insurers helping them or aging relatives live safely in their homes.

THE GROWTH TARGETS

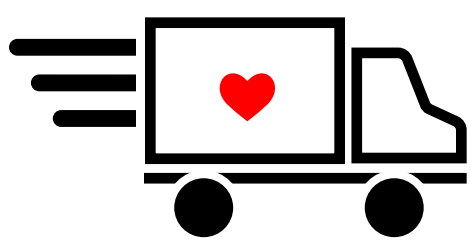
65% **5X**

65% of millennials globally would consider a connected life insurance product.

Wearables adoption has grown by 264% among people 65 and over in the US. That's more than 5X faster than the general population.

THE APPROACH

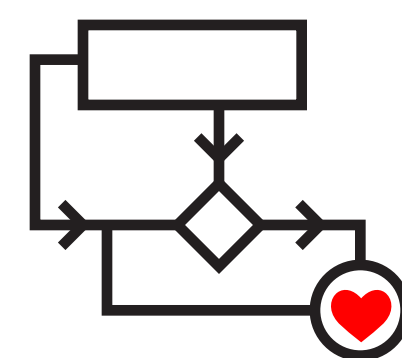
94% of industry executives believe that adopting a platform-based business model and engaging in ecosystems with digital partners is critical to their success. Insurers must be prepared to:



Crystallize the connected wellness value proposition and mobilize to deliver it.



Lay the groundwork to innovate products and services for top targets.



Manage, monitor and monetize the data flow — before someone else does.

Learn more about how life insurers can transform customer engagement with our full report: www.accenture.com/ConnectedWellness