ORACLE
Insurance

Virtual Roundtable

Health Insurance in the New Normal

How Australian Health Insurers Can Navigate a
True Digital Path Ahead

Attendee List

NAME	JOB TITLE	COMPANY
Mark Fitzgibbon	Chief Executive Officer and Managing Director	NIB Health Funds
David Querusio	Chief Technology Officer	Harvard Pilgrim Healthcare
Antony Ugoni	Chief Data Officer	BUPA
Mike Wood	Chief Information Officer	Allianz
John Pallister	Chief Information Officer	Westfund Health Insurance
Gerald Marion	Chief Customer and Strategy Officer	BUPA
Natalie Cunningham	Vice President, Technology Operations and Programs	Harvard Pilgrim Healthcare
Mark Augier	Head of Technology – Customer and Health	AIA
Melissa Witheriff	Head of Digital Innovation	CUA
Josh Edwards	Head of Subsidaries	CUA
Kelsey Seeger	Senior Innovation Analyst	CUA
Chaitanya Rastogi	General Manager Sales	Oracle
Warren Willis	Senior Director, Product Management, FSGBU, Health Insurance Development	Oracle

Introduction

Transformation Drivers

Australian Health Insurers are navigating a period of ever-increasing change and uncertainty. They are rapidly acknowledging the need for digital transformation as operating environments demand new ways of working. Speed to market, regulatory agility, claims orchestration, benefits management, and increasing Cloud adoption are all hallmarks of change.

Industry Disruption

The Covid-19 pandemic has disrupted operations but also provides learnings and opportunities. Insurers can innovate and change. Still present are the market and regulatory headwinds in the form of affordability, transparency, and value proposition concerns.

Oracle in Health Insurance

Oracle is working with many in both Private and Public sectors of Healthcare payers in transforming capabilities to confidently take on the future of health services in their respective markets, and helping the achievement of strategies for better, more efficient health outcomes.

Roundtable Objectives

The objectives of the roundtable were to facilitate sharing of Industry Experience over the early months of an unprecedented global pandemic and health crisis and to examine drivers for innovation and new digital capabilities to enable improved health outcomes and better member experiences.
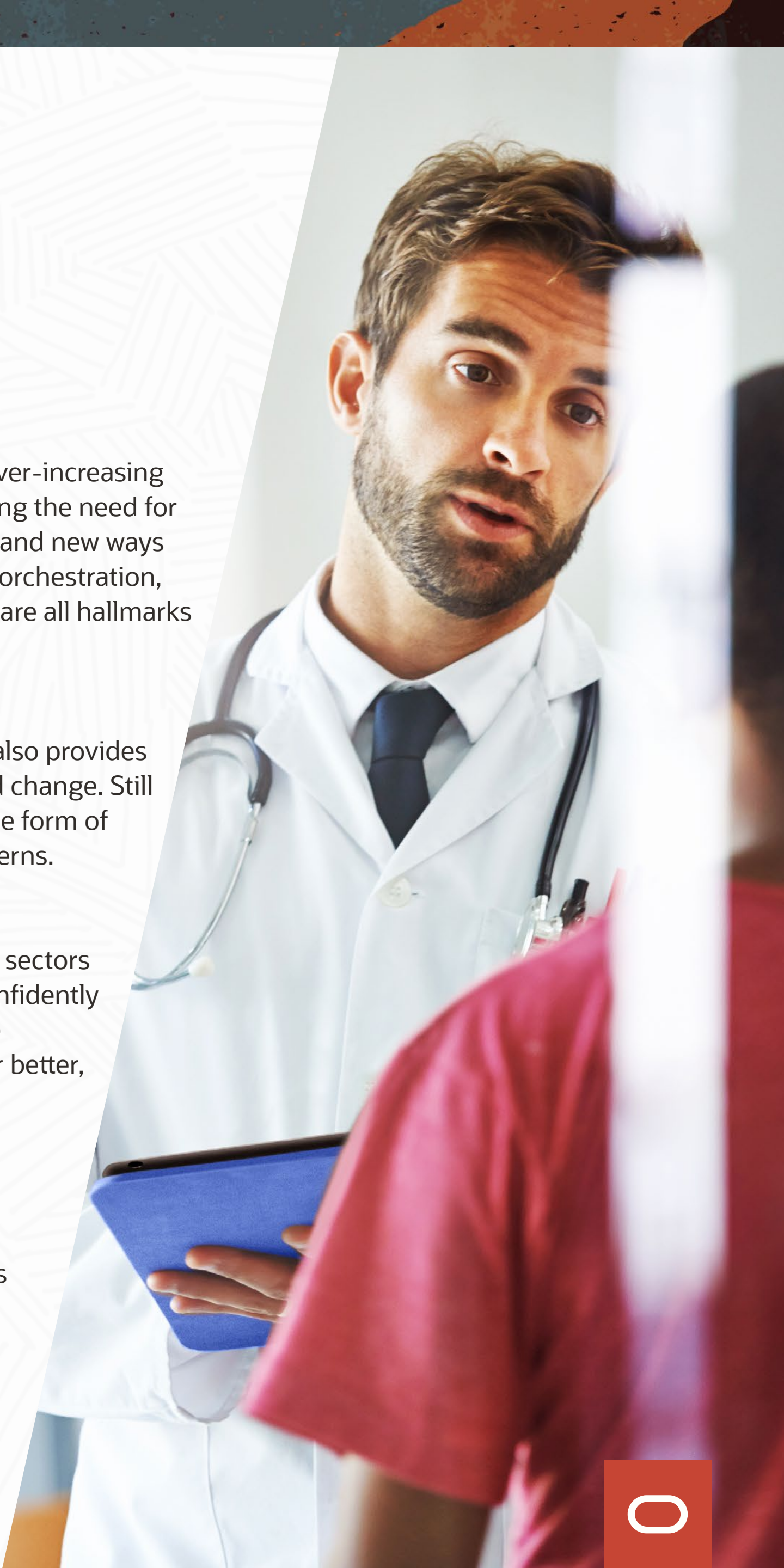
Summary

- **Accelerating Agility**

  The Covid-19 Pandemic has accelerated already present trends by forcing rapid change. Work that would usually have taken weeks was done in days and demonstrated Insurers' ability to respond and change rapidly when needed. This state of change agility should be built into operational processes moving forward.

- **Embracing Innovation**

  Telehealth is an example of industry innovation that took a change event to be embraced and utilised at scale. While telehealth has been debated for several years, it presents two immediate challenges, firstly how to influence industry stakeholders and providers to support and adopt this innovation at scale, and secondly, the critical approach needed toward governance, security, and health outcomes from such innovations.

- **Material Transformation**

  Digital capabilities are more than just engagement. How the industry can shift its business model from sick care to prevention, and how technologies such as IoT, Artificial Intelligence (AI), and Machine Learning (ML), when combined with investments in big data, provide predictive diagnosis, prevention, and healthier, longer lives. Collectively, this delivers a new value proposition to members.

> "
> Most healthcare systems are sick care systems; they respond once you're already sick or injured. The future courtesy of data science and technology is one in which we're able to predict and more precisely manage and treat disease."
>
> "This is the technology we should all be looking to build."
>
> **Senior Executive**
> from Australia Health Insurance Industry.

Summary

■ **Regulatory Stimulus**

Regulation has traditionally played catch up to market dynamics but can be a powerful lever to accelerate industry change. How regulation evolves within the industry over the next 2-3 years, and proactive regulatory action would be crucial for driving growth. The alternative could see large tech companies dictating regulation ahead of the industry.

■ **Data Empowered**

Parallels to open banking were suggested in the use and access of health data to provide improved transparency and services. How data is organised and utilised in delivering superior member value is essential to overcoming objections from consumers regarding data privacy.

"

I would actually welcome more progressive regulatory changes that will enable, for example, telehealth, and the conversation we're having (in innovation), to happen faster. Regulation is always catching up. Now is the time for regulation to be far more flexible and recognise that consumer behaviour is changing."

Senior Executive
from Australia Health Insurance Industry.

Oracle's Point of View

■ Enabling Technologies

As Insurers embrace more agile ways of working, plus the ever-present regulatory and market influences, there is an increasing demand for technology systems that underpin an organisation's product, service, and process delivery to provide maximum flexibility. Modern technologies enable differentiated strategies and provide the required agility to deploy value to members faster, all while absorbing regulatory changes with minimum risk and disruption to operations. By equipping expert, fit for purpose toolsets, businesses are empowered to maximise member value efficiently.

■ Harnessing Data for Good

Prevention through proactivity, driven by data and insight, is shaping the core value proposition of the next Health Insurance paradigm in Australia. The Health Industry creates and has amassed an abundance of valuable and rich data, including indicative claim and behavioural data from insurers. It is critical that data sources are de-siloed and readily contribute to this instrumental resource pool, allowing orchestration and harnessing of data for transparency, analysis, and increasingly the training and processing of ML and AI.

■ Incentivising Outcomes

As value-based payment models replace fee-for-service models in many markets, reimbursing providers is becoming more complicated. Emerging contract models focus on value, outcomes, and risk-sharing to improve the quality of care and reduce costs. By tying compensation to performance, Insurers create incentives for providers to make more cost-effective healthcare decisions. To set up value-based payment models and support them effectively takes incredible agility. Technological systems are needed that can handle different ways of doing things: multiple data sources to trigger payments, many calculation methods, and various ways to pay.

■ **Accessing Innovation**

Oracle continues to work closely and learn from industry worldwide to support innovation. This extends beyond the advancement of our applications and underlying technologies, into developments and partnerships that provide Insurers access to leading insight and innovation that only Oracle can provide through broad industry relationships.

Oracle Health Insurance and Wellness Platform: An end-to-end digital environment that enables insurers, sponsors, and members alike to control and reduce all aspects of health insurance costs, including an effective focus on improving member wellness.

Oracle Blockchain: Distributed Ledger Technology is one of today's most disruptive emerging technologies. Oracle Blockchain provides a collaborative framework for sharing reliable data that is complete, production-ready, and offers easy ways to adopt blockchain technology, including a cloud service.

Internet of Things: An example of utilising IoT with an emphasis on prevention, Oracle customers have partnered with smart toothbrush manufacturers to track dental care behaviour in-between dental check-ups, personalising feedback about brushing technique. Contributing to better oral hygiene and an overall reduction of oral care costs, this data could then be used to influence Member premium and/or benefits within Oracle Health Insurance.

Fast Healthcare Interoperability Resources (FHIR): FHIR adoption as a global standard could accelerate the kind of data exchange that is in demand across our industry – providing increased access and control of medical information. Oracle closely follows and implements FHIR standards so that customers can adopt FHIR for new or existing implementations. It is evident that as Insurers are replacing systems with modern cloud approaches, that FHIR interoperability is in greater demand.

Looking for more information

Case Study
HBF Selects Oracle to Support Digital Transformation

HBF taps Oracle Health Insurance as part of aggressive tech overhaul to achieve digital transformation.

Insights
Exploring Artificial Intelligence & Machine Learning in Health Insurance

Oracle takes a look at two use-cases for AI in health insurance that are starting to make headway.

Customer Innovation
Defence Health's Innovation Journey

Defence Health's Joanne Kadlecik discusses some goals of the organisation's innovation journey.

Leverage Digital Power for Insurance with Oracle Health Insurance

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