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Current and Imminent Technology Trends in the Middle East for Health Insurance

The Health Insurance industry has been seeing some change in the last few years, globally. The pandemic precipitated some of this, given that it caused a sudden increase in claim payouts and forced insurance cos to look at optimization of operations.

The middle east, usually because of availability of capital, and the governments' desire to attract further investments rapidly, has adopted technology rapidly.

Current Tech Trends

From the payers' perspective, some of the tech trends in the middle east, by use case have been:

Artificial Intelligence

Direct customer centric actions are visible in artificial intelligence (AI) being used to automate claims processing and fraud detection. It is also being used to improve customer service by providing personalized recommendations and by answering questions in real time using intelligent and learning chat bots.

An interesting case study is emerging in Qatar, from the Hamad Medical Corporation. The HMC is using AI to predict which patients are at risk of developing chronic diseases. This is helping them intervene early and prevent these diseases from developing.

In Amman, the Jordan University Hospital is using AI to predict which patients are at risk of developing sepsis. This is helping the hospital to identify patients who need early intervention and to prevent sepsis from developing.

Block Chain

The use of blockchain is starting to see some adoption to improve data security and accuracy. This is helping improve the security and accuracy of data, which can
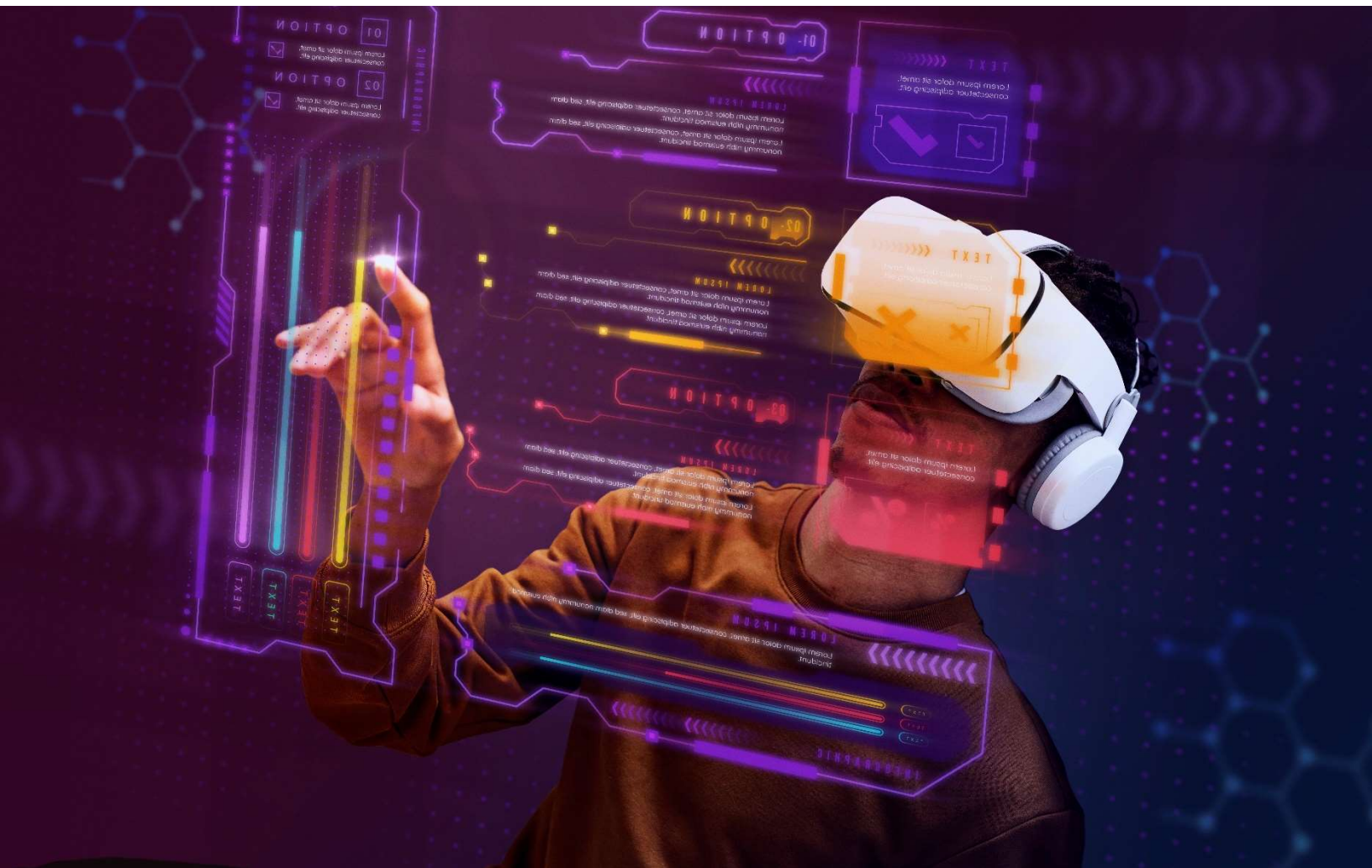
lead to better decision-making by insurance payers.

The Dubai Health Authority is using blockchain to track and verify the movement of medical supplies. This is helping to prevent counterfeit and tampered medical supplies from entering the supply chain and thus causing an indirect impact on the health insurance claim payouts.

In Bahrain, the Ministry of Health is using blockchain to track and verify the movement of patients' medical records. This is helping to ensure that patients' data is secure and accurate.

Wearable Devices

These devices, such as fitness trackers and smartwatches collect health data. This data is being used to assess the risk of developing chronic diseases, and to track the effectiveness of treatment. This again, has a possible impact on raised claims in the future.

Telemedicine

Some insurance payers are, through collaborations, promoting the use of telemedicine for their customers. Telemedicine, as is known, allows patients to connect with healthcare providers remotely, using video conferencing or other technology. This is helping patients away from the major cities access healthcare services more easily, and is helping reduce the cost of healthcare.

Virtual reality (VR)

VR is helping in multiple ways already including training of healthcare professionals, to providing patient education, to administering therapy (including chronic pain management), and adding on to telemedicine.

In Saudi Arabia, the King Faisal Specialist Hospital and Research Centre is already using VR to train surgeons on how to perform complex procedures. This is helping to improve the skills of surgeons and to reduce the risk of errors.

Gene editing

Though it does not have, again, directly to do with insurance, Gene Editing is helping improve the lives of patients who would otherwise have no treatment options.

One example is from the Sheba Medical Center, in Israel, using gene editing to treat patients with genetic diseases.

Or even in Kuwait, The Kuwait Institute for Scientific Research is using gene editing to develop new treatments for cancer. This is helping to improve the chances of survival for cancer patients.

These are just a few of the recent tech developments in the Middle East, impacting health insurance. As technology continues to evolve, we should expect to see even more innovative ways to use technology to improve the delivery of healthcare.

How is Tech helping Health Insurance?

Today, the use of newer technology is helping in three different ways.

Reduced costs: Technology is starting to help reduce the costs of healthcare by reducing the need for travel and by providing more efficient training for healthcare professionals.

Improved outcomes: Similarly, technology is helping improve the outcomes of healthcare by providing patients with a more immersive and engaging experience. This is in turn leading to better understanding of their

condition, more active participation in their care, and reduced anxiety and stress.

Increased patient satisfaction: Newer technology is enabling increase of patient satisfaction by providing patients with the care they need to stay healthy and by reducing the hassle of dealing with insurance companies.

New opportunities: And finally new opportunities for the health insurance industry are opening up because of new ways of delivering healthcare services.

The Imminent Future

And in the imminent future, we see technology shaping the future of health insurance in the Middle East even further with:

The growth of the digital health market: The digital health market is expected to grow significantly in the Middle East over the next few years. This growth will be driven by the increasing adoption of smartphones and other mobile devices, as well as the growing popularity of telemedicine and other digital health services.

The increasing focus on preventive care: There is a growing focus on preventive care in the Middle East. This is being driven by a number of factors, including the rising cost of healthcare, the increasing prevalence of chronic diseases, and the growing awareness of the importance of preventive care.

The emergence of new payment models: There is a growing trend towards new payment models in the health insurance industry. These models are designed to

encourage preventive care and to reduce the cost of healthcare. Some of these models include value-based payment, pay-for-performance, shared savings, bundled payments etc.

Customer centricity through AI driven language models: Making customer service and interaction seamless with further use of AI through Intelligent and language models.

The use of technology in health insurance is changing the way healthcare is delivered in the Middle East. In the years to come, we can expect to see even more innovation in the health insurance industry in the Middle East. New technologies will be developed to improve customer service, reduce costs, and improve the quality of care. As the healthcare industry continues to evolve, insurers will need to adapt to the changing needs of patients and providers. Those who are able to do so will be well-positioned to succeed in the years to come.

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About 3nayan

3nayan enables business and people proficiency, and transformation to industry leadership. We provide Strategy Advisory and Execution services in Digital Transformation (DX), Integrated Process Automation, and Process Engineering to enable Growth Sustenance, Organizational Effectiveness and Business Transformation. In the recent past, we have formulated Cloud Strategy for a prominent Life Insurance Co, and created Strategy Blueprint for Digital Transformation at India's largest Health Insurance Co

We have considerable experience in the Strategy, Organizational Effectiveness and Digital Transformation areas in the Health Insurance sector, and would be delighted to engage with you.

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