

A Fortune 50 Insurer in Asia



The Challenge

A Fortune 50 Insurer seeks to be a partner in their customers' healthy journey. With great consumer interest in brain health-related services, and dementia being a significant concern across Japan, this insurance provider was offering services surrounding treatment advice and support upon a diagnosis. Additionally, they were looking to introduce meaningful services further up the care pathway, before one gets diagnosed with illness.

The insurance provider had been investigating various digital dementia-related services. However, they found it challenging to find a solution that was trustworthy (clinically valid) and yet engaging at the same time.

The Solution

Savonix was selected as this global insurance partner in brain health because we offer a brain health platform that closes the consumer engagement loop—starting from educational content written in a consumer-friendly way, to a gamified assessment that is clinically valid, to personalized reporting that is empowering. We also added value by providing a population health risk analysis that met the stringent requirements of the insurance industry.

The Results

The pilots delivered results that exceeded expectations, in terms upfront engagement (7x the benchmark), call to action to take the test (97%), and very low drop-out rates (8%) while taking the assessment.

The insurance provider is looking to more deeply integrate Savonix into their digital health platform, and expand the services included in our bundled offering.