Introduction

Insurance company claims managers understand that in order to have effective offerings, every effort must be made to pay valid claims at the earliest possible opportunity. At the same time, to pay without proper investigations of each claim UHSUHVHQWV VLJQLÞFDQW ULVN WR WKH DIIRUGDELOLW\ RI LQVXUDQFH DQ

Findings

,Q PDQ\ FRXQWULHV LQVXUHUV KDYH ZRUNHG KDUG WR reduce the number of claims disputes, especially in countries that have had high claims rejection levels. Any reversing of this positive trend may prove damaging to the long-term success of the industry.

Dispute resolution tends to be conducted mainly by mediators. Litigation, however, remains the norm in a IHZ PDUNHWV VXFK DV WKH $PHULFDV 1RUWK &HQWUDO DQG 6RXWK DQG $XVWUDOLD &ODLPV PDQDJHUV VHH mediators as fair and reasonable, but in some countries, mediators are seen as weighted towards consumers.

7KURXJKRXW WKH $PHULFDV IRU H[DPSOH WKH FRXUWV DUH YLHZHG DV OLNHO\ WR IDYRU WKH LQVXUHG 6RPH 8 6 states are seen as particularly consumer-friendly. ,W LV GLIÞFXOW KRZHYHU WR EH REMHFWLYH LQ WKLV DUHD as claims managers are seeing their own decisions challenged. What is not in doubt is that consumers are increasingly ready and prepared to challenge insurers if a claim is declined.

- Social media. In addition to the traditional methods used to challenge the insurer's decision, it is also becoming increasingly common for claimants to use VRFLDO PHGLD WR SXEOLFL]H WKHLU FRPSODLQW DV ZHOO DV WR qQDPH DQG VKDPHr WKHLU LQVXUHUV 0DLQVWUHDP PHGLD tends to see insurance disputes as fertile ground for news coverage, and such stories, regardless of the facts, rarely paint the accused insurer in a positive light.

The use of social media and the availability of information LV OLNHO\ WR FRQWLQXH WR JURZ ZLWK FRQVXPHUV EHFRPLQJ PRUH VRSKLVWLFDWHG LQ WKHLU XVH RI WKLV NQRZOHGJH DQG technology. Insurers need to understand how this will DIIHFW WKHLU DSSURDFK WR DVVHVVLQJ ULVN DQG UHVROYLQJ claims disputes when they arise.

Commentary

Medical science is advancing at great speed, bringing with it questions about the sustainability of product design.

The main question before insurers is whether health DQG OLYLQJ EHQHÞW SURGXFWV VROG W SURWHFWLRQ LQ RU HYHQ \HDUV :L cause claims incidence to increase, or might incidence decrease if covered diseases can be treated at earlier VWDJHV PDQDJHG RU HYHQ EHWWHU FXUHG EH :LP0P\

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Medical Advances

Main Issue:

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Outlook:

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For further details please contact:	
Philip Thomas	