

Here's how to get back 100% of your health insurance premium: stay fit

Wellness discounts will not only help promote better insurance penetration but also result in fewer claims

Aparna Sharma
feedback@mint.com

Regular exercise does have its benefits. Just ask 32-year-old Chetan Chaudhary from Madhya Pradesh and his wife. Both are fitness enthusiasts and maintain a healthy lifestyle to stay fit despite their hectic schedule. Besides the health benefits, they also get rewarded for their efforts; they don't need to pay to renew their health insurance.

Chetan and his wife recently got a 100% return of premium on their family floater health policy. And it was not much of an effort either. All they did was complete 10,000 steps a day for over 300 days in a year.

Launched in 2021, Aditya Birla's Activ Health Platinum Enhanced Program waives the entire premium at the time of renewal if you maintain your fitness. Chetan is among those 1,000 policyholders, who have got their full premium back against their health score. A total of 10,87 lakh members have generated their well-being score under this policy, says Mayank Bathwal, chief executive officer at Aditya Birla Health Insurance.

"I thought the family floater policy at a premium of ₹1,600. My wife and I crossed the number of active days that the company required for us to get eligible for 100% discount. The company's app would showcase how many points we have collected so far. It motivated us to continue our health journey. I renewed my policy in July with the health returns that we had collected," says Chetan.

How to measure active days?

One active day is equal to 10,000 steps or 300 calories burned or a 30-minute gym session per day. One needs to hit 15 active days every month to gain 100% health returns. "If you are into yoga or swimming that cannot be measured on the app, you can take a fitness assessment test every six months, in such cases, poli-

Wellness benefits in most popular health insurance policies

Insurer	Plan name	Premium in ₹ (inc. GST)*	Max discount available with wellness points	Premium after max discount is availed (in ₹)
Aditya Birla Health Insurance	Activ Health	7,474	100%	0
Aditya Birla Health Insurance	Activ Assure Diamond	7,919	30%	5,543
Niva Bupa Health Insurance	Reassure	9,590	30%	6,713
Manipal Cigna Health Insurance	Prime Advantage	12,513	20%	10,010
Star Health Insurance	Comprehensive	8,476	10%	10,328
Star Health Insurance	Young Star	7,133	10%	6,420
Care Health Insurance	Care Plus	11,755	10%	10,755



cyholders can either visit our centres or get it done at home," says Bathwal.

While wellness benefits are part of most insurance policies, Aditya Birla claims to be the only insurer in the world offering 100% discount on renewal of premium. Insurance companies such as ICICI Lombard Health Insurance, Bajaj Allianz Health Insurance and Star Health and Allied Insurance offer limited discounts that vary in different policies. In the case of Bajaj Allianz, it is 12.5%, subject to the fulfilment of all the criteria. For Star Health, it is up to 10%. ICICI Lombard recently launched a new OPD (outpatient) and Wellness rider, 'BeFit', in which it offers up to 25% discount on the basic renewal premium.

"We have seen about 10% of customers who have availed of the wellness benefit discount during policy

renewal," says Bhaskar Nemurkar, Head - Health Administration Team, Bajaj Allianz General Insurance.

Data from Policybazaar shows over 30% of people have renewed their policies through wellness points in Q1 FY23, compared to 20% during the same period last year. Aditya Birla

30% of people renewed policies through wellness points in Q1 FY23 compared to 20% during the same period last year

Active Health, Aditya Birla Active Assure Diamond, Niva Bupa ReAssure, Star Comprehensive, Star Health Young Star, Care Plus, and Manipal Cigna Prime are among the most popular wellness renewals in that order.

Senior citizens

The premium on senior citizen policies is too high. If they maintain good health, they too are eligible for such discounts.

Take the case of 68-year-old Veena Pradhan, who pays ₹3,000 as annual premium on her health insurance

policy. She is into yoga and completes her share of step count. She, too, received 100% premium back minus GST. "We understand that 10,000 steps are strenuous for senior citizens, so we have reduced it to 7,500 for them," says Bathwal.

Bajaj Allianz Health Insurance has plans to launch more customer-centric products for targeted groups like senior citizens, young women, and children. For example, wellness features for senior citizens may include fall detection, emergency care, health tracking monitoring and concierge services, etc.

In fact, discounts on renewal premiums are just one part of wellness programs. There are multiple other benefits. For example, one can buy medicines and other health-related products or can pay for diagnostic tests from insurer's service partners with the health points collected. Besides, policyholders get access to doctor consultation and health

coaches for free. If customers follow the advice, it adds up to their well-being score.

Innovation on the way

South African health insurer Discovery Health has pioneered in the field of wellness benefits. Its decades-old comprehensive incentive-based wellness program Discovery Vitality not just offers health-related rewards but also retail, airline, travel discounts and more. The wellness score improves if you shop for healthy food. A similar model is expected in the country to incentivise healthy lifestyles. Aditya Birla has already tied up with seven lifestyle partners such as Amazon, Uber and Samsung. Policyholders can convert their health score into reward points when interacting with them.

Another big innovation in wellness could be about how and what you eat. "Customers are willing to share their lifestyle. If they post pictures of their breakfast, lunches and dinners, there are technological tools that can help assess if the food is nutritional. Those who maintain healthy food habits will get incentives. We have it in our roadmap for our health insurance products," says Sanjeev S, chief business officer, Acko General Insurance.

One needs to be aware of cybersecurity concerns though. "Companies thrive on data. While they may incentivize people who stay fit, based on the data collected, it is worth noting that even companies with robust systems can get hacked. So, share only those things that are necessary. If a health insurance app wants to track your heart rate or calories, it makes sense, but you should deny the permission if it wants access to your photos/gallery or microphone," says Mandeep Gill, co-founder, Labour Law Advisor. People are increasingly driven towards a healthy lifestyle. Wellness discounts will not just help in better insurance penetration but also result in fewer claims. It's a win-win situation for both, the policyholders and insurers.

Phishing in troubled waters? Take cover in cyber liability

Protect family's data, finances; consider floater cover as well

BINDISHA SARANG

Since the onset of the pandemic, and with more people adopting the digital payment route, the incidence of online frauds through malware, phishing, and identity theft has risen worldwide, and also in India.

A recent online survey of over 4,500 respondents by PolicyBazaar showed that nearly 20 per cent of them had suffered a financial loss due to cybercrime. However, only 24 per cent had purchased a cyber insurance policy. The survey also revealed that financial loss due to unauthorised transactions is the threat most respondents (57 per cent) want covered through cyber insurance.

With more people working from home, the need for a family cyber cover has grown.

Soayib Qureshi, associate partner, PSL Advocates & Solicitors, says, "India is second only to China in terms of number of online users, estimated at above 700 million currently. Protection of their data has become a priority."

A must-have cover

Anyone who's a part of the digital world is at risk in cyberspace.

T A Ramalingam, chief technical officer, Bajaj Allianz General Insurance, says, "We now spend a substantial amount of time on our devices for various daily requirements like mobile and internet banking, online payments, e-commerce purchases, social media consumption, and entertainment on over-the-top platforms."

Lovani Navlakhi, board member, Association of Registered Investment Advisers, says, "Everyone who is exposed to digital platforms needs to protect themselves by purchasing cyber insurance. For those who are more susceptible to frauds, like senior citizens, this cover is a must."

New users of the internet are



A COST-EFFECTIVE COVER

Premium rates are for individual covers

■ Annual premium for ₹1-lakh cover (₹)



Source: PolicyBazaar

also susceptible.

"Cyber insurance cover offers coverage against cyberattacks and threats. It helps customers reduce the impact of losses in case any vital financial, or other sensitive information is stolen or misused," says Ramalingam.

What's available

Currently, Bajaj Allianz, ICICI Lombard, HDFC Ergo, Future Generali, and SBI General Insurance (which launched its policy on Tuesday) offer this cover.

Naval Goel, chief executive officer and founder, PolicyX.com, says, "The plans are made for individuals. They can be topped up with covers to protect the spouse, children, and other family members."

Consider a family cover as nowadays almost every family member goes online. A family floater is also less expensive than buying an individual cover for each member.

The covers from various players

are broadly similar, although their finer details may vary.

Evaa Saiwal, practice leader—liability and financial risk, PolicyBazaar, says, "Some insurers provide specific plans that target different user groups, such as students, entrepreneurs, families, and salaried professionals, while the others offer a personal cyber insurance with sum insured."

Coverage and exclusions

These policies cover policyholders for losses resulting from fraudulent transactions over the internet, which hit bank accounts, credit or debit cards, and mobile wallets.

"Any data breach, ransomware attack, cyberbullying, malware intrusion, or extortion event is covered by this policy. It also covers expenses related to investigation, forensic costs, data recovery, and information technology consultancy services," says Saiwal.

If the policyholder has to consult a psychologist to deal with the trauma or stress arising from such incidents, the cost of doing so is also covered.

"This policy generally covers all devices you utilise to access the internet. Some insurers offer worldwide coverage," says Goel.

Cyber insurance policies come with a few exclusions which policyholders should be aware of.

"Dishonest and improper conduct, bodily injury, property damage, unsolicited communication, unauthorised collection of data, and immoral or obscene services are not covered," says Ramalingam.

Delay in purchase can be costly

Experts suggest buying cyber insurance cover, especially for those working from home (WFH).

Kapil Mehta, co-founder, SecureNow, says, "These plans are particularly relevant for people who spend a lot of time online and work using online resources. This segment has increased considerably over the past few years because of WFH. It is a cost-effective cover. For ₹5,000, you can get a reasonable amount of protection."

