

Health Risk Assessment Web App



Client Background: Company provides health risk assessment services to corporate businesses, public sector, primary care trusts, insurance industry and consumers.

Background/ Business Drivers:

- Initial manual approach required lots of professionally trained human resource to take health assessment of individuals
- It was time consuming to take individual level assessment for each corporate business and then track their progress on regular basis
- Tedious to calculate assessment score and then submit to respective authority and related insurance companies.

smartData Solution: To overcome challenges faced due to manual processes we developed web-based solution. We have created Health Risk Assessment products and series of brand websites (White label website) for one of the world's top 10 Insurance Groups, serving millions of Customers across Europe, North America and Asia Pacific, with Business activities ranging from long term savings, fund management and General insurance. Our application provides health screening and medical services to corporate businesses, public sector, primary care trusts, the insurance industry, legal professions and consumers. Highlights of solution are

- Our application creates a highly interactive and informative customer experience, enabling users to fully understand their current state of health and learn how healthy they could possibly be and then achieve it, through a unique Q-Score.
- The application gives health risk analysis and management to individuals via a variety of white labeled websites, targeted to countries in Western Europe and Asia Pacific.
- Its primary purpose is to calculate and display premium discount data. Provide health advice to the Customers, Help set them achievable goals and track them, appointment booking with the pharmacies.
- Implemented a unique health rating system and a series of sophisticated outcome management algorithms based on which Q-Score is calculated.
- Customers (Corporate or Retail) looking for Health insurance gets a service access code from the company through which they can register to website and fill the HRA (Health Risk Assessment) form based upon which Q-Score is calculated.

- Range of this Q-Score determines premium discounts calculations. This data is processed by our application based upon which premium discounts for health policies are calculated that is displayed to Customer and is used for further processing.
- This resulted in improved Customer reach, promoting environment of health and Wellness and considerable increase in the number of policies and revenues.