

AAA Life Insurance Embraces Electronic Health Records (EHR) Data to Modernize Underwriting Processes and Drive Higher Placement Rates

Overview/Executive Summary

Electronic health records (EHR) have rapidly emerged as a trusted new data source to help carriers accelerate underwriting, improve placement rates, and create engaging customer buying experiences. Leading carriers are actively exploring EHR capabilities, and AAA Life Insurance has partnered with Human API to use EHR data to improve business outcomes and build a foundation for future innovations. Read about AAA Life Insurance's vision for EHR data and how it fits into their business model today and tomorrow.

"We're taking the first steps to digitally transform our business with EHR data. Embedding the Human API EHR data platform into e-applications is just the beginning. We're paving the road for a future with automated rules engines, new risk-scoring solutions, decision support tools, and more. Electronic health records (EHR) data is a rich new medical data source with huge potential to change how we do business, and partnering with Human API is a core part of our innovation strategy."

– Jim Lucas, Senior VP, Chief Actuary at AAA Life Insurance

Improving the Entire Life Insurance Buying Lifecycle with Consumer EHR Data

The life insurance industry is in transition. New technologies and data sources are rapidly emerging to bridge the gap between current capabilities and market demands. The status quo - manually retrieving medical records, relying on fax/copy services, uncomfortable back and forth conversations with applicants that cause high friction and high drop offs - is beginning to change with the growing adoption of electronic health records (EHR). At the center of the insurance industry's digital revolution is the modern consumer, as buying behavior and



Vision

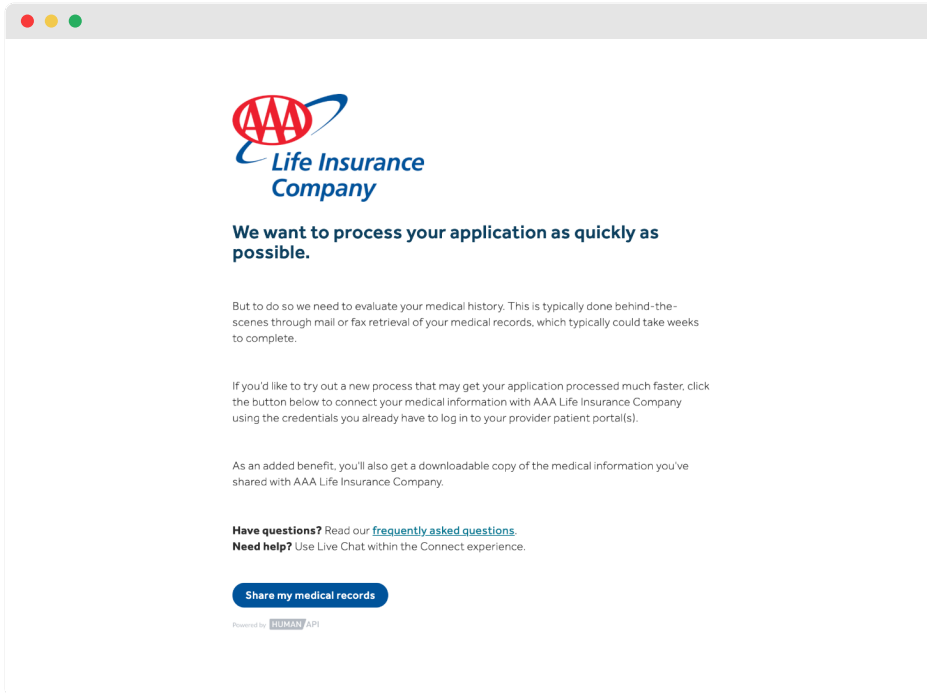
AAA Life Insurance plans to use electronic health records (EHR) data to power innovation across their entire business - from automated rules engines to policyholder engagement.

Approach

AAA Life Insurance takes the first steps to innovate by using the Human API EHR data platform to accelerate underwriting, drive higher placements, and create an engaging customer buying experience.

Results

- **12.7%** improvement in placement ratio
- **75%** Attending Physician Statement (APS) Replacement Rate



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With EHR data, carriers can digitally get the information they need to improve their underwriting processes, streamline workflows, and create engaging customer experiences throughout the life insurance buying cycle. The rise of the modern consumer and EHR data presents a unique opportunity for carriers to capture new market share. In 2019, AAA Life Insurance made the strategic decision to partner with Human API to leverage EHR data to kickstart their innovation journey to modernize underwriting processes, improve placement rates, decrease underwriting overhead, and deliver frictionless buying experiences to their customers.

Human API
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Today: AAA Life Insurance Takes First Steps to Innovate with EHR Data

The Human API EHR data platform ingests and normalizes previously fragmented and unstructured consumer health data and delivers it to AAA Life Insurance in an actionable, structured format. EHR data gives carriers a longitudinal view of an insurance applicant's health, with information such as diagnosis, medication, treatment dates, blood pressure and tobacco or alcohol use that can be used to improve decision quality and placement rates while removing the need for intrusive exams. EHR data not only simplifies medical evidence management and improves current business operations (improving decision quality, reducing processing time, placing more policies, reducing friction, decreasing APS costs), but acts as the building blocks to power automated risk scoring and underwriting engines that help drive the insurance industry forward.

Direct access to electronic health records is a pivotal component of AAA's ongoing innovation strategy to reduce costs, increase policy placements, and fully digitize policy quoting, underwriting, and distribution processes. Instead of the high cost, time-consuming workflows of manually requesting Attending Physician Statements (APS) for underwriting, paramedical exams, and lab tests, AAA Life Insurance has streamlined their medical data collection by giving their applicants a simple way to share electronic medical data. The Human API platform is embedded directly into e-applications to simplify the insurance buying process and deliver a seamless customer experience. With Human API, there are no special authorizations required. When applicants connect their own patient portal accounts, they are also giving consent to share their medical data electronically. The new e-application workflow integrates EHR data to reduce friction and help applicants move along smoothly on a consumer-centric insurance buying journey to improve customer satisfaction and business outcomes.

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Chief Actuary
AAA Life Insurance**

By leveraging Human API during the application process, AAA Life Insurance can make real-time risk decisions based on longitudinal medical records and recommend customers the right policy instantly. EHR data allows AAA Life Insurance to modernize their underwriting processes today, while paving the road for innovation in the future. For example, diagnostic codes contained within EHR data that reflect an uninsurable risk can be easily automated for a fast decline by an engine, saving time and resources on additional underwriting.

The Results

AAA Life Insurance started using the Human API platform in early 2019 on a segment of their business, and is already beginning to see successful results:

- **Placement rates have increased by 12.7%**
- **Human API EHR data was able to replace 75% of APS orders**

AAA Life Insurance has streamlined medical data collection by empowering their applicants to connect and share health data electronically, reducing dependency on the high cost and time-consuming process of collecting APS orders. AAA Life Insurance plans to scale adoption of the Human API platform across the rest of their lines of business, to power new use cases and solutions.

Tomorrow: EHR Data as the Driving Force for Future Insurance Innovation

Carriers are increasingly using EHR data as the driving force to improve workflows and operations and engage customers with omni-channel digital touch points. Structured EHR data is starting to power a new kind of insurance ecosystem supported by machine learning, automated rules engines, granular risk stratification, decision support tools, and new risk-scoring solutions, all underpinned by seamless customer experiences. AAA Life Insurance is committed to using EHR data as the foundation to modernize every aspect of their insurance business and fundamentally change how they operate, price, distribute, and service customers.

“EHR data adds a ton of value and improves our existing processes by reducing dependency on APS orders, replacing evidence requirements, powering automated rules engines, and increasing the throughput rates of straight through processing and accelerated underwriting programs. Human API EHR data has what we’re looking for, and having digital, real-time access to the information we need to underwrite policies effectively will be a key strategic advantage for our business. We look forward to using EHR data to transform our entire business.”

**-Rohan Chittal, Chief Underwriter
at AAA Life Insurance**
