

A message from our Managing Director **Andrew Gill**



Welcome to our latest edition of *Splash!* At Pacific Life Re we want to make insurance more accessible. An integral part of our strategy is to make it easier for our partners to do business with their customers, which is why we recently sponsored an Adviser Round Table to explore how we can help meet customer needs. There was some fantastic discussion and we look forward to sharing our insights with you. We also conducted some new consumer research with the general public to understand their key concerns, in particular around their health and to determine their appetite for health and wellness support. We welcome your feedback or questions and hope you enjoy reading *Splash!*

Latest news **Pacific Life Re Australia**

- Our Underwriting Rules Engine has helped to create a more seamless journey for MLC Life Insurance's customers by halving underwriting approval times, resulting in a 10% uplift in completions. Read the full media release [here](#).
- Video: Australia's Director of Client Solutions, [Minico Xia](#), shares her views on what is driving product evolution in Australia.
- Video: [Mark Segreto](#), Australia's Director of Claims, is ensuring his team stays ahead of the game by harnessing technology to provide a fully automated end to end experience.
- Pacific Life Re was a proud sponsor of the 2019 Actuarial Hackathon, empowering actuaries to create a sustainable positive impact on society. [Follow this link](#) for more details.



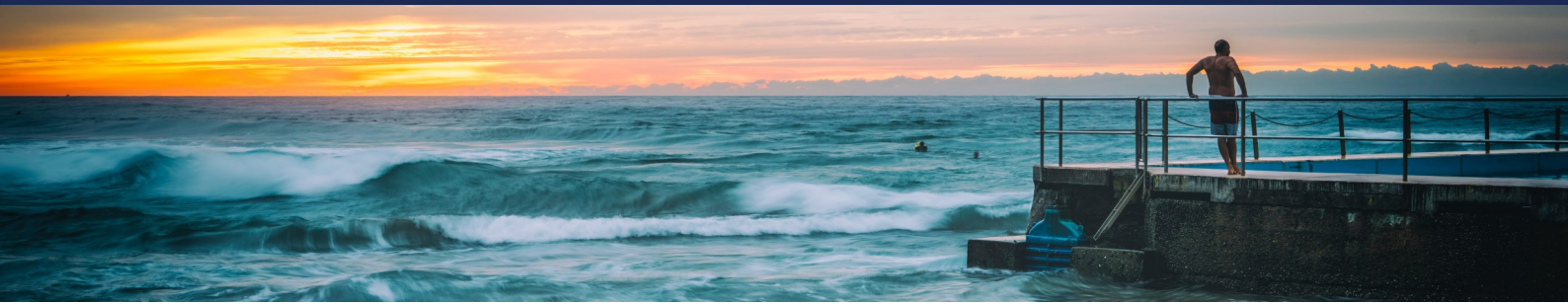
Medical journal club newsletter **CMO Dr. Bill Monday**

[Follow this link](#) for the latest Medical Journal Club Newsletter, written by Pacific Life Re Australia's CMO, Dr. Bill Monday. Each quarter, Bill will share the latest medical journals and review articles that are relevant to insurance.

Adviser round table **How reinsurers can help to impact the advised life insurance market**



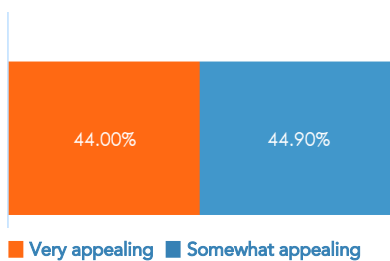
RiskInfo recently hosted an Adviser Round Table for Pacific Life Re, which delved into several important issues that impact the delivery of life insurance advice and other life insurance services to the Australian community. More specifically, the conversation revolved around what will help advisers to service their clients. RiskInfo will be releasing insights from the Adviser Round Table over the coming months and we will also share them with you in the next edition of *Splash*.



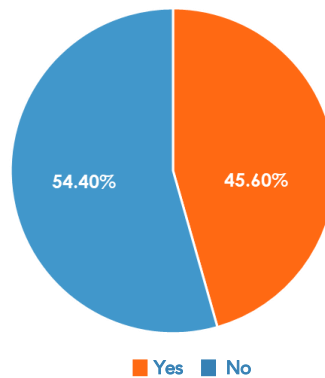
Appetite for health and wellness support **Consumer research**

We recently conducted a consumer research survey targeting young to middle-aged members, predominately in manual occupations, and this survey provided some interesting insights. **The key health fears for this group are cancer and mental health issues including anxiety and depression, as respondents had either experienced these issues themselves or have had close friends or family experience them.** There is a strong appetite for preventative health services or support models and a clear need for education around what health programs are already available to people, whether this be within their insurance offering or not.

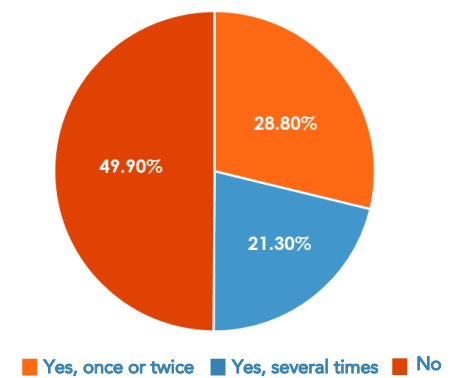
How appealing would access to health improvement programs from an insurance provider be?



Have you ever worked with a physical injury that would impair your ability to work normally?



Have you ever delayed care or opted for a less preferred care because of high out-of-pocket medical expenses?



These findings suggest employees are unaware of existing support models which are often free and confidential health benefits provided by employers, insurers or even superannuation funds. It would be extremely useful to provide training to employers so that they recognise the added benefit of support programs to their workplace and that they are equipped to relay useful information about benefits to their employees.

The majority of survey respondents also have private health insurance cover so perhaps they are not familiar with their policy benefits. Would having greater awareness have a positive impact on those who work with a physical injury or who have delayed care?

For an advised customer, this could be achieved through regular communications to customers, highlighting the benefits of their cover and the services that they have access to.

For customers covered through their superannuation, greater emphasis may be placed on supporting members in a wider sense outside of their already insured benefits. This could see the rise of more customised holistic solutions geared towards everyday lifestyle factors impacting overall health, with a heavy focus on early intervention and preventative programs.

Would you like to get in touch?

If you would like to talk about how we can support your business, or for any media enquires, please contact Tyson Johnston, at tyson.johnston@pacificlifere.com