

The digital mutual

Episode 1,
Seguros Unimed
(Brazil)



21 February 2019, 3:00 pm GMT

The digital mutual: Seguros Unimed (Brazil)

Moderator: Ben Telfer, Vice-President, Business Intelligence, ICMIF

Fabio Leite Gastal

Director of Strategy, Management & Innovation



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webinars@icmif.org

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International Cooperative and Mutual Insurance Federation

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Case Study



We have a clear positioning about
who we are
and what we seek

We are the Insurance Company for the Unimed System, a business created by doctors that has the cooperativism in its essence.

We take care of institutions and people, so they can live well the present and be able to plan for a safe future.

We work everyday to offer complete solutions, that will enhance new trades. And we are beside our clients when they need us the most.

We believe that cooperation connect us so we can grow together.



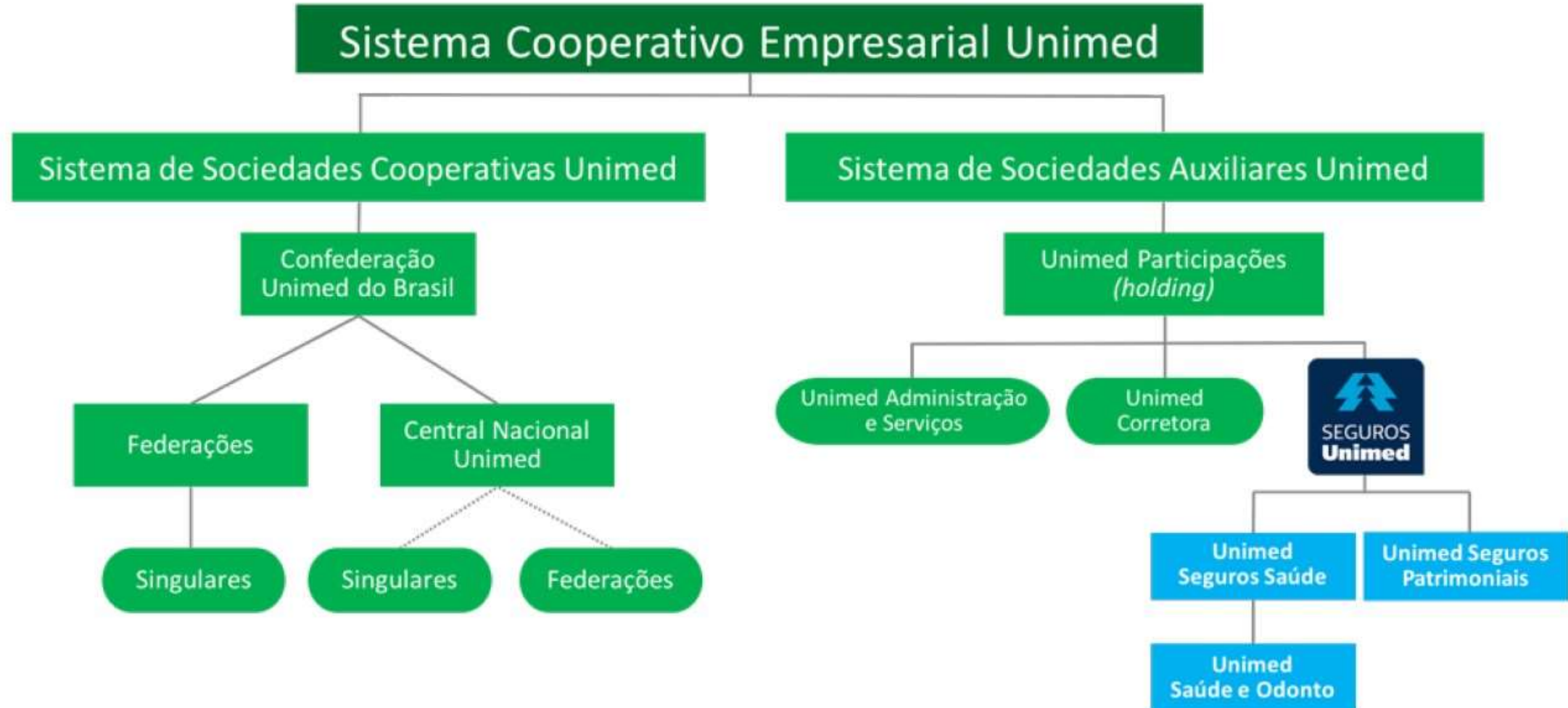


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Our essence Our focus

We are experts in insurance solutions for the Unimed System, for cooperatives and for the health sector.

Our structure



Solidity and safety: intercooperation's strength



We are the Insurance Company for the Unimed System and we are among the best and largest insurance companies in Brazil.

6 million clients in five business segments

Presence in São Paulo and **22** Regional Offices through Brazil

R\$ 3,29 billion in consolidated annual income*

R\$ 3,62 billion managed in the total portfolio of investments**

R\$ 2,13 billion in private pension funds**

13,96% total compensation for stock holders***

*Forecast. **Applicant's portfolio and consolidated pension funds in september 2018. ***In 2017.

The recognition of our commitment

Highlights from the main rankings of the business press, in awards, financial performance, governance, people management, innovation and quality, social responsibility and vision of future.



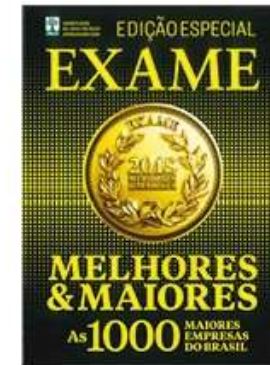
Best insurance company in corporate governance



3rd best and biggest brazilian insurance company specialized in health



Best brazilian independent insurance company



Among the **20 biggest** brazilian insurance groups in premiums

*Includes bank insurance companies.



One of the **150** best companies to work for



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**What the most valuable Co in
the world have that we don't !**

Well... we didn't !



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Digital Transformation

Top



Down





Aug/2016

Design
Thinking

Tech

Co-Working



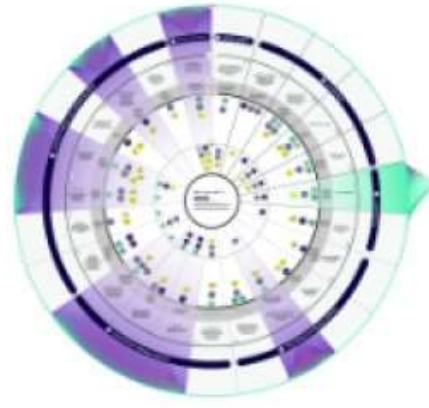
Mar/2017

The 1st move...

Digital Experience - 2017



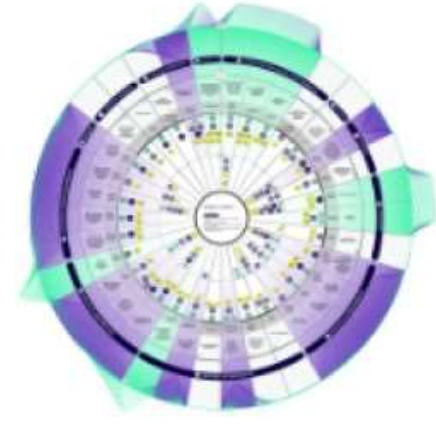
Corretor - Proteção
Financeira



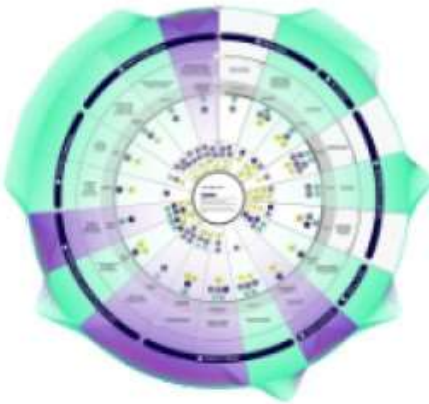
Estipulante - Proteção
Financeira



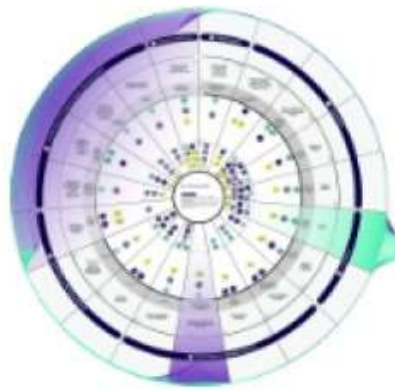
Segurado - Proteção
Financeira



Beneficiário - Cuidado à
Saúde



Corretor - Cuidado à
Saúde



Estipulante - Cuidado à
Saúde



Prestador Especialista -
Cuidado à Saúde



Prestador Gestor -
Cuidado à Saúde

The 2nd move...

The vision



The Strategy for 2020



A wellbeing, care, prevention
and protection b2b2c **Platform**



Digital Transformation
reference within the market



Business development, content
and information generator
as **market reference**



Insurtech pioneer
in the Country

Platform 2020

The construction of a Platform...



And then...
we've started to run

Initial Model



Stormia Methodology





Redesenho da Experiência digital

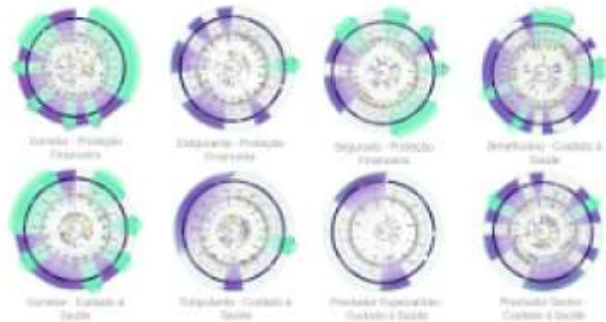
Novos Negócios e Parcerias

Aceleradora de Projetos

Portal features and services...

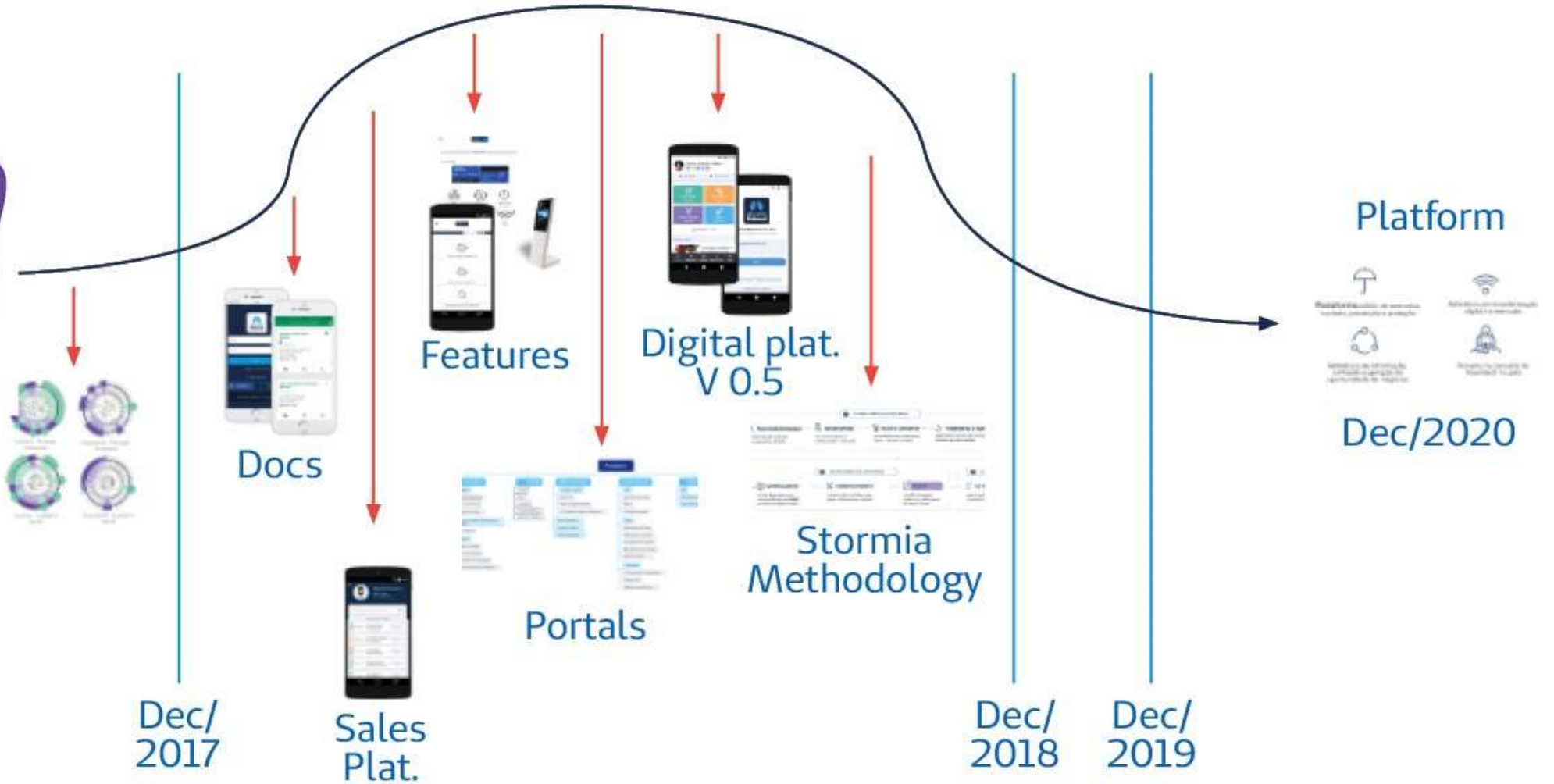


Digital Experience



Doc locator Apps





Business Methodology

Plataforma 2020

Vision and BP



No cost offer - branded
or white label

**Data access for
delivering products**





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2020 Platform

2020 Plataforma

Vision and BP





Bus connection ->





Plataforma



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2020 Plataforma

Next Steps

BP project powered by
Roadmap and budget approval for 2019





Thank you

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The digital mutual: Episode 2

Thursday 18 April, 3pm GMT

The Co-operators (Canada)



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Young Leader perspectives on the strategic issues in our sector

27 February



Enhancing the effectiveness of your cross-cultural collaboration

6 March



The next 25 years in insurance

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