

ICMIF Digital Conference:

Innovative Solutions: How to Transform Your Business Model

SuperApp by UNIO:

The cooperative mobile solution for the Unimed System



INOVAÇÃO
DIGITAL





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Who are we?



Largest cooperative health system in the world

Present in **84%** of the national territory

342 cooperatives

117 thousand cooperative doctors

18 million beneficiaries

2,405 accredited hospitals

131 own hospitals

In addition to emergency care, laboratories, diagnostic centers and clinics to ensure the quality of care provided to beneficiaries.

*Data updated every six months

133 thousand
direct jobs generated
by the Unimed System

36% share in the
national health
insurance market

23% of doctors in
Brazil attend Unimed

Unimed 

Unimed Insurance

“Care to transform”

We are the insurance company of the Unimed System

Because of its origin in medical cooperativism, the Insurer focuses on meeting, in addition to the Unimed System, the demands of the cooperative segment and the health sector.

Headquarters in São Paulo and **21** more regional offices throughout Brazil

6 million customers



Insurance Solutions



Life

Social Security

Elementary Branches

Health

Dental Dental

*Data updated every six months

The reflection of our commitment



The Best of Dinheiro

The ranking recognized us as the best health plan in the country. We also gained prominence in the Financial Sustainability and Human Resources criteria.

Commitment with a performance sustainable in **Environmental** aspects, **social**, economic and of **governance**.

Amazing Places to Work

Seguros Unimed was awarded as the most incredible place in employee experience and 2nd place in the ranking of the Most Incredible Places to Work.

Business Season 360°

We are among the top three insurers in the country, being the best among independent insurers - not linked to major banks.

Estadão Finanças Mais

For the 4th consecutive year, we are among the best and most reliable insurers in the country, being among the top three in the Health sector.



The beginning

In **2016** there were some challenges/problems:

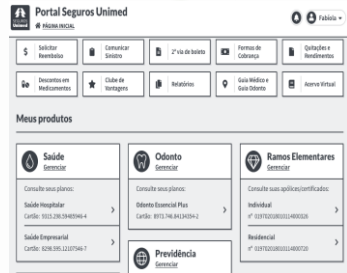
1. Digital Revolution /Innovation is going on and Seguros Unimed where is it going?
2. Definitely activate the UNIMED MARKETING CHANNEL...
3. Develop a line of B2C Products and Insurance focusing on the UNIMED client...
4. Put the CUSTOMER/ HEALTHY PERSON at the heart of the Strategy.



The Journey



Creation of
Mandalas



consolidation
Digital Refund
Doctor and Odonto
Guides
Digital Broker
Wellness Platform

... **Business Model**...



Go Live
Super App
Unimed Pelotas

2016

2017

2018

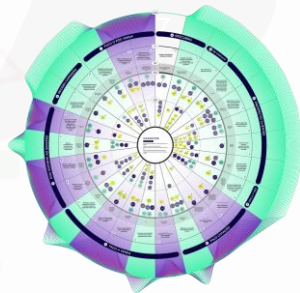
2019

2020

2021



Go Digital
Collaborative Space
Design Thinking
Innovation
Tech



Draft of the
Portals

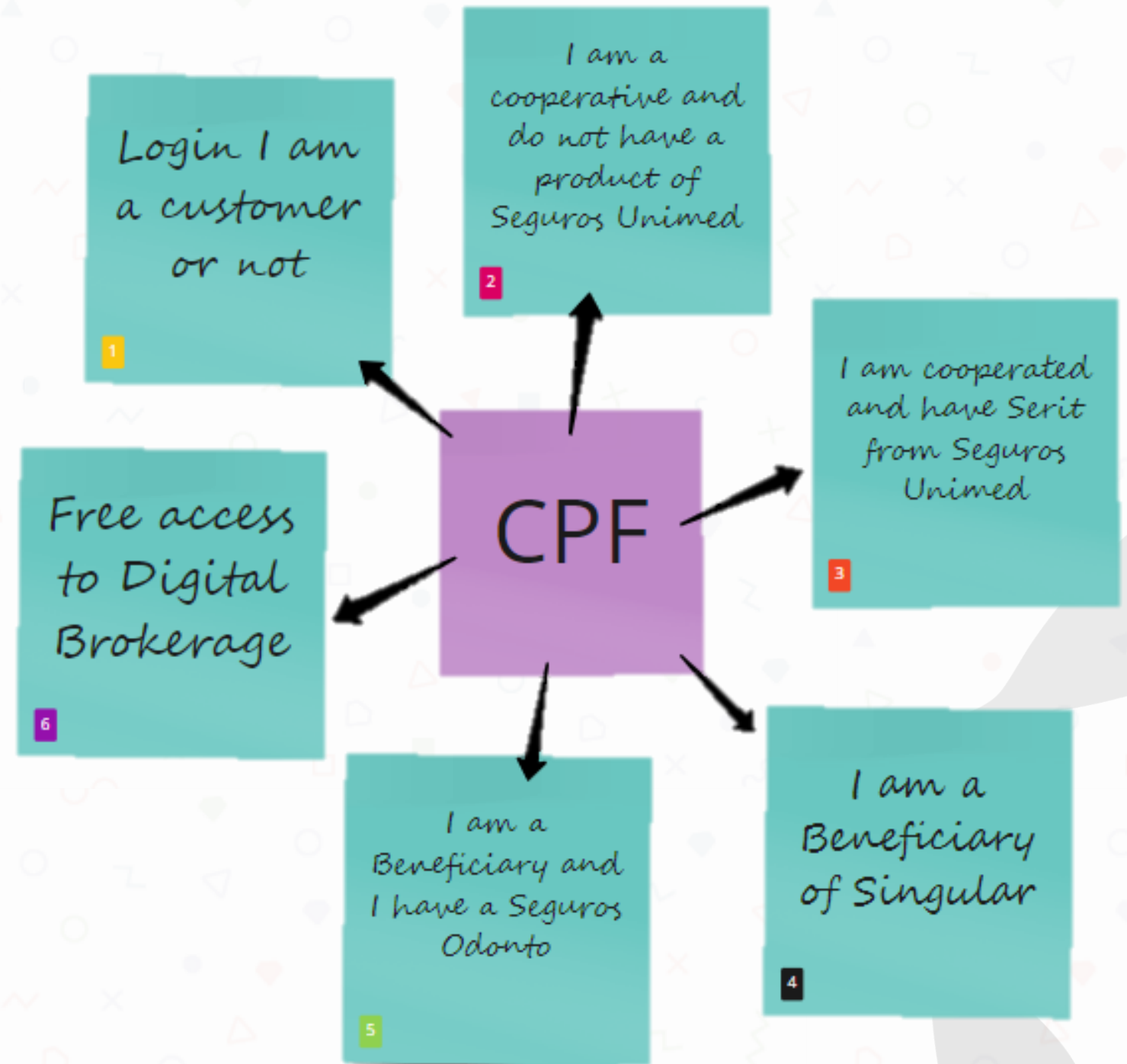


Go Live
Super App
Unimed Odonto
Unimed Insurance
Unimed Volta Redonda



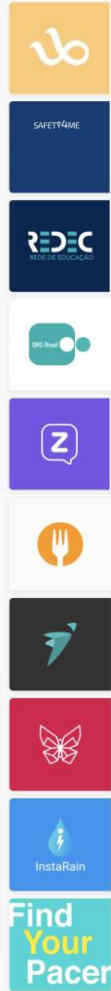
CPF defines the functionalities available to the user in the various areas of the app.

Demo Use Cases



“Current” business model

MKT Place Partners



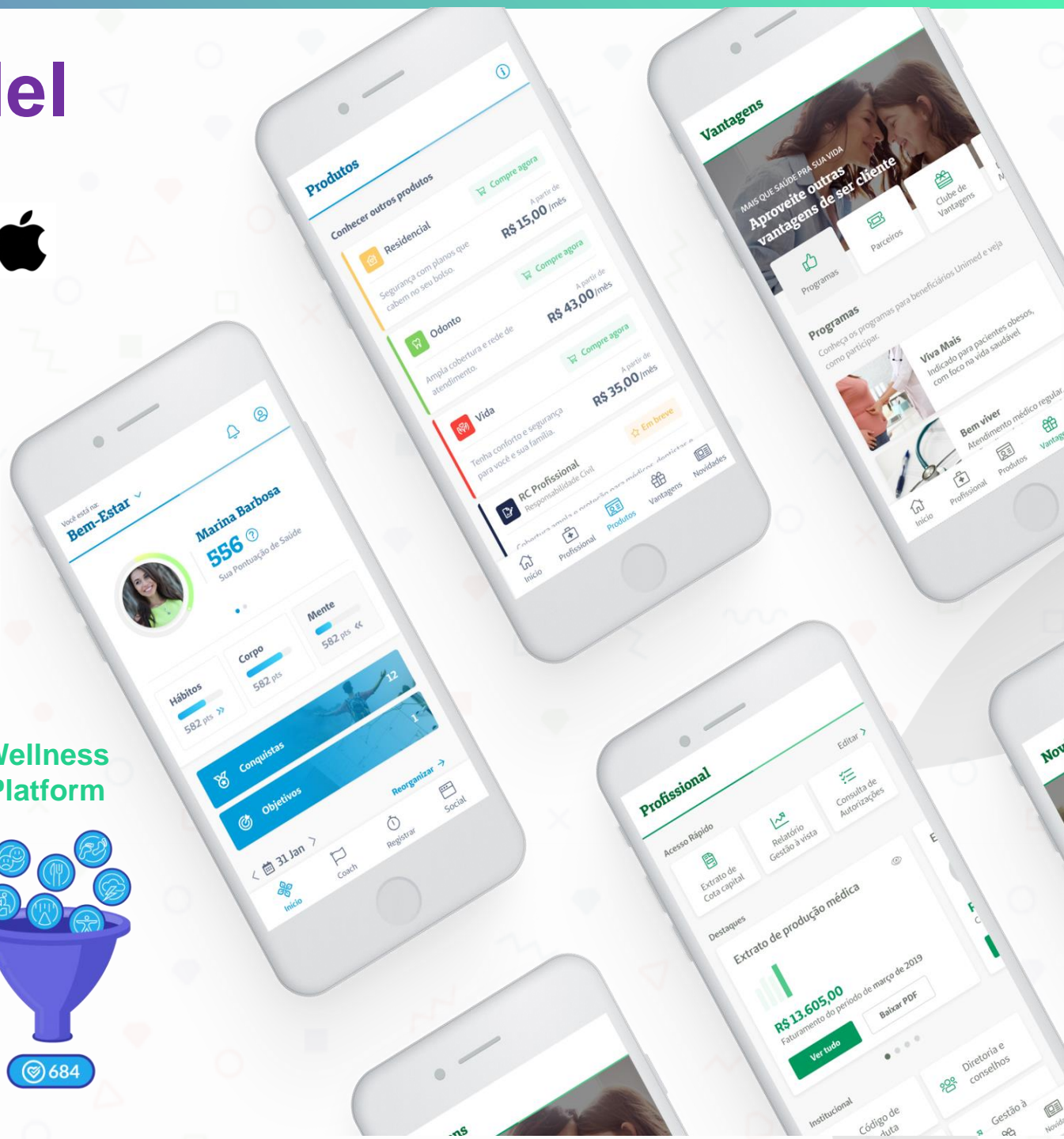
Advantages Club



Sales Products Insurance Unimed



Wellness Platform



In the future...

EduTech

FinTech

HealthTech

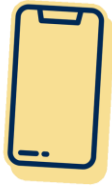
InsureTech

WellbeingTech



super App

Big Numbers Singles



05 DEPLOYED

Unimed Insurance: 564,811

Unimed Odonto: 462,700

Unimed Volta Redonda: 67,221

Unimed Pelotas: 38,942

Unimed Vicosa: 9,235

1,142,909

5,736,071



09 IN DEPLOYMENT

Unimed National Center: 1,533,862

Unimed B.H.: 1,263,542

Unimed POA: 641,312

Unimed Vitoria: 336,056

Unimed Nova Iguaçu: 63,578

Unimed Regional Jaú: 27,597

Unimed Far South: 22,263

Unimed Catalão: 18,371

Unimed Votuporanga: 9,478

3,916,059



10 SINGULAR
PROSPECTION

Unimed Goiânia: 335,142

Unimed Marília: 81,709

Unimed Caruaru: 65,727

Unimed Nova Friburgo: 621,12

Unimed Norte Capixaba: 36,867

Unimed Araçatuba: 31,176

Unimed Jaboticabal: 27,929

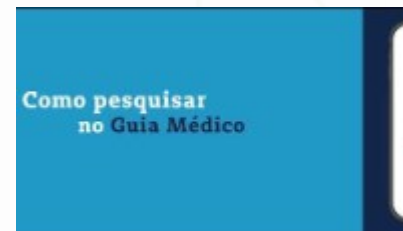
Unimed Três Lagoas: 15,346

Unimed Costa Verde: 10,692

Unimed Patrocínio: 10,403

677,103

Super App on



**baixe
o app**



Thank you



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DIGITAL

