Company: Bajaj Finserv Health  
Website: https://bajajfinservhealth.in/

About Company:
Enable users with Access & Financing of Healthcare by making healthcare Prepaid (Insurance), Preventive & Personalised. Thereby, improving health outcomes as well as reducing healthcare management costs. 
Become largest Payer to Healthcare ecosystem covering Hospitalisation, Diagnostics & Doctor consultations spends.

App video: https://youtu.be/M2QHyaBC_z8  
Bajaj Finserv Health Launch: https://youtu.be/Irl_GDjCUhQ

Problem Statement 1:
Gamification for Awareness and Coverage Need for comprehensive Health Insurance that covers OPD and Lab

Problem Description:
Traditionally, agents play a pivotal role in educating customers on insurance products. They also perform need analysis for customers before pitching the right product. Conversion rates seen here are low compared to the sales/marketing cost associated with the same. There can be multiple reasons resulting in Insurance purchase being a push product sale via agents:
1. Self-Buy Journey of Insurance Purchase is non-engaging resulting in more drop-offs
2. Lack of understanding of the importance of Insurance Products
3. Lack of understanding of coverage and how to consume

At Bajaj, Innovation has been a key to success and we do believe in unleashing the power of the latest technologies.

Gamification has emerged as a powerful tool in providing a captivating user journey. There have been proven cases that have used gamification to boost business performance. We see Gamification as an aid to revolutionize the complete insurance industry! We are looking for innovative solutions aiming towards revolutionizing users' overall experience in policy purchase and utilization.

Rather than depending on agents throughout the process, we believe insurers can use game campaigns to educate their prospective customers or help select the correct product for what someone is looking to have insured. Not only this, but we also believe Gamification can help in Engagement as well as help in providing better Utilization of Purchases one does via insurers. Who knows!! Probably a small game can have more impact on users to understand the importance of insurance!! We do believe Gamification has immense potential to create lasting business value. Let the game begin!