



.... so you want to sell International PMI ?

AIMIP Presentation

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so you want to sell IPMI ?





Good News



it's **never** been a
better time to be
selling **IPMI**



there are estimated to be as many as

300,000,000

expatriates living and working worldwide

the IPMI market is estimated
to be worth over

£2.05 billion

54% of Britons

are considering moving overseas

6 out of 10

18-30 year olds believe
prospects are better abroad

1 in 5 companies **fail to provide**
international cover for those employees
sent abroad for 6 or more months



so you want to sell International PMI ?





a leap of faith



it could also be an **easier** sale
than you thought



the markets & opportunities
are out there



it really isn't
rocket science



so what's stopping you



you don't need to speak another language

you don't need to travel overseas

you don't need a massive marketing budget

... and importantly



you don't need to know
everything



you already know the products

(or have had a taste of what is available)



product design is straight forward



you already know
most of the players



others insurers are of course *reluctantly* available



Association of International Medical Insurance Providers

evacuation

maternity

in-patient

lifestyle

out-patient

day-patient

dental



Products

typical benefits	Basic	Standard	Comprehensive
In-Patient	●	●	●
Out-Patient		●	●
Cancer	●	●	●
Chronic Acute	●	●	●
Chronic Management		●	●
Optical			●
Healthcare Screening			●
Maternity		optional	●
Dental		optional	optional
Evacuation	optional	optional	optional
Repatriation	optional	optional	optional



UK domestic vs. international pmi

get to know the
differences



compare

typical benefits	UK Typical	International
In-Patient Care	●	●
Out-Patient Specialist Care	●	●
OP Drugs & Dressings		●
Family Doctor		●
Physiotherapy	●	●
Complimentary Medicine		●
Cancer	●	●
Chronic Acute	●	●
Healthcare Screening		●
Routine Maternity		●
Routine Dental		●
Evacuation		●



INDIVIDUALS

expatriates

- typically able to include dependants who are local nationals
- IPT based on location of policyholder

CORPORATE GROUPS

expatriates
& key local nationals

- typically a minimum of three non-related full-time employees required to form a group
- maximum of 15-20% local nationals
- all premiums paid by employer
- IPT based on location of each employee



your typical client
is likely to be



typical membership profiles



INDIVIDUAL

age 35- 45
married
English speaker
comprehensive cover inc maternity & dental care
long term expatriate resident



CORPORATE

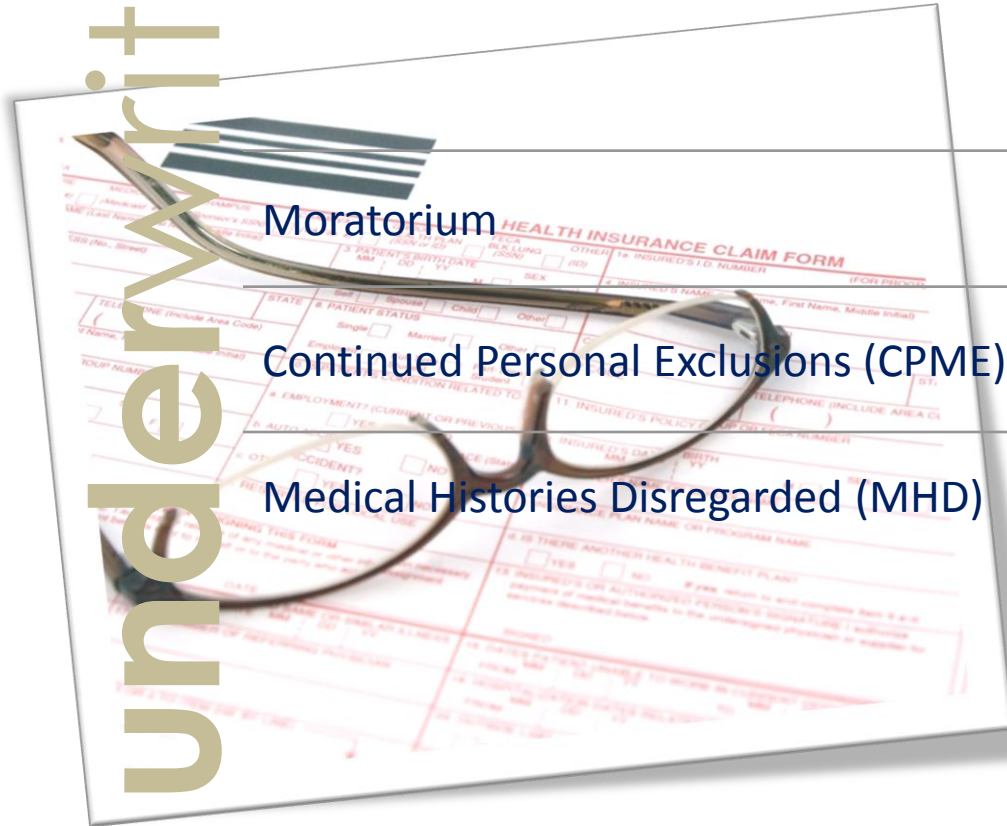
white collar professional
5-35 employees plus dependants
comprehensive cover inc maternity, dental and evacuation
contract expatriate



cover acceptance and underwriting



Underwriting



Moratorium

Continued Personal Exclusions (CPME)

Medical Histories Disregarded (MHD)

	PRIVATE CLIENTS	SME GROUPS	LARGE CORPORATE
Moratorium	✓	✓	✓
Continued Personal Exclusions (CPME)	✓	✓	✓
Medical Histories Disregarded (MHD)	✗	✓	✓



work **together** with a panel of providers & **build** a mutual relationship

(you may need their help sometime)







Europe

- 🌍 Continental Europe offers excellent state healthcare
- 🌍 **Eastern Europe** provides exciting emerging markets opportunities
- 🌍 Western Europe provides source of major global corporate accounts
- 🌍 Expatriates tend to be **internet literate** and prone to on-line purchasing
- 🌍 Highly regulated environment
- 🌍 **Common language** amongst target market (English)



market





Middle East / Gulf

- 🌐 Proof of private insurance as a **visa requirement** becoming common place
- 🌐 **Demand** for IPMI remains strong and increasing
- 🌐 Healthcare is still affordable but costs are rapidly increasing
- 🌐 Public health infrastructure designed for the needs of “blue collar” workers
- 🌐 Western Expatriates still look to **Europe** as nearest centre of excellence



Asia Pacific

-  Asia Pacific provides the industry's **largest in-bound** expatriate market
-  **Hong Kong** continues to be the gateway into the region
-  Region remains heavily reliant on traditional “agent based” insurance selling
-  Online purchase for expensive health insurance is yet to be developed
-  **Demand** for expatriate health insurance emanates where the healthcare infrastructure is limited (e.g. Cambodia, Indonesia, Vietnam and China) or too expensive (e.g. Singapore and Hong Kong)





Africa








- 🌍 Northern Africa is **fast** becoming a key market for IPMI
- 🌍 Healthcare is still affordable but costs are rapidly increasing
- 🌍 Expatriates and NW Locals look to Europe as nearest centre of excellence
- 🌍 Sub-Sahara has a **growing in-bound** and out-bound expatriate market
- 🌍 Kenya, South Africa and Nigeria remain the key opportunities
- 🌍 Secondary opportunities include DRC, Tanzania & Ivory Coast



Market



Americas (ex-USA)

-  **High demand** for IPMI plans
-  Local inflation can make USD based products hard to purchase
-  US is the perceived centre of medical excellence but where costs are high
-  Distribution predominantly through “Master Agents” networks
-  Local compliance is becoming more prevalent (i.e. Mexico, Argentina)
-  Litigation prone environment
-  **Corporate market** still comparatively undeveloped



and the cost of treatment
overseas can vary



the HIGH cost of IPMI treatment



medical inflation **15-25%**



. . . there's the cost of a
medical evacuation





from West Africa £91,000

from Bali £17,000

from the Seychelles £41,000

from Zambia £17,000



begin with small steps



take a look at your existing UK business



because if you don't
someone else will






**talk to your
clients**





ask a few
questions



- 
- Do you currently have any employees working overseas ?
 - Do you have any foreign nationals working in the UK ?
 - What arrangements have you in place to protect their health ?
 - What does your company spend on overseas postings ?
 - Does your current provider meet local legal requirements ?
 - Are you getting value for money ?
 - Are you getting the service you deserve ?
 - Is big always best ?



communication is key

work with your clients & your providers

you **don't** need to know everything



so what's in
it for you



higher base premiums

(averaging £1,000 +)

greater **earning** potential



longevity of policy life

(averaging 3 – 5 years)

portfolio stability & **added**
business ‘exit value’



but it's not
just about



building your business



it's also about



protecting your business



your opportunity



your business



your future



**your international
opportunities may be
closer ... *than you think***





... welcome back ...

