

GMS

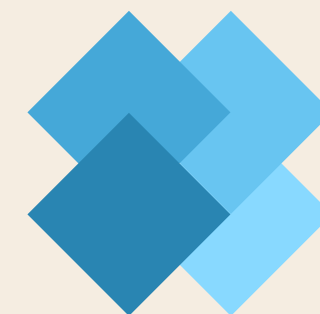
Case Study



The Future of Digital Health Insurance: Adoption & Challenges

Published By:

Global Matrix Survey



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Agenda

Target Audience

Healthcare professionals, insurance providers, tech companies, policymakers

Sample Size

1,200+ respondents (B2B and B2C segments)

Length

6 weeks

Methodology

Online surveys, in-depth interviews, and data analytics

Trivia

Over 30% of healthcare providers expect to integrate AI-based solutions into digital insurance platforms by 2026.



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Objective

- Assess the current adoption of digital health insurance models across various demographics.
- Identify the barriers to widespread adoption and potential solutions.
- Understand consumer expectations and preferences when it comes to digital health insurance services.
- Evaluate the role of emerging technologies (e.g., AI, telemedicine) in shaping future health insurance offerings.

Approach & Method

Approach

- Quantitative Research: Online surveys targeting B2B (insurance providers, healthcare professionals) and B2C (consumers) to explore adoption and preferences.
- Global Reach: Data collected across 15+ countries, covering diverse healthcare systems and consumer behavior.
- Balanced Sampling: Represented different age groups, income levels, and regions for a comprehensive view.

Methodology

- In-depth Interviews: Conversations with key stakeholders to understand challenges and opportunities in digital health insurance.
- Data Analytics: Used analytics tools to segment and analyze survey responses by demographics and consumer behavior.
- Tech Focus: Examined the role of AI, telemedicine, and blockchain in shaping digital insurance models.





Solution

- Key Insights & Challenges: Digital health insurance is gaining traction, especially among younger consumers, but privacy concerns, trust issues, and integration difficulties remain major barriers.
- Recommendations: To address these challenges, focus on building transparency, robust data protection, and investing in AI and blockchain technologies to streamline operations and enhance trust.
- Outcome: GMS provided actionable insights, enabling insurance providers to create more consumer-friendly platforms and strategically invest in emerging technologies to improve digital health insurance adoption.

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