



2024 Life, Health and Retirement Innovator of the Year

COMPANY NAME	Hannover Re and healthŌme*
COMPANY URL	https://www.hannover-re.com/ https://healthome.com/ *
SUBMISSION TITLE	Enhancing Critical Illness cover through genomics
IMPACT What is the scope of the problem being solved, whether for your employees, customers, industry, or society?	<p>Hannover Re is one of the world’s leading reinsurers in life and health. With a global presence across all continents, our mission is to provide tailored insurance solutions for underserved groups and offer preventative healthcare solutions for the life and health insurance value chain. We create scalable partnerships with insurtechs and health techs that proactively address risks while focusing on early diagnosis and maximising treatment success for the resilience of both insurers and their customers.</p> <p>healthŌme* is a fully integrated precision health management platform. healthŌme* partners with life and critical illness (CI) carriers to integrate precision health management solutions into insurance policies. Their programs give policyholders day-one living benefit value, driving persistency, engagement, and improved mortality.</p> <p>Life insurance products no longer resonate with consumers as they once did, resulting in a steady decline in households owning them. Navigating healthcare systems is complex, particularly for those diagnosed with cancer — a leading cause of mortality and one of the leading drivers of CI claims. Traditional CI and life insurance policies fall short of meeting the consumer’s needs in supporting them through the challenges cancer diagnosis presents. A cash benefit is provided, but the benefits end there.</p>

Progressively complicated treatment protocols and care pathways drive the need for patients to conduct “last-mile” research to locate and consult with specialised doctors. Rising inequalities in healthcare access and health outcomes further highlight the importance of patients having adequate financial backing and advanced organisational health, and genetic literacy skills.

Latency in health system reimbursement models and slow adoption rates of precision diagnostic technologies deny patients access to tailored treatment plans based on the genetic characteristics of their unique cancer. Population-based genetic cancer screening guidelines currently preclude 50% of people carrying a potentially fatal genetic variant, putting them at a higher risk of developing cancer. Furthermore, genetics plays a crucial role in thousands of monogenic and polygenic diseases, many of which are devastating to patients and costly for insurers.

Integrating precision health management programs and genetic insights into CI and life insurance products could substantially mitigate these risks, reducing the frequency of CI claims and deferring life insurance policies’ death benefit claims. This innovative approach provides four-way stakeholder alignment between CI and life insurance carriers, re-insurers, life science companies, and policyholders.

Hannover Re partnered with healthŌme* in 2023 to develop an innovative precision cancer product. healthŌme* is dedicated to providing individuals the opportunity to unlock and utilise their unique biological data to empower them to lead healthier lives. By merging life science and health management innovations, healthŌme* bridges the gap between the CI and life insurance sector by offering genomics-based solutions, and prioritising customer engagement, persistency, health and disease management, longevity, and reducing health inequalities.

The partnership aims to address the urgent need for insurance carriers to develop more engaging, innovative products with higher living-benefit value to attract younger and more discerning consumers. healthŌme’s* cancer management programme cancerŌme offers a comprehensive risk free programme, cancerŌme, offers a comprehensive, risk-free solution for insurance companies looking to integrate genomics-based products into their portfolio.

Carriers gain immediate access to services, including:

- Pharmacogenomic (PGx) testing and medication safety management programme
- Genetic cancer risk screening
- Comprehensive cancer management programme (molecular pathology review, precision diagnostic test ordering, administration and logistics, clinical trial match and enrollment, 1:1 Oncology Nurse Navigator support and health system navigation)
- Recurrence monitoring and survivorship programme
- Online health and genetic literacy programme
- Financial protection

Distributed under the co-branded label “Cancer Advocate Plus (CAP),” we officially launched in October 2023 with Chubb Workplace Benefits Insurance in the United States.

	<p>Together, we aim to provide high-value, engaging, highly persistent, practical benefits for policyholders reflecting a compelling differentiator in a commoditised market. cancerŌme represents a significant advancement in the insurance industry’s ability to support individuals facing complex illnesses like cancer, which will ultimately improve morbidity and mortality.</p>
<p>CREATIVITY How does this innovation stand apart from alternatives in the marketplace?</p>	<p>healthŌme* and Hannover Re are pioneering a new industry approach by integrating technology with creative partnerships to develop a new generation of insurance policies. These policies aim to improve policyholders’ lives by transforming insurance into a proactive and dynamic life “partner” rather than a mere financial transaction. cancerŌme, positioned as a rider or value-added service, provides a low-cost, low-risk, highly engaging, and attractive proposition for life and CI insurers, aligning the needs of all stakeholders (policyholders, carriers, re-insurers, agents, and brokers).</p> <p>Addressing fundamental user experience challenges: cancerŌme balances cutting-edge technology with the compassionate and empathetic support required during life-altering diagnoses like cancer. It engages policyholders from day one post-issue, providing critical, potentially life-saving resources to help manage and reduce the risk of cancer and navigate, survive, and recover from a cancer diagnosis. cancerŌme redefines CI and life insurance by allowing policyholders to access and utilise their unique biological data for more impactful healthcare interactions.</p> <p>cancerŌme distinguishes itself through its comprehensive approach to disease management and its engaging and educational user experience. The home testing kit—designed to enhance user interaction—includes genetic literacy videos to make the experience more informative and enjoyable while fostering brand loyalty and enhancing genetic understanding among policyholders. The testing kit provides genetic cancer screening and Pharmacogenomics (PGx) testing, which is integral to the PGx medicine safety and optimisation programme. This programme offers unlimited virtual access to precision clinical pharmacists. It provides the most comprehensive assessment and management of a policyholder’s prescription, over-the-counter, and health supplements to reduce adverse drug events (the fourth leading cause of death in the U.S.) and maximise effectiveness to improve health.</p> <p>Genetic cancer risk stratification is updated every three years, ensuring that policyholders are continually aware of their health status. This unique and proactive approach is crucial to mitigating the risk of diagnosing cancer at a late stage when survival rates are dramatically reduced. This aligns with the interests of policyholders to extend healthy lives and life insurers, who are motivated to improve mortality.</p> <p>Upon a cancer diagnosis, healthŌme* conducts a rigorous pathological review to pinpoint diagnostic inaccuracies and gaps in the initial findings. This process highlights the product’s commitment to precision medicine and lays the foundation for a suite of advanced diagnostic tests. These tests provide a comprehensive view of the patient’s condition, facilitating the creation of a personalised treatment plan that is communicated back to the treating oncologist. The data and clinical insights generated are instrumental in matching and enrolling patients with appropriate clinical trials, providing hope and additional treatment possibilities.</p> <p>healthŌme* recognises the emotional turmoil accompanying a cancer diagnosis. As such, healthŌme* ensures that each patient receives 1:1 support to help them navigate the complex health system, prepare for medical consultations, and make informed decisions about their care. Such personalised guidance is invaluable, particularly when considering the physical and emotional strain cancer places on individuals and their</p>

	<p>families. Post-recovery, the support continues with DNA-based recurrence monitoring to detect any return of cancer, reinforcing the continuous care model that cancerŌme reinforces the continuous care model that cancerŌme embodies.</p> <p>Successful product innovations facilitated by Hannover Re with insurance clients can lead to the potential for re-evaluation and adjustment of reinsurance rates. This flexibility arises notably when the shared risks are effectively reduced, enhancing our capacity to adapt our reinsurance and insurance strategies dynamically.</p>
<p>SCALABILITY How can others, whether inside or outside the insurance industry, leverage this innovation to enhance its impact?</p>	<p>healthŌme* and Hannover Re's launch of cancerŌme and its implementation with Chubb Insurance showcases its scalability to other markets and insurers. By integrating precision medicine and genomics-based health management programmes into their insurance products, insurers and reinsurers can better assess and manage the risks associated with cancer and other complex diseases.</p> <p>Through a proactive approach to health management, healthŌme* can help reduce the frequency and severity of cancer-related claims and other chronic diseases. This process can lead to lower claims costs for insurers and reinsurers and improved loss ratios and profitability. These benefits help insurers and reinsurers better meet the needs of their customers and achieve their business objectives in a rapidly evolving landscape.</p> <p>cancerŌme is the first in a series of products to address issues associated with an ageing population, complex health challenges, poor health literacy, low engagement rates, and outdated products. These issues are ubiquitous across all insurers globally. Through our successful partnership, healthŌme* has attracted the attention of multiple global carriers as we developed a turn-key implementation process to cut cost, time, and workload for carriers as they consider bringing these products to market.</p> <p>The Chubb partnership introduced the pioneering, genomics-based insurance, offering unique cancer prevention, management, and recovery support with cash benefits. Our collaboration with Chubb and subsequent launch in the U.S. demonstrates a growing, broad-based consumer demographic ready to buy and engage with precision health management programmes embedded in CI and life policies. This demonstrates a personalised insurance protection experience improving customer engagement while extending healthy lives and reducing health inequalities, aligning with Hannover Re's growing focus on prevention and early diagnosis of disease.</p> <p>cancerŌme support services are delivered through a digital interface and video consultations. With a fully integrated genetics lab and an established network of partner labs worldwide, healthŌme* provides scalable solutions not limited by geographical borders. As new genomics-based population health management technologies enter the market, healthŌme will integrate them into new programmes providing an organic roadmap to even more innovative experiences beyond genomics.</p> <p>healthŌme's* products are relevant and scalable across multiple distribution verticals, including the individual, group, and senior markets and Accountable Care Organizations (ACO). Numerous studies relating to adverse drug events (ADEs) demonstrate the opportunity to improve patient care and reduce health expenditures as ADEs are a public health issue and are largely preventable.</p> <p>healthŌme* has developed a comprehensive programme that elevates health outcomes and enhances medication safety by integrating healthŌme's* advanced PGx testing capabilities with the expertise of their</p>

	<p>strategic partner, GalenusRx, in precision clinical pharmacy and drug metabolism sciences. This collaborative utilises proprietary technology to tailor medication regimens to mitigate preventable ADEs. Targeted strategies aim to substantially decrease the incidence of medication-related complications and minimise the necessity for emergency medical interventions, hospital admissions, and the broader spectrum of morbidity, ultimately reducing premature mortality rates.</p> <p>Beyond the boundaries of the traditional insurance market, healthŌme's* innovative products play a pivotal role in mitigating the growing pressures faced by private and public healthcare systems. healthŌme* contributes significantly to reducing healthcare expenditures by fostering patient education on the merits of precision health management and equipping individuals with the necessary tools to preempt the progression of advanced-stage diseases.</p> <p>Global health systems (especially in the U.S.) grapple with the challenges of a population increasingly reliant on medical care. The life insurance industry, through strategic alliances with organisations like healthŌme*, is uniquely positioned to expand its conventional role to act as a catalyst for change, enhancing the quality of life for policyholders while actively participating in alleviating the worldwide healthcare expenditure crisis.</p> <p>These partnerships are more than a commercial evolution; they are a scalable step towards a sustainable framework where life insurance becomes an integral component in the global response to healthcare management and cost containment.</p>
<p>ADDITIONAL INFORMATION</p>	<p>Company Website: https://www.hannover-re.com/ and https://healthome.com/*</p> <p>Media Coverage:</p> <ol style="list-style-type: none"> 1. healthŌme* and GalenusRx Forge Strategic Partnership to Launch Genomics-based Personalized Medication Safety Program - Press Release, March 2024, https://www.prnewswire.com/news-releases/healthme-and-galenusrx-forge-strategic-partnership-to-launch-genomics-based-personalized-medication-safety-program-302093256.html 2. Hannover Re partner with GalenusRx to enhance healthcare outcomes for clients, aiming to improve quality and reduce losses while providing better care for their policyholders, https://galenusrx.com/hannover-re-us-partners-with-galenusrx-for-personalized-precision-medication-safety-services/ 3. healthŌme™* Acquires Kailos Genetics, Strengthening a Pioneering Precision Health Management Company at the Forefront of Genomics and Healthcare Innovation - Press Release, May 2023, https://www.prnewswire.com/news-releases/healthme-acquires-kailos-genetics-strengthening-a-pioneering-precision-health-management-company-at-the-forefront-of-genomics-and-healthcare-innovation-301836690.html 4. Chubb Launches First-Of-Its-Kind Personalized Genetics-Based Cancer Program - Press Release, February 2023, https://www.prnewswire.com/news-releases/chubb-launches-first-of-its-kind-personalized-genetics-based-cancer-program-301752883.html 5. Chubb Launches First-Of-Its-Kind Personalized Genetics-Based Cancer Program - Press Release, February 2023

<https://www.prnewswire.com/news-releases/chubb-launches-first-of-its-kind-personalized-genetics-based-cancer-program-301752883.html>

6. Navigating cancer: precise science, precise care podcast, July 2023, <https://www.hudsonalpha.org/navigating-cancer-precise-science-precise-care/>
7. Chubb launches unique cancer insurance program, February 2023, <https://njbiz.com/chubb-launches-unique-cancer-insurance-program/>
8. See attached PDF

* As of January 2025 healthÔme is now Kadance.