

2020
e
市
資
可
放
口



议程

AGENDA



欢迎致辞

Welcome • • ress



中国健康险市场形势与展望

Status Quo & Outlook of Health Insurance Market in China





现状：增长动因

Status Quo: Growth momentum



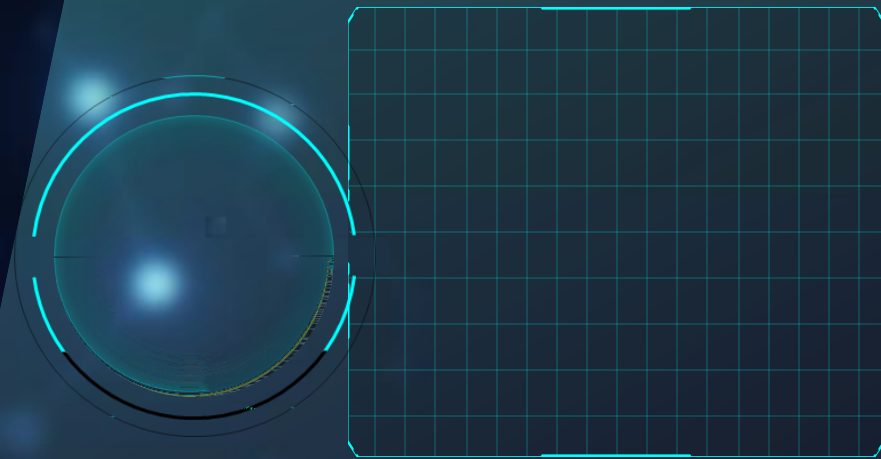


现状：新机遇涌现



问题与挑战：健康险供给结构不均衡，护理失能产品的市场需求未被激发

Challenges: Unbalanced supply structure

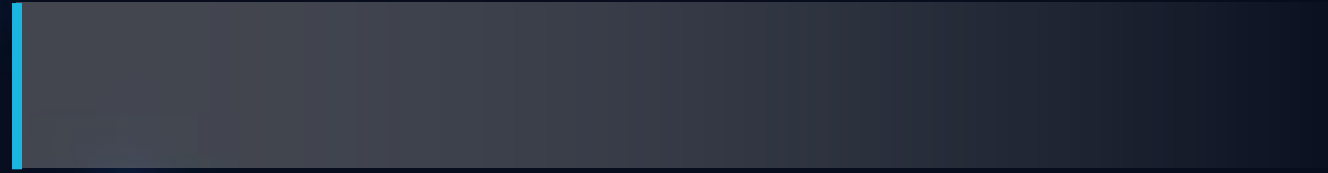






问题与挑战：保险公司顶层

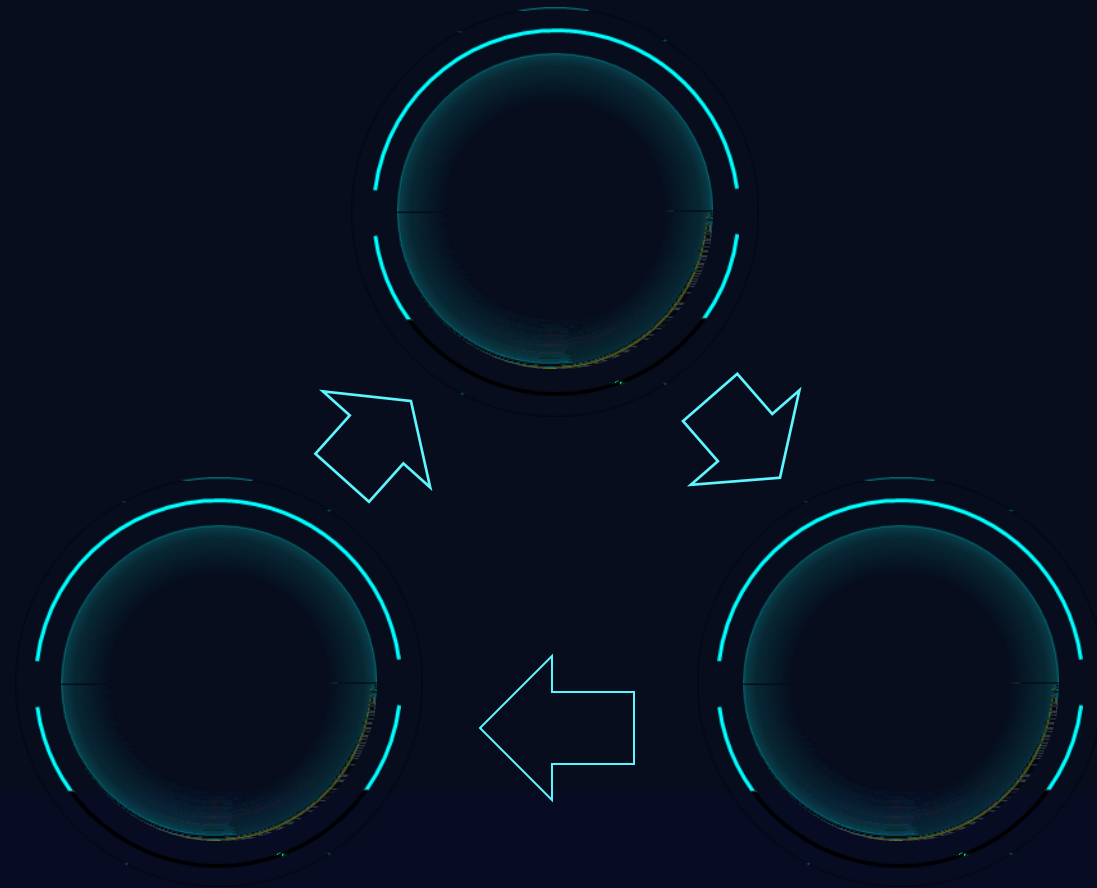
设计：以适业新的·展环亮







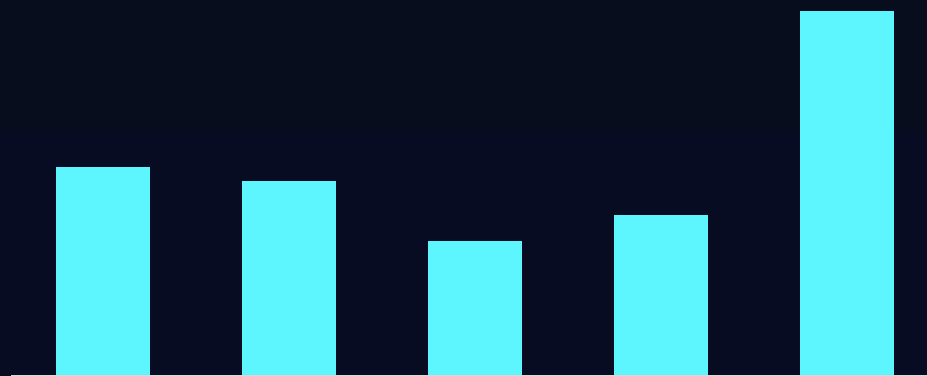
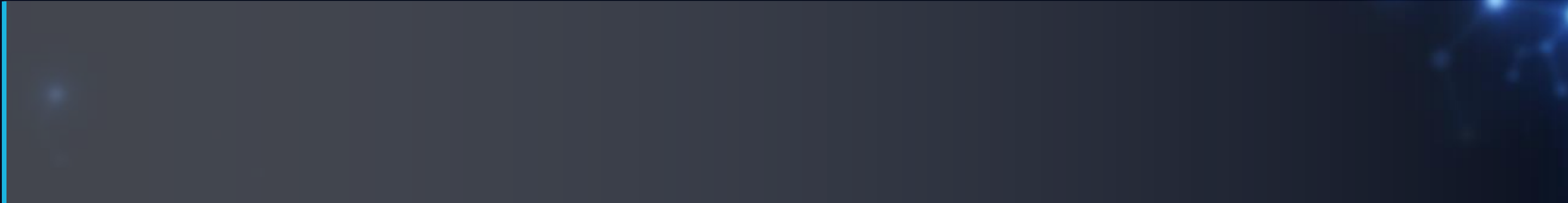
- 4+7带量采购：二甲双胍
- 两票制
- 销售费用高



- 影响力有限，基本隔离
-

中国平安集团健康险友展战略

Insurance Strategy in China





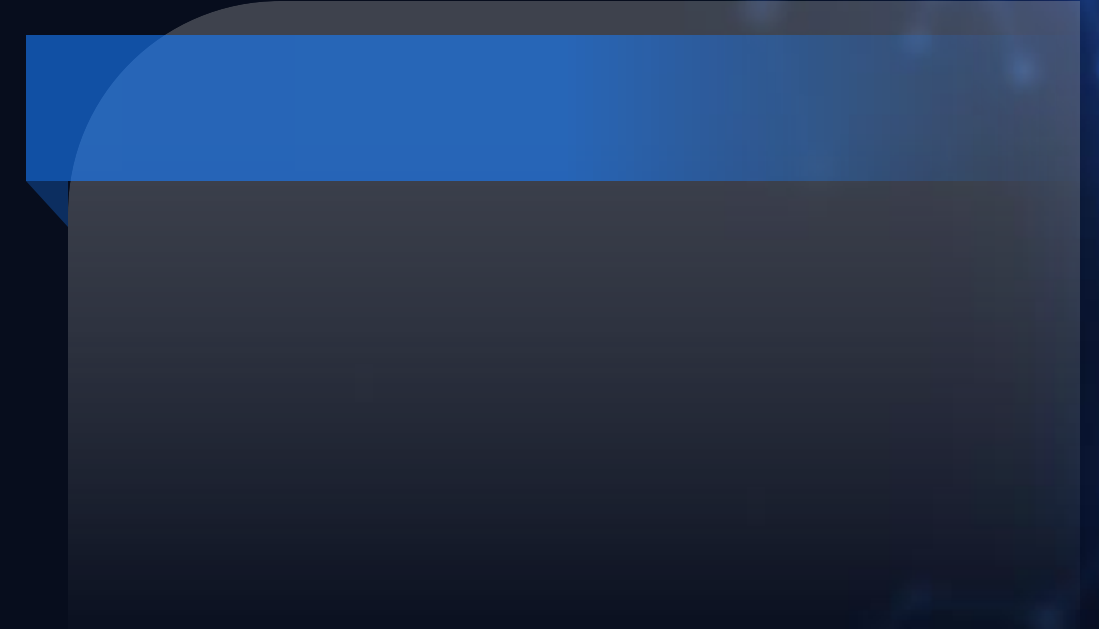
产品创新：供给侧改革

Product Innovation: Supply reform





产品创新：面向需求，面向新经济





数据基础建设





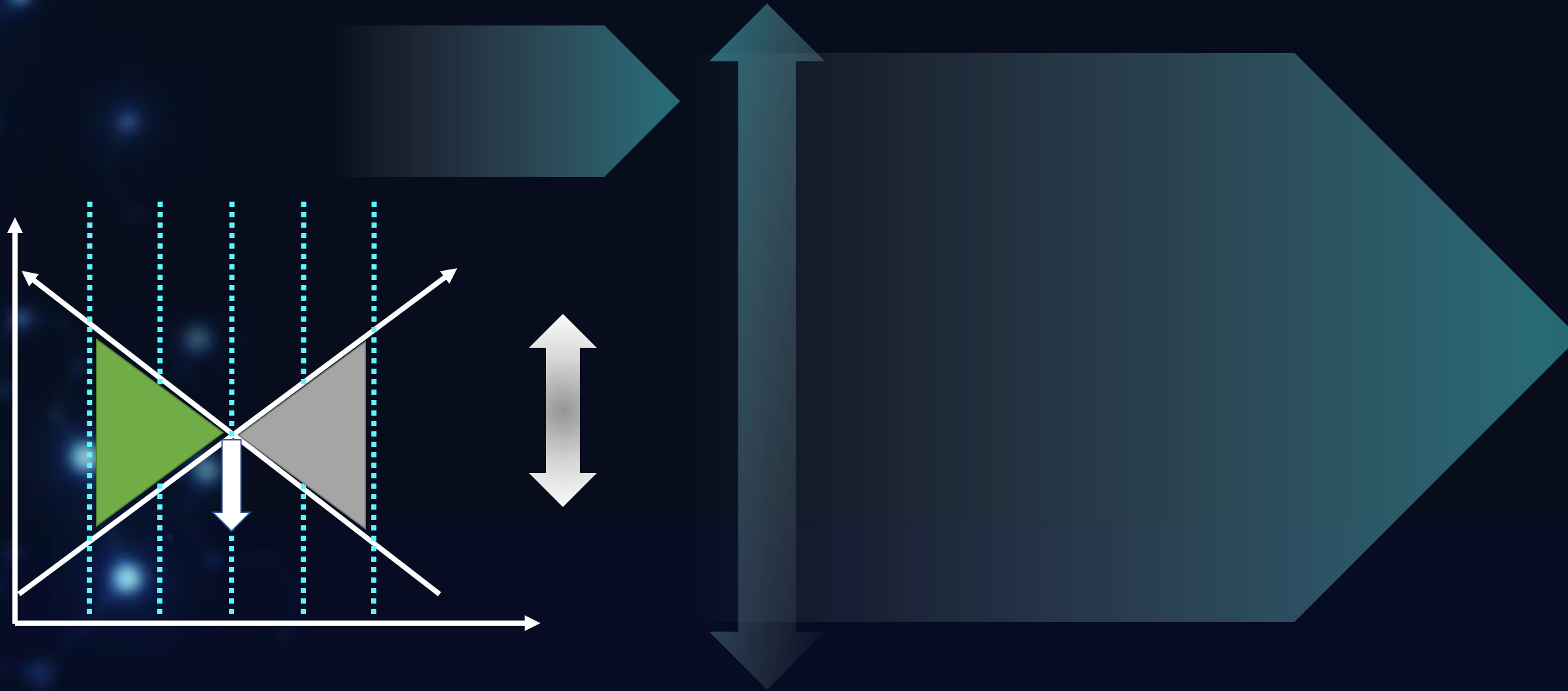


- 培育首个“产品+特药”市场
- 首个互联网特药产品
-



产业融合

Industrial integration



圆桌论坛：保险与康养融合、发展、展几遇



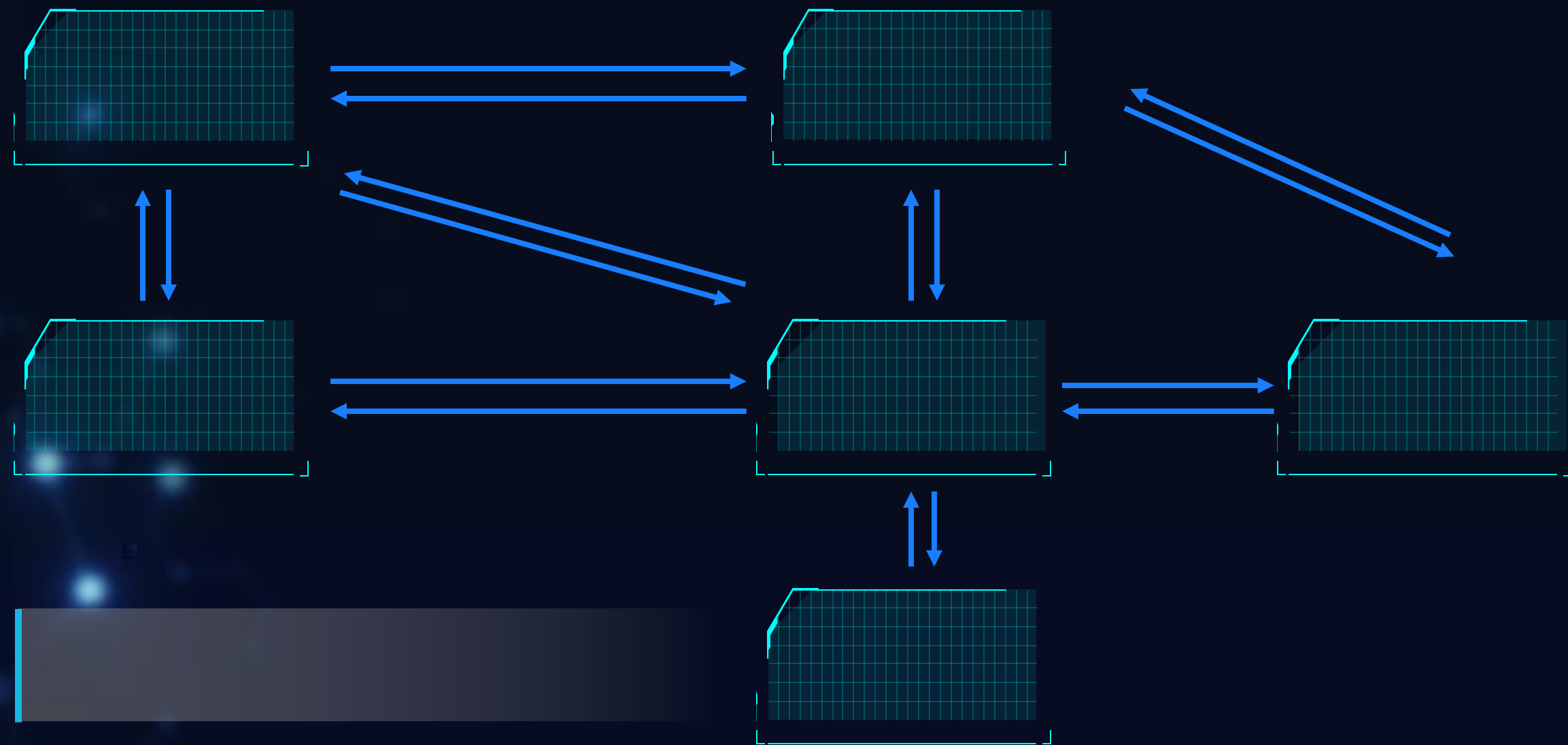
中再寿险产业融合战略

Industrial Integration of China Re





产业融合：聚合支付打通医药健康产业，提高支付效率，构造医疗险新盈利模式





感谢聆听
Thank you!

