



BOLD Awards AXA Health Portal

Overview of the initiative

What is it?

Web portal
for the provision of an **integrated health services ecosystem**



Who is it addressed to?

- **AXA Health Clients**
- **AXA non-Health Clients**
- **Employees**
- **Prospects (Web users)**

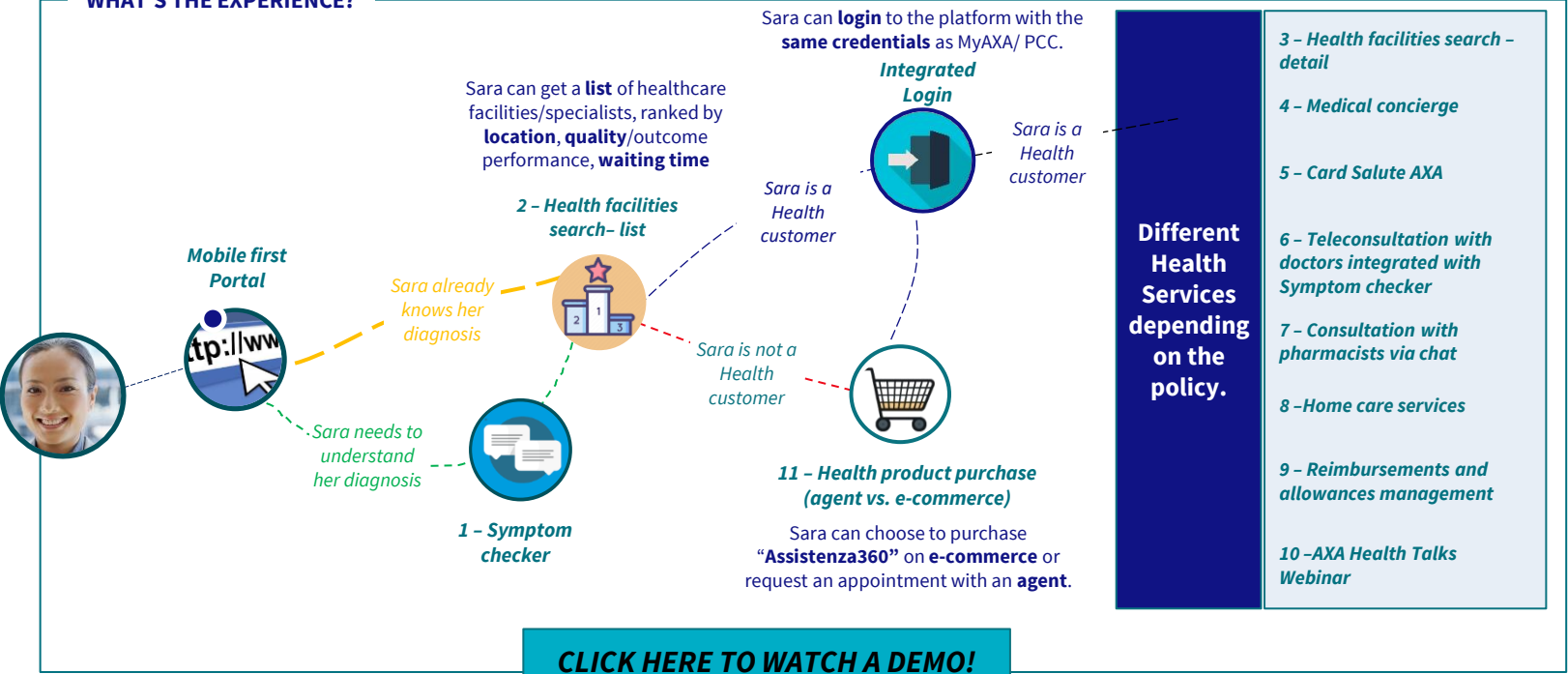
Where does one access it from?

- **axa.it institutional sites** (homepage, Health products pages, TV campaign landing page)
- **MyAXA App**
- **TV Campaign and institutional/agencies social media**
- **Mail** vs. customers (e.g. DEM) and digital ADV campaigns

AXA Health Portal customer journey

Services details in upcoming slides

WHAT'S THE EXPERIENCE?



CLICK HERE TO WATCH A DEMO!



Services offered

✓ Pre-login ONLY

✓ Post-login ONLY

✓ Pre & Post-login

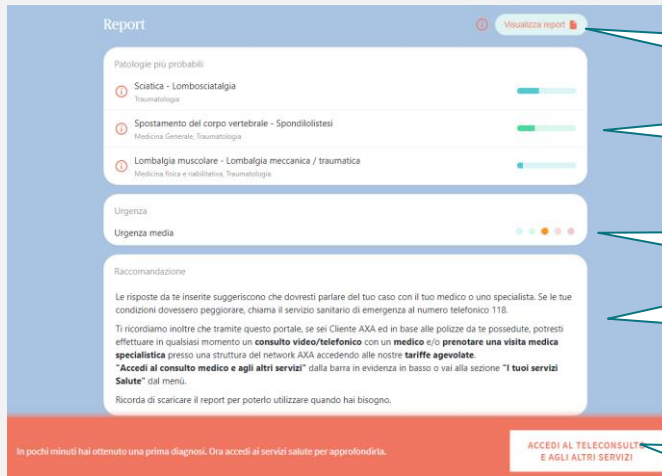
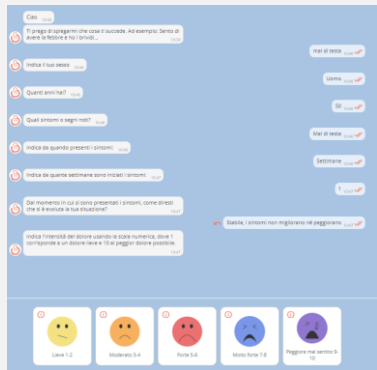
Services			
	Prospects	NON Health Customers	Health customers
1 Symptom Checker	✓	✓	
2 Health facilities search- list		✓	
3 Health facilities search - detail			
4 Medical concierge			
5 Card Salute AXA		Until January 22 ✓	
6 Teleconsultation with doctors integrated with Symptom checker			✓
7 Consultation with pharmacists via chat			
8 Home care services			
9 Reimbursements and allowances management			
10 AXA Health Talk Webinar	✓	✓	
11 Health product purchase - "Assistenza 360"	✓	✓	Without assistance guarantee ✓

1 Symptom Checker

- A Chatbot **analyses** the **symptoms** using **artificial intelligence** ...

What is it?

... and provides a **preliminary assessment** of possible **causes** and **useful advices** on user's health



Download report pdf

Most probable pathologies

Urgency level

Health Recommendations

Access to additional integrated services

2 Health facilities search- list

What is it?

- Access to a **list of healthcare facilities** according to **health needs** (pathology, medical service)

Facilities search according to **health needs** (pathology, medical service) and **Localisation**

Sorting parameters (medical outcome, distance, AXA network membership)

Filters (e.g. medical outcome, distance, qualifications, services offered, ...)

Abbiamo trovato 19 strutture

La tua ricerca

Ordina

Performance (tramite)

Distanza (tramite)

Qualificazione (via)

Filtra

PERFORMANCE

DISTANZA

ACCESSIBILITÀ

CERTIFICAZIONI

SERVIZIO STAMPA

SERVIZIO STILI

Struttura convenzionata AXA
Ospedale San Pietro Fatebenefratelli
Qualifiche: 4
Spedite private equiparato pubblico
Via Casar, 600, 00188 Roma (RM)

Struttura convenzionata AXA
Policlinico Casilino
Qualifiche: 4
Istituto quali-filato presidio della U.S.L.
Via Casilina, 1240, 00188 Roma (RM)

Struttura convenzionata AXA
Policlinico Universitario A. Gemelli
Qualifiche: 4
FCCS Fondazione
Largo Agostino Gemelli, 8, 00188 Roma (RM)

Ospedale San Giovanni Calibita Fatebenefratelli
Qualifiche: 4
Spedite private equiparato pubblico
Via Ponte Quattro Capri, 20, 00188 Roma (RM)

Azienda Ospedaliera San Camillo Forlanini
Qualifiche: 4
Azienda Ospedaliera
Circoscrizione Gianicolense, 87, 00185 Roma (RM)

Clear evidence of **AXA network facilities** and related **benefits**

Presence of facilities **outside the AXA network**

- **Medical performance index** (medical services quality) **drawn up** using data from the **Ministry of Health's National Outcomes Plan**
- Possible to carry out **research** according to **Symptom Checker results**



3 Health facilities search- detail

What is it?

- Access to **detailed information on facilities**. Access to **related services for AXA network facilities** (Card Salute AXA and Medical concierge)

Direct access to **dedicated services for AXA Health customers**

Clear evidence of **AXA network facilities benefits**

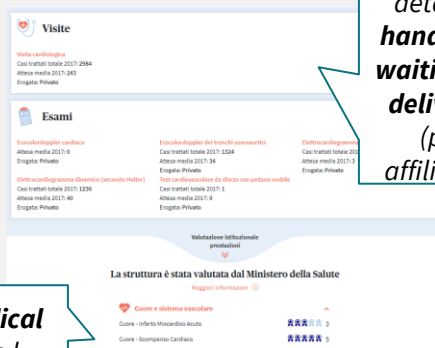
Detailed **information on services, facilities and contacts**



Route calculation to reach the facility

Visits and examinations with details of cases handled, average waiting times and delivery regime (private vs. affiliated to NHS)

Detail of medical performance by single pathology



4 Medical concierge

What is it?

- Delegation to book health services (visits, examinations, check-ups)

Prenotazioni visite ed esami

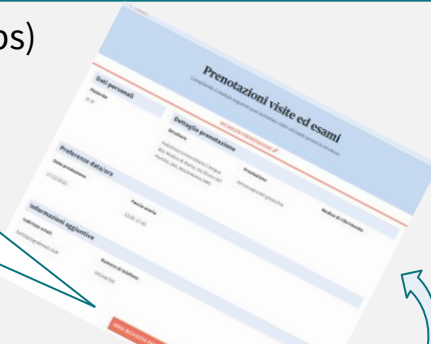
Scegli la modalità che preferisci per prenotare visite ed esami: puoi compilare il form online oppure chiamare la nostra Centrale Operativa.

COMPILA IL FORM ONLINE


PRENOTA TELEFONICAMENTE
800 194 779

Fill in the
online form
or call the
operations
centre to
book a
service

Summary of
information and
CTA to send
booking request

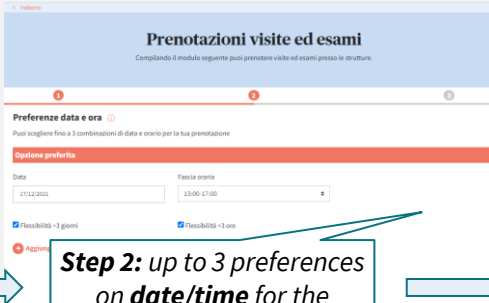


A summary form titled "Prenotazioni visite ed esami" with sections for "Dati personali", "Preferenze data e ora", and "I tuoi dati di contatto". It includes fields for name, date, time, and contact information, along with checkboxes for "Flessibilità +3 giorni" and "Flessibilità -3 ore".



Step 1: personal information and information on structure, service, doctor. The form shows fields for "Nome del paziente" and "Cognome del paziente". It also includes a section for "Dettaglio prenotazione" with options for "Struttura" and "Medico di riferimento".

Step 1: personal information and information on structure, service, doctor



Step 2: up to 3 preferences on date/time for the service. The form shows a section for "Preferenze data e ora" with a date field (17/12/2021) and a time field (13:00-17:00). It also includes checkboxes for "Flessibilità +3 giorni" and "Flessibilità -3 ore".

Step 2: up to 3 preferences on date/time for the service



Step 3: contact details (phone and e-mail). The form shows a section for "I tuoi dati di contatto" with fields for "Indirizzo email" (luis@probal.club) and "Numero di telefono".

Step 3: contact details (phone and e-mail)

5 Card Salute AXA

What is it?

- On the **AXA Health Portal** customers will be able to access the **AXA Health Card** (digital card to access **special rates** for services at health facilities belonging to the **AXA network**)

Card Salute Axa

Per ricevere uno sconto sulle prestazioni sanitarie mostra questa card presso le **strutture mediche convenzionate** con AXA Caring.

[Leggi il regolamento](#)

I vantaggi di card Salute AXA si aggiungono alle garanzie del prodotto acquistato.

ACCEDI ALLA TUA CARD SALUTE AXA

LA MIA CARD SALUTE

Per ricevere uno sconto sulle prestazioni sanitarie mostra questa card presso le [strutture mediche convenzionate](#) con AXA Caring.

[Leggi l'Informativa Privacy](#)



CARD SALUTE AXA

Paolo Viola

Fino al 31/08/2021 per polizze non scadute entro tale data

[CERCA STRUTTURE](#)

[REGOLAMENTO](#)

- Service available until January 2022 for NON Health customers**



6 Teleconsultation with doctors integrated with Symptom checker

What is it?

- Request for a **video/phone consultation** with a doctor, included the possibility to share a symptom checker report and subsequent direct contact by the doctor at the desired time.

Teleconsulto medico ⓘ

Un consulto telefonico con un medico che può accedere al report della chat e proporti una videochiamata.

A quale numero vuoi essere contattato? *

Dove vuoi ricevere le prescrizioni? *

Quando vuoi essere contattato? *

Vuoi inviare il **report** con la valutazione dei sintomi al medico che ti contatterà?
 Sì, invia No, non inviare

Scegli con quale modalità vuoi approfondire la diagnosi con il medico
 Telefonica Videochiamata

RICHIEDI ORA

Contact details (mail, phone number – pre filled)

Recontact time slot

Permission to **share symptom assessment report**

Consultation **mode selection** (video vs. phone)

- Possibility to access **home services** (e.g. **drugs delivery**/medic/nurse/...) after teleconsultation



7 Consultation with pharmacists via chat

What is it?

- **Web chat with a pharmacist** (Pharma Chat) to obtain informations on the usage of a medicine or to find solutions to small health issues

Servizio Chat Farmacista

Hai bisogno di chiedere un consiglio ad un farmacista di fiducia?
Attraverso questo servizio potrai contattare tramite chat un farmacista nelle seguenti fasce orarie:

Lunedì - Venerdì: 9 - 18

CONTATTA UN FARMACISTA TRAMITE CHAT



- **Reply within 6 minutes** from the opening of the chat
- Possibility to obtain the **summary** via personal **e-mail** at the end of the consultation



8 Home care services

What is it?

- Call to **AXA Assistance operations centre** to request **home assistance services included in the policy**

Servizi di assistenza domiciliare

Moltissimi servizi per la tua Salute direttamente a casa tua per aiutarti in caso di bisogno. Dall'invio di farmaci a domicilio, all'invio di un medico a casa, ecc. Un ecosistema di servizi di assistenza a tua disposizione.

CHIAMA ORA
800 042 999

- **Dedicated phone line**
- AXA Assistance operations centre, working **24 hours a day, every day of the year**



What is it?

- Access to an **health claims management dedicated area** with the possibility of checking the status of claims, residuals and ceilings for **each policy guarantee**

Sinistri salute e gestione polizza

Accedi all'area dedicata per le tue richieste di apertura e gestione sinistro Salute e per la gestione delle tue polizze.

- ✓ Richiesta rimborso spese mediche
- ✓ Richiesta diaria giornaliera
- ✓ Verifica massimali e residui sulle garanzie possedute

ACCEDI ALL'AREA DEDICATA

Le mie richieste			Vedi tutte >
 Rimborso N°: 1.8985.99.008361	DATA EVENTO: 21/06/2021 PRESTAZIONE: Visite ed analisi BENEFICIARIO:	● PAGATO Richiesta accettata	>
 Rimborso N°: 1.8985.99.008170	DATA EVENTO: 16/06/2021 PRESTAZIONE: Visite ed analisi BENEFICIARIO:	● PAGATO Richiesta accettata	>
 Rimborso N°: 1.8985.99.007338	DATA EVENTO: 05/06/2021 PRESTAZIONE: Medicinali BENEFICIARIO:	● PAGATO Richiesta accettata	>

Area Sinistri Area Salute Contattaci Il mio Profilo I miei documenti

Di che cosa hai bisogno?



CHIEDERE UN RIMBORSO



COMUNICARE UNA PRENOTAZIONE







FARE UN CHECK-UP



OTTENERE UNA DIARIA

Intia Valuta i tuoi sintomi ed ottieni una diagnosi in pochi minuti
 Rispondi a poche e semplici domande per ottenere una prima diagnosi e utili suggerimenti per approfondirla

SCOPRI COME

GARANZIE	MASSIMALI	RESIDUI
Diaria da gessatura o da infortunio	4.500,00 €	4.500,00 € 
Spese per infortunio senza ricovero	5.000,00 €	5.000,00 € 
Visite, esami ed analisi di laboratorio	8.000,00 €	7.568,00 € 
Medicinali	1.100,00 €	999,00 € 

What is it?

- **Health prevention** webinar series open to all **AXA customers**. Possibility to follow the webinars **live** or watch **recordings** of past webinars.

Webinar AXA Health Talk

Partecipa ai nostri webinar. Ascolterai i migliori specialisti parlare di temi importanti per la tua salute.

Il prossimo webinar

29 APR 2023 - 17h
La salute del Non perdere l'occasione Division centro CRP AXA.

AXA Health Talk
La salute della donna

Il 29 aprile sarà il 20° minuto prima dell'inizio del webinar

PARTECIPA AL WEBINAR

Questo sono importanti! parliamo di diagnosi e cura per il Covid? Ne parliamo con alcuni dei principali esperti con un particolare focus sulla prevenzione e partire dallo screening.

I contenuti dell'incontro:
Introduzione generale (Dot. Federico Lupatini e Dott.ssa Chiara Dolbider)
Il Covid ed i parassiti di diagnosi e cura

PAR

PARTECIPA AL WEBINAR

Webinar content details

AXA Health Talk

La Salute della Donna

QUESTIONS & ANSWERS

Ad hoc landing page with webinar and chat

Ad hoc landing page with webinar and chat

I prossimi appuntamenti

Appuntamenti passati

Salute e sicurezza nei luoghi di lavoro

Salute e sicurezza nei luoghi di lavoro

Salute e sicurezza nei luoghi di lavoro

Past webinar library with event recordings

- Meetings **moderated** by **Adn Kronos journalist** (leading Italian press agency, particularly in the field of health)
- **Frequency** of webinars: **1/ month**
- Opportunity for webinar attendees to **ask questions**, while respecting privacy



11 Health product purchase – “Assistenza 360”

What is it?

- **Purchase “Assistenza 360”** on E-commerce to access portal services (Teleconsultation with direct doctor callback, AXA Caring Medical concierge, Card Salute AXA, pharmacists chat, ...)

AXA POLIZZA ASSISTENZA360

FAQ CHAT SCRIVICI

ASSISTENZA 360

La Salute Prima di Tutto

Con Assistenza 360 puoi contare su tanti servizi pensati sulle tue esigenze, innovativi e flessibili come gli strumenti che mette a tua disposizione per prendersi cura di te e del tuo mondo.

Tutto incluso a 7 € al mese*

See next slide



12 Included insurance services– “Assistenza 360 policy”



Emergency

- Medical/Pediatric phone consultation
- Sending doctor/pediatrician/ambulance
- Medical transport
- Accompanying person for medical transport
- Transport of corpse
- Back home due to family illness/injury
- Home assistance
- Pharmacist chat



Teleconsultation

- Online doctor 24/7 (general practitioner, pediatrician, cardiologist, orthopedist, gynecologist, pneumologist)
- Online psychological support with a specific platform and personalised programmes - including pandemics
- Transmission of medical prescriptions or blank prescriptions for medicines



Health ecosystem

- If needed, a general practitioner or pediatrician are available for a visit at the insured's home
- In case of illness or accident: nurse, at home and in hospital carer, physiotherapist, nutritionist
- Visual Medicare kit and post-intervention therapy monitoring



Orientation

- Infos on National Healthcare System
- Infos on medical/scientific researches
- Infos for pregnant women/child birth
- Infos on stem cells bank



Home drug delivery

- Pharmacy selection
- Drug purchase, also online
- Drug delivery to the insured's home from the selected pharmacy
- Possibility of choosing a preferred time of day



Family support ecosystem

- In the event of illness or accident: maid, babysitter, dog sitter, day-to-day tasks, driver, at home grocery delivery
- Accompaniment for treatment sessions



Abroad

- Sudden illness or serious accident
- Interpreter
- Telephone link with health facility
- Transmission of urgent communications
- Travel/family stay for hospitalisation
- Return of the insured person to his/her home
- Return/assistance for underage children
- Acquisition of urgent medicines

Our Proprietary Centres and the reason why

WHERE



5 CENTRES IN PARTNERSHIP IN PIEMONTE
(3 in Turin, + Alba +Cuneo)



Cinisello Balsamo



Somma Lombardo



Bulgarograsso



Como



THE REASON WHY



HEALTH MARKET POSITIONING



SYNERGIES WITH INSURANCE BUSINESS



REVENUE DIVERSIFICATION