**HEALTH INSURANCE. EFFECTIVE TECHNOLOGIES IN SELLING INSURANCE PRODUCTS.**

## Overview

Since Covid-19 pandemic, state hospitals and medical clinics have been under extreme pressure and the patients have been experiencing long waiting times. Although health insurance is not the thing people would use every day, but having one provides reassurance when the worst occurs. One could access to healthcare at private hospitals and clinics rather quickly with the health insurance. Therefore, health insurance provides substantial peace of mind and less anxiety for people about their future. On the other hand, the insurance industry has been turbulent being impacted by some essential disruptors including digitalisation of insurance functions, artificial intelligence (AI), machine learning (ML) as well as changing customer preferences and tastes. To remain competitive, insurance companies need highly skilled professionals to better support their customers and team members as well as to manage business challenges. Therefore, the MBF Academy, based in the United Kingdom, will be organising a first-class executive training course for professionals supporting them in developing ownership of important skills through the combination of their theoretical, technical, and business knowledge. The aim of this seminar is to (1) explore mandatory and voluntary health insurance policy, and (2) introduce the applications of effective technologies in selling and distributing insurance products. Upon its competition, the participants will have improved their skills enabling them to manage complex problems and responsibilities associated with their professional roles. The course will run for eleven days including the theoretical-empirical sessions alongside visiting the SEACITY Museum (Southampton) and the London Sightseeing Tour to complement the programme.

## Target Audience

Although this training is designed for insurance professionals, economists, health authorities, insurance authorities, bankers, legal officers, scholars and students, it is open to all interested in developing an in-depth knowledge of insurance. We welcome participants from various business sectors to create a diverse, interactive and world-class learning environment.

### Requirements:

- Participants should ideally have at least 1 year of professional experience in their respective fields. This level of experience is recommended to ensure that all attendees can fully engage with the advanced topics covered and actively contribute to discussions;
- A moderate level of English (or higher) is required.

To maximize both the (1) effectiveness of the training course and (2) participants' learning experience, the MBF Academy aims to deliver the course in a dynamic and learner-centred environment. The invited leading experts will deliver relevant theoretical and practical sessions.

Please note that places in this course are limited and tend to fill up quickly. We encourage interested professionals to register early to secure their spot. **The registration deadline is the 29th of January, 2024.**

## Learning Objectives

- Explore the important aspects of health insurance and its products-models
- Critically evaluate the insurance value chain functions
- Understand the importance of Artificial Intelligence (AI) and Machine Learning (ML) in the insurance market
- Investigate the ways to detect fraud in selling insurance products

## Agenda

| Date | Time | Activities |
|---|---|---|
| 9/04/2024 [Tuesday] | 17:00 | Arriving at the London Heathrow Airport. |
| 10/04/2024 [Wednesday] | 10:00am-13:00 | Bournemouth Sightseeing Tour |
| 11/04/2024 [Thursday] | 9:00am-13:00<br><br>Coffee breaks:<br>10:10am-10:25am<br>11:35am-11:50am | 1. [State] Mandatory health insurance products and models;<br>2. Governance framework of mandatory health insurance;<br>3. Case study on mandatory health insurance;<br>4. [Private] Voluntary health insurance products and models;<br>5. Practice of voluntary health insurance in Europe;<br>6. Case study on voluntary health insurance; |
| 12/04/2024 [Friday] | 9:00am-13:00<br><br>Coffee breaks:<br>10:10am-10:25am<br>11:35am-11:50am | 7. Insurance value chain functions [non-life];<br>8. Digitalisation of insurance functions and products [non-life];<br>9. Artificial intelligence (AI) and machine learning (ML) technologies in [non-life] insurance product distribution and selling; |
| 15/04/2024 [Monday] | 8:00am-17:00 | London Sightseeing Tour (including the visit to Lloyds of London – one of the world's oldest insurance markets – formed in 1688). |
| 16/04/2024 [Tuesday] | 9:00am-13:00<br><br>Coffee breaks:<br>10:10am-10:25am<br>11:35am-11:50am | 10. An overview of Natural Language Processing (NLP), a ML technique;<br>11. Application of NLP in detecting fraudulent insurance customers;<br>12. Practical exercise with computer software: Fraud detection in health insurance selling. |
| 17/04/2024 [Wednesday] | 10:00am-13:00 | Visiting SEACITY Museum (Southampton) to explore the Southampton's Titanic Story. Opened in 2012 for the centenary of the Titanic sinking, the museum presents the items that tell the story of Titanic and Southampton, which was the main port of the ship. |
| 18/4/2024 [Thursday] | 10:00am-13:00<br>19:00-21:00 | Concluding remarks, comments, presenting certificates and group photo*.<br>Gala Dinner. |
| 19/04/2024 [Friday] | 10:00am | Departure for the London Heathrow Airport. |

*All participants will receive their certificates upon completion of this course. The participants are encouraged to bring their laptops to the sessions.

## The Training Course Venue

The training course will be hosted by The Royal Bath Hotel (www.royalbathhotel.co.uk), Bath Rd, Bournemouth BH1 2EW, UK. Opened on Queen Victoria's coronation day in 1838, The Royal Bath Hotel was Bournemouth's first ever hotel. The stunning hotel is ideally positioned (400 meters from the Bournemouth Beach), allowing guests to visit the variety of attractions on offer, whilst also offering the opportunity to venture out on a peaceful walk along the promenade.

**The Training Course Price**

**£2300 (UK POUNDS) PER PARTICIPANT[1].**

This price (£2300 UK pounds) includes *an eleven-day training course* and the *transportation costs* (from London Heathrow to Bournemouth on the 9th April 2024 and Bournemouth to London Heathrow on the 19th of April 2024).

The MBF Academy covers the *accommodation costs* of the participants (bed, breakfast and dinner) at the Royal Bath Hotel and the Gala Dinner costs. In addition, the Academy covers the visiting *SEACITY Museum costs* (the 17th of April, 2024) and the *London Sightseeing Tour costs* (the 15th of April, 2024). For general queries about the training course, please contact us via Telegram/WhatsApp +447895651543. For more details, please visit www.mbfacademy.co.uk.

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[1] The Terms and Conditions will apply.

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