

Date: November 26, 2022

Place: Chennai

Ref: SHAI/B & S/SE/159/2022-23

To,
The Manager
Listing Department
BSE Limited
Phiroze Jeejeebhoy Tower
Dalal Street
Mumbai – 400001
Scrip Code: 543412

To,
The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot C/1,
G Block, Bandra-Kurla Complex
Mumbai – 400051.
Scrip Code: STARHEALTH

Dear Sir/ Madam,

Sub: Analyst(s)/Institutional Investor(s) Meet Schedule – November 25, 2022.

In compliance with Regulation 30 read with Schedule III and Regulation 46(2) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find below the list of Analyst(s)/ Institutional Investor(s) who participated in the meeting organized by ICICI Securities on **Friday, November 25, 2022 at Chennai.**

Sl. No	Attendees: Fund/Firm	Type of Meeting
1.	ICICI Pru MF	Group Physical Meet
2.	HDFC Life	
3.	Franklin Templeton	
4.	Janchor	
5.	Duro Capital	
6.	Motilal Oswal	
7.	East Lane	
8.	Premji Invest	
9.	Valuequest	
10.	Miras	

The presentation made to the Analyst(s)/ Institutional Investor(s) is attached herewith.

The above disclosure will also be made available on the Company's website at www.starhealth.in

Kindly take the same on record.

Thanking you,

For Star Health and Allied Insurance Company Limited,

Jayashree Sethuraman,
Company Secretary & Compliance Officer



Star Health day

25th November 2022

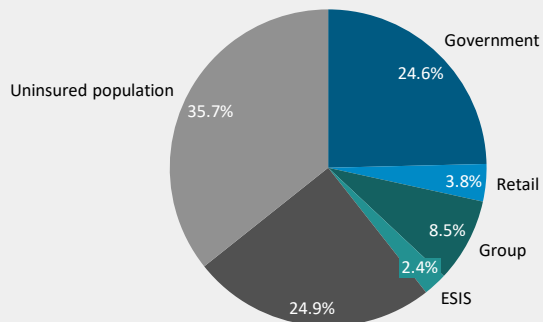
Agenda

1 Industry

2 Our Strategy

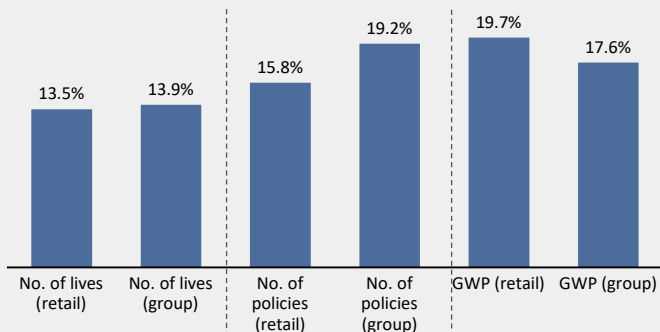
The health insurance industry is unpenetrated

India has a large uninsured population



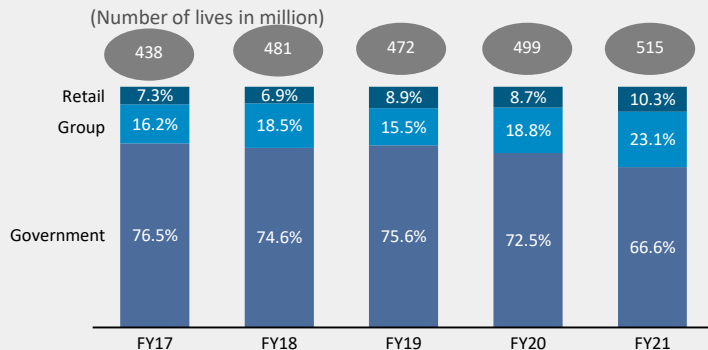
Additional lives that can be covered in AB-PMJAY

2017-21 CAGR in lives, policy count and premium



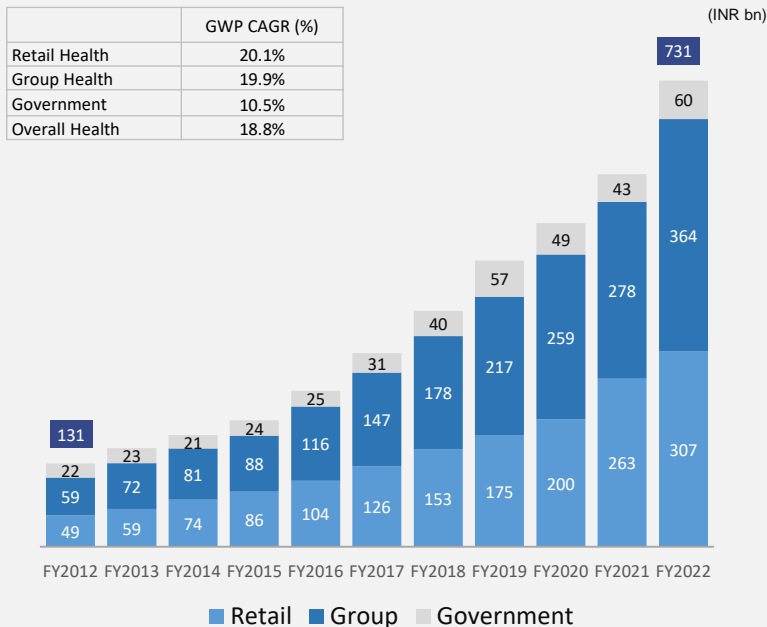
Source: IRDAI, Niti Aayog

The share of retail and group has been rising

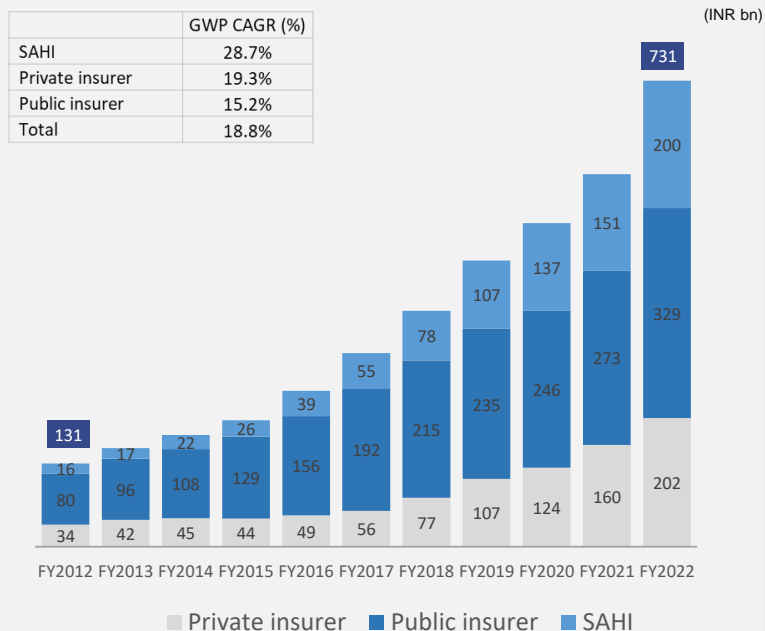


Retail is the fastest growing segment and SAHIs have grown quickest

Health insurance (Ex PA & Travel) industry category mix



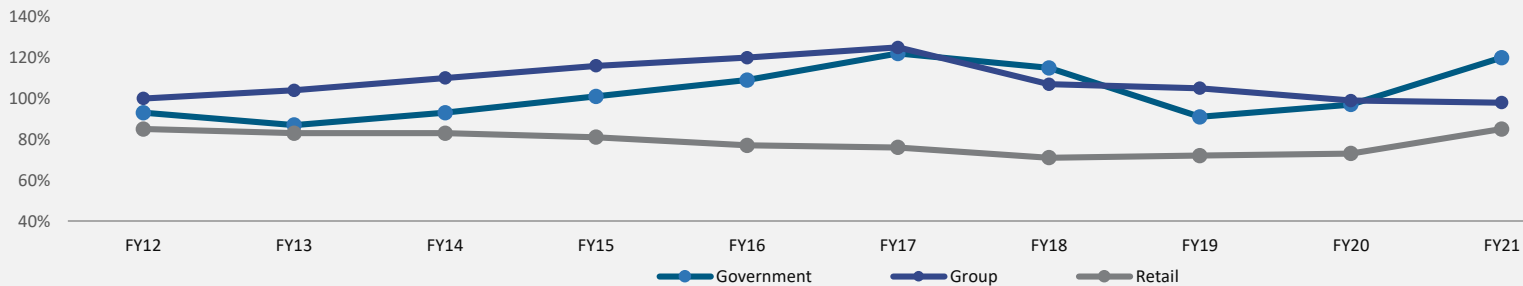
Health insurance (Ex PA & Travel) player wise mix



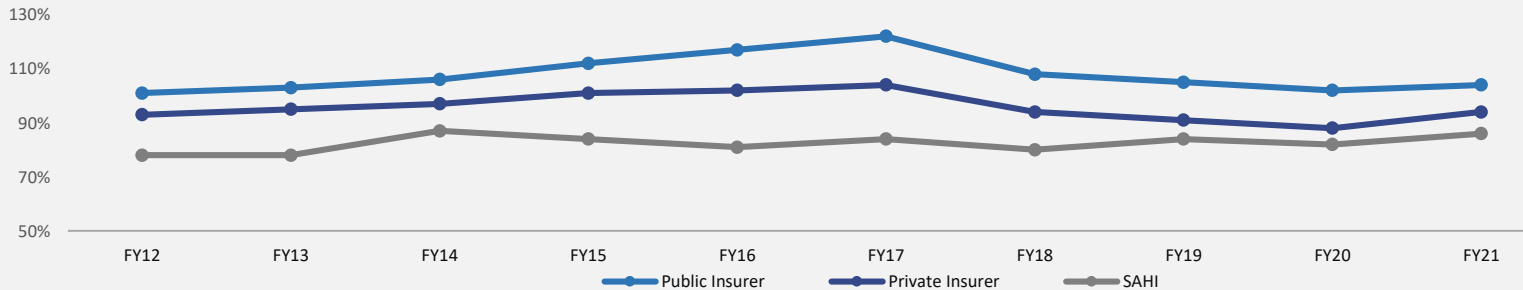
Note: SAHI – Standalone Health Insurer; GWP – Gross Written Premium. Source: IRDAI

Retail and SAHIs have the lowest claims ratio

Health insurance (Ex PA & Travel) segment ICR – Segment wise



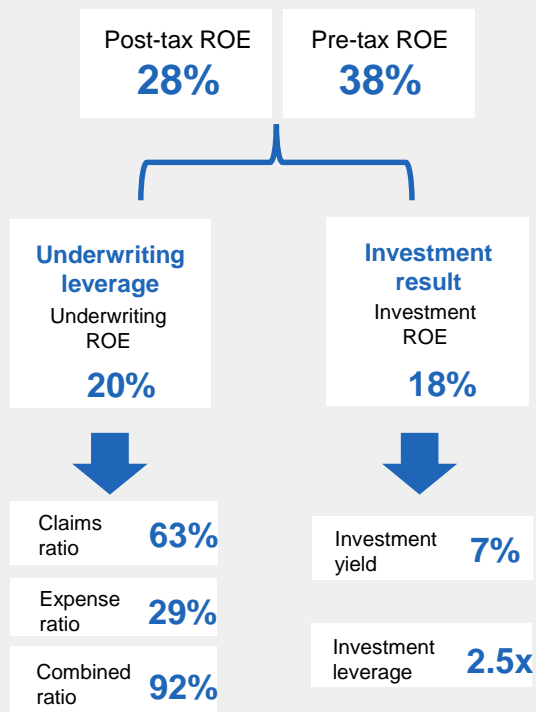
Health insurance (Ex PA & Travel) segment ICR - Player wise



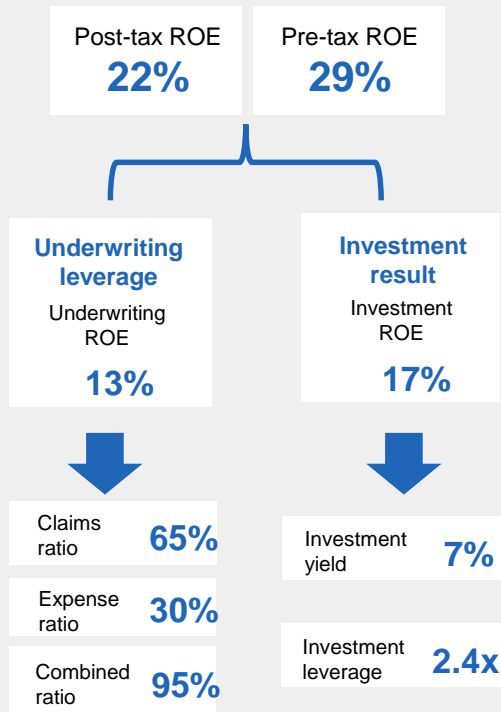
Note: ICR: Incurred Claims Ratio. Source: IRDAI

Unit economics of Retail Health business under various scenarios

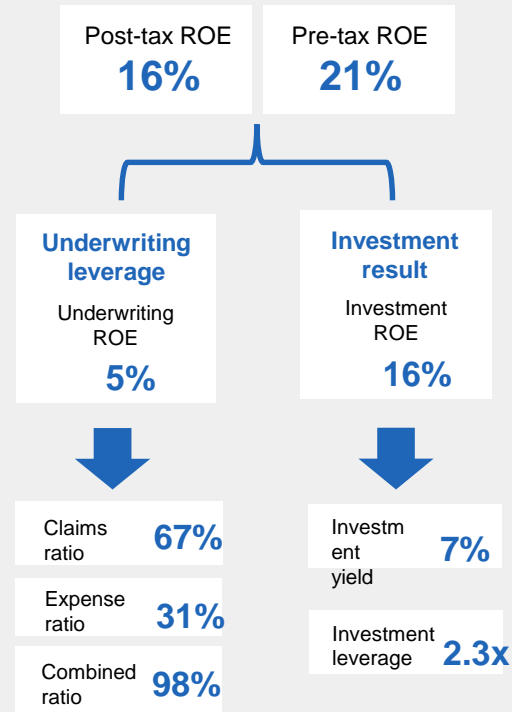
Scenario A



Scenario B



Scenario C



Note: Assumed solvency = 2.0 in all scenarios. On underwriting year basis i.e. NWP=NEP. Source: Company data

Agenda

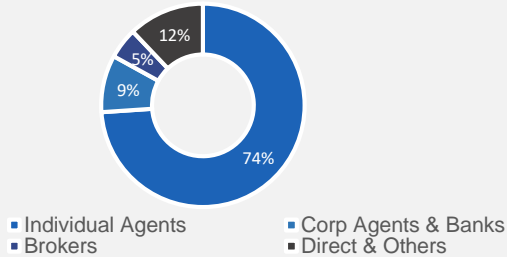
1 Industry

2 Our Strategy

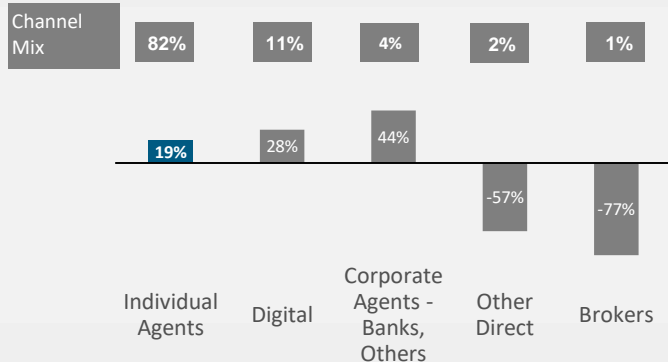
Largest and Well-spread Distribution

Retail health business is Agent driven

Industry Retail health channel mix - FY2021



Star Health Channel Mix and Channel growth, H1FY23

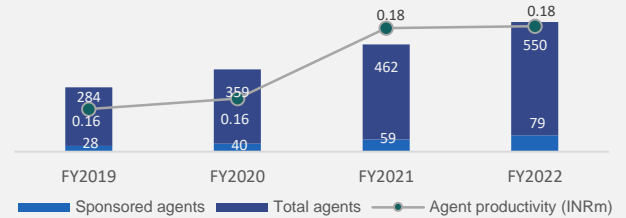


Note: Corporate agents includes banks, Digital includes web-sales, tele-sales, web aggregators and online brokers. SAHI refers to Stand-alone Health Insurer Source: IRDAI, Company data

Focused on growing 'Agency channel'

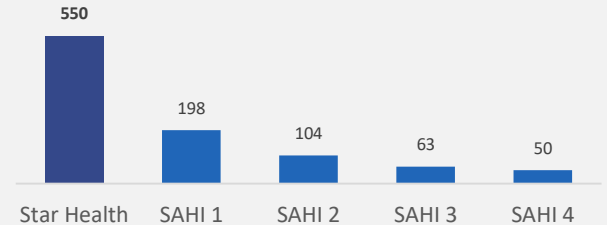
Star Health's total agency force

(in thousands)



Star has highest number of agents among SAHI players, FY22

(in thousands)



Diversified and innovative product suite

HEALTH INSURANCE



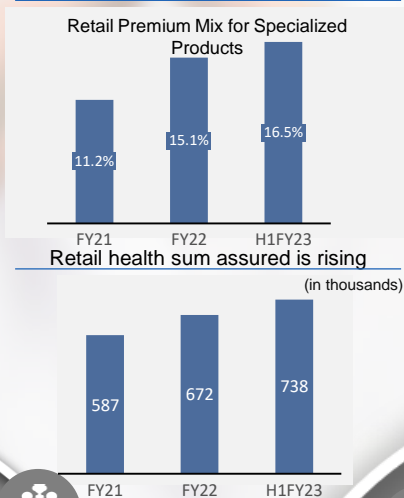
- | | |
|------------------|----------------------|
| 1 For Individual | 3 For Senior Citizen |
| 2 For Family | 4 Special Plans |

TRAVEL INSURANCE



- | | |
|------------------|------------------|
| 1 For Individual | 2 For Corporates |
| 3 For Students | |

Specialized policies rising as premiumization remains a focus area



ACCIDENTAL INSURANCE

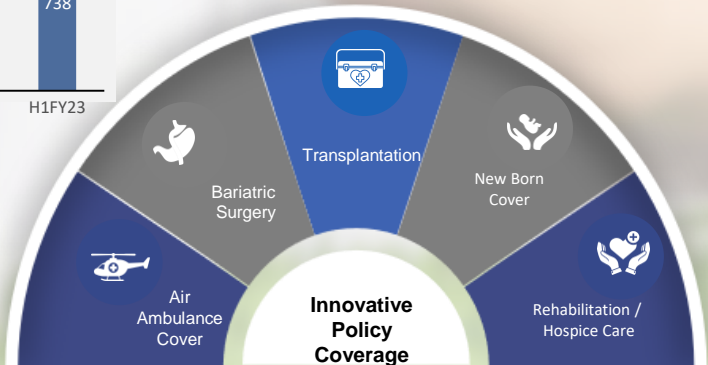
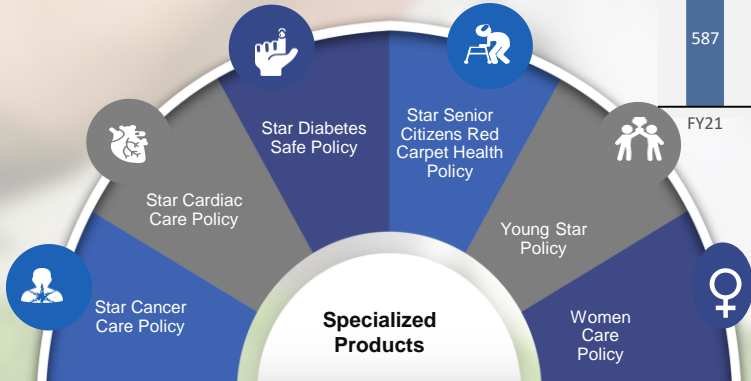


- | | |
|------------------|-----------------------|
| 1 For Individual | 3 For Family |
| 2 For Students | 4 Saral Suraksha Bima |

CORPORATE HEALTH



- | | |
|-------------------|------------------|
| 1 Group Mediclaim | 2 Group Accident |
| | 3 Group Travel |



Healthy hospital network & Superior claims experience

14,000
Hospital Network

9,652
Agreed Hospital Network

88%
Cashless authorization < 2 hr

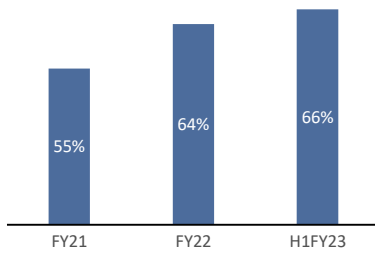
8.2 mn
Claims Settled Since Inception

7 lakh+
Total Tele-Consultations

- Dedicated 'Claims Relation Cell'** (Icon: Document with shield and hand)
- 24 / 7 Customer Support** (Icon: Headset operator)
- 95% Claims Processed within 30 days** (Icon: Claim form and pen)
- In-House processing cost < Third Party Administrators** (Icon: Gear with rupee symbol)
- Tele-Medicine and Wellness** (Icon: Doctor on a screen)
- 480+ full-time medical professionals** (Icon: Group of medical staff)

Increasing ANH share

Proportion of total cashless claims



Note: ANH refers to Agreed Network Hospitals which have a predefined package and pricing arrangement. Source: Company data

Strong domain expertise - Investment in Talent Capital

Employee Dashboard (FY22)

14,034

Employee base

27%

Women employee base

38.2

Average age

88.1%

Retention rate

Strong organizational culture

- Believes in a culture of empathy, resulting in a recall around 'family values'
- Drawn employees from different ethnic backgrounds, enhancing a diversity of perspectives
- Focus on training-led employee development



Knowledge strength

- Experienced 'Leadership Team' with strong Domain knowledge repository in the form of its think tank



Talent productivity

- Sharp increase in revenues per employee: from INR 53 Lakh in 2019-20 to 82 Lakh in 2021- 22



Talent Development

- Focus remains on developing of key talent, creating a succession plan across levels
- Competence Framework extended from the organizational to the functional to the role level
- Training institutionalized under a 110-member Star Insurance Academy

Technology enablement

- Invested in HR Tech and Digital Transformation for employee life cycle management, automation of HR processes

Recruiter of specialized talent

- Talent profile comprised medically qualified and trained doctors who facilitate insurance product development
- They are specialized in understanding of medical underwriting, claims management with hospitals, fraud detection cum mitigation and grievance handling

Our Strategy

Large scale Technology transformation to reduce cost and increase customer delight



Leveraging leading position



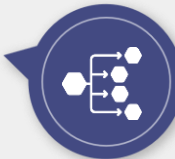
Deepening penetration in rural areas



Offering Innovative & Customized Products



Expanding use of alternate distribution channels



Strengthening agency distribution



Robust and efficient claims management



THANK YOU





Claims Capabilities



- Over **8.4 Million** Claims handled since inception - In-house
- **35000 crores** Paid since Inception
- **300 +** Medically Qualified resources for claims



- 4 claims approved every minute
- **8.6 lac** Claims paid in the last 7 months
- **4483** Crores paid in the last 7 Months



Customer Care

- Proactive hand holding-Intimation to discharge
- **20,700** transactions Per Day
- Automation of request for Policy documents



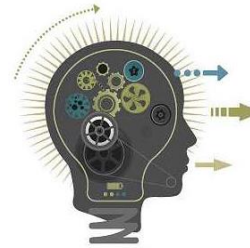
Empanelment Diversified

- **14,136** Network Hospitals
- **9741** Agreed Network Hospitals
- **950** Valuable Service Providers
- **6** Home care Service Providers
- End to End Online empanelment ensuring transparency-**5000 +**



Loss Minimization

- First to implement **Hospital Scoring**
- **1101** Hospitals Actioned, **1000** cautioned, **400** Flagged
- **103** Channel Identified & Actioned



Technology

- Auto allocation of Claims - Adjudicators
- Auto Adjudication being scaled up
- Auto Approval TAT **<6 Milliseconds**



Talk to Star
— From Illness to Wellness —

Telemedicine

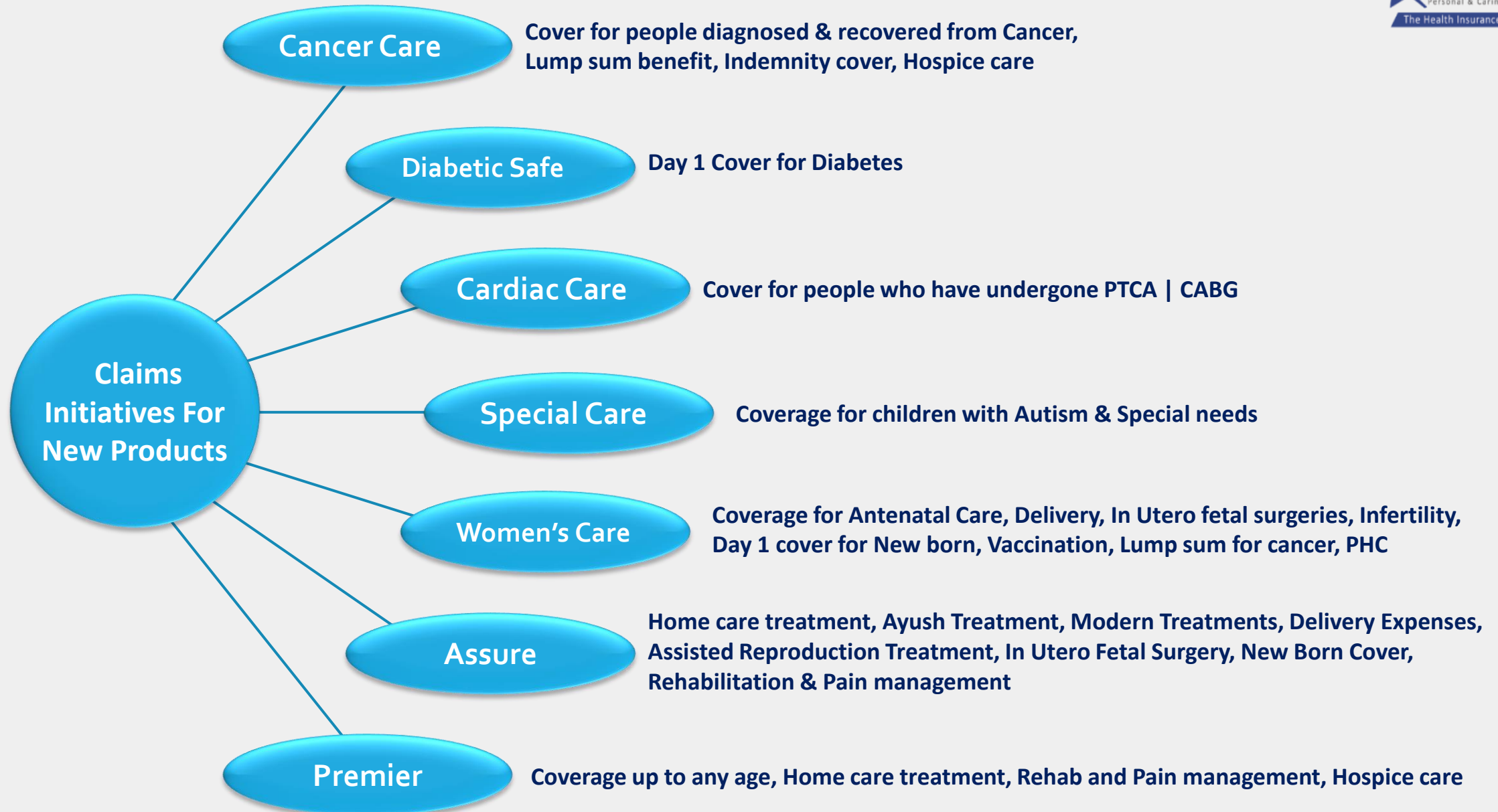
- **> 8 Lac** people benefitted through our Free Tele-Consultation Facility
- Fever Help line | COVID Help line
- Electronic Second Opinion

Process Upgradation

- Paperless DMS
- Claims Settlement based on soft copies
- Colour coding of Loss prone Agent / SM
- Area Specific Processing
- Specialty wise processing



Claims Initiatives | Wider Coverage | Innovative Products





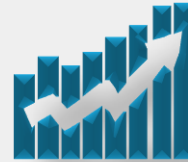
Geography based

- 3 Commands
- 12 Divisions



More than 300

Medical Professionals
Specialized in various
Disciplines



Battery of

Specialists
&
Investigators



Claims coordinators

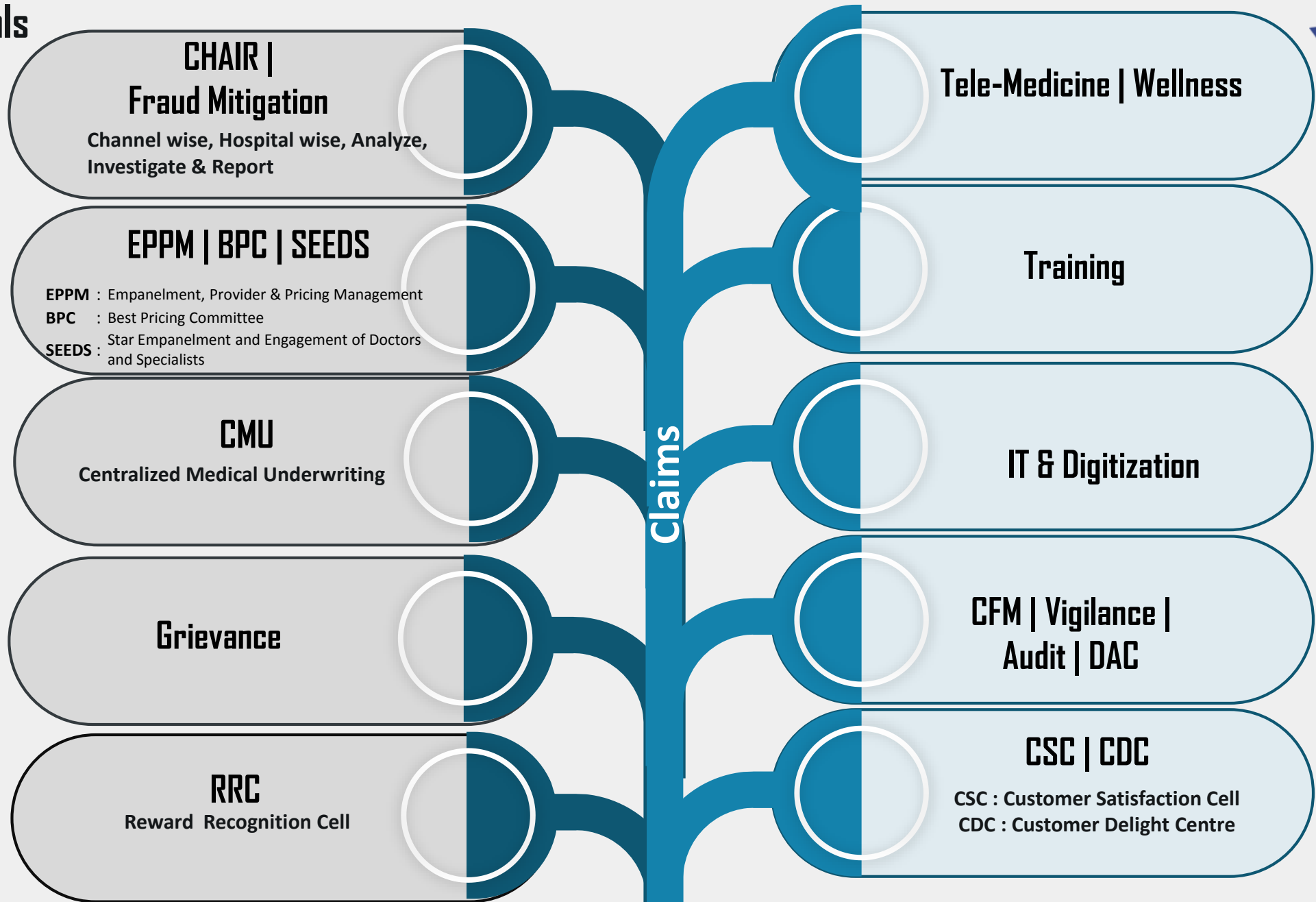
Zonal Locations
steered by ZOCA and
Zonal claims
coordinators



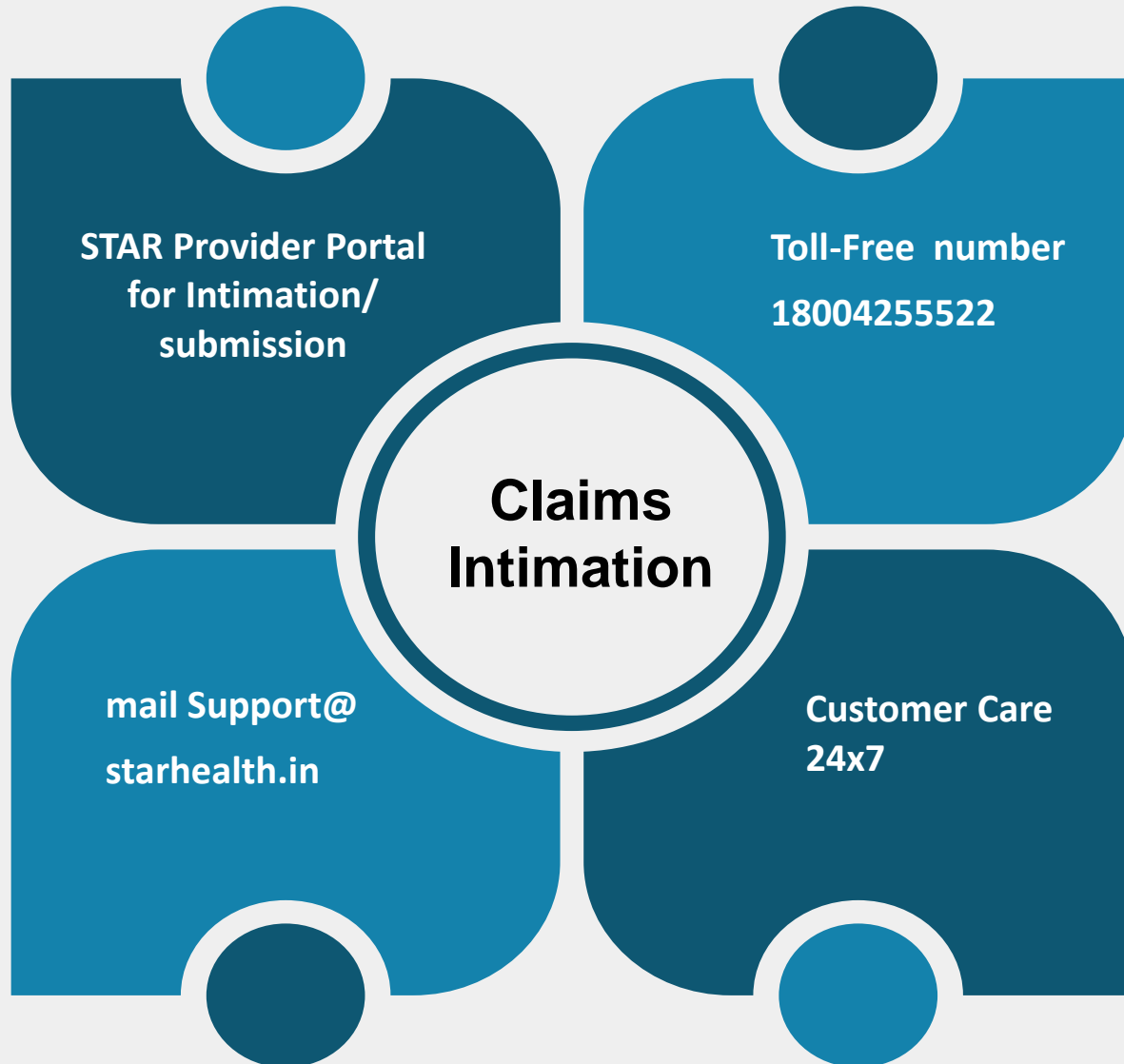
Field Verification

Claims Facilitation
Managers (CFM)
to handle Field
Verification

Verticals



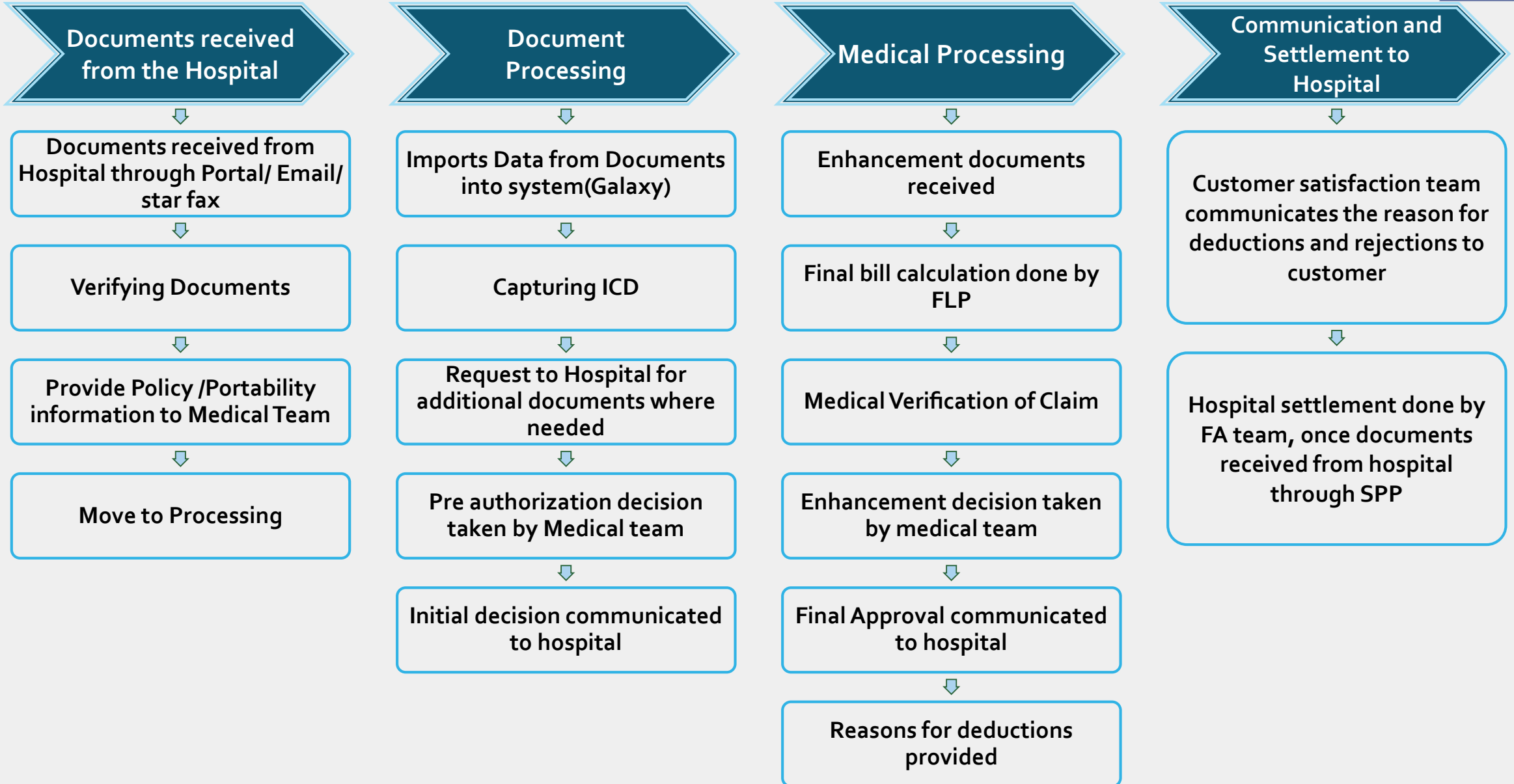
Claim Intimation Process



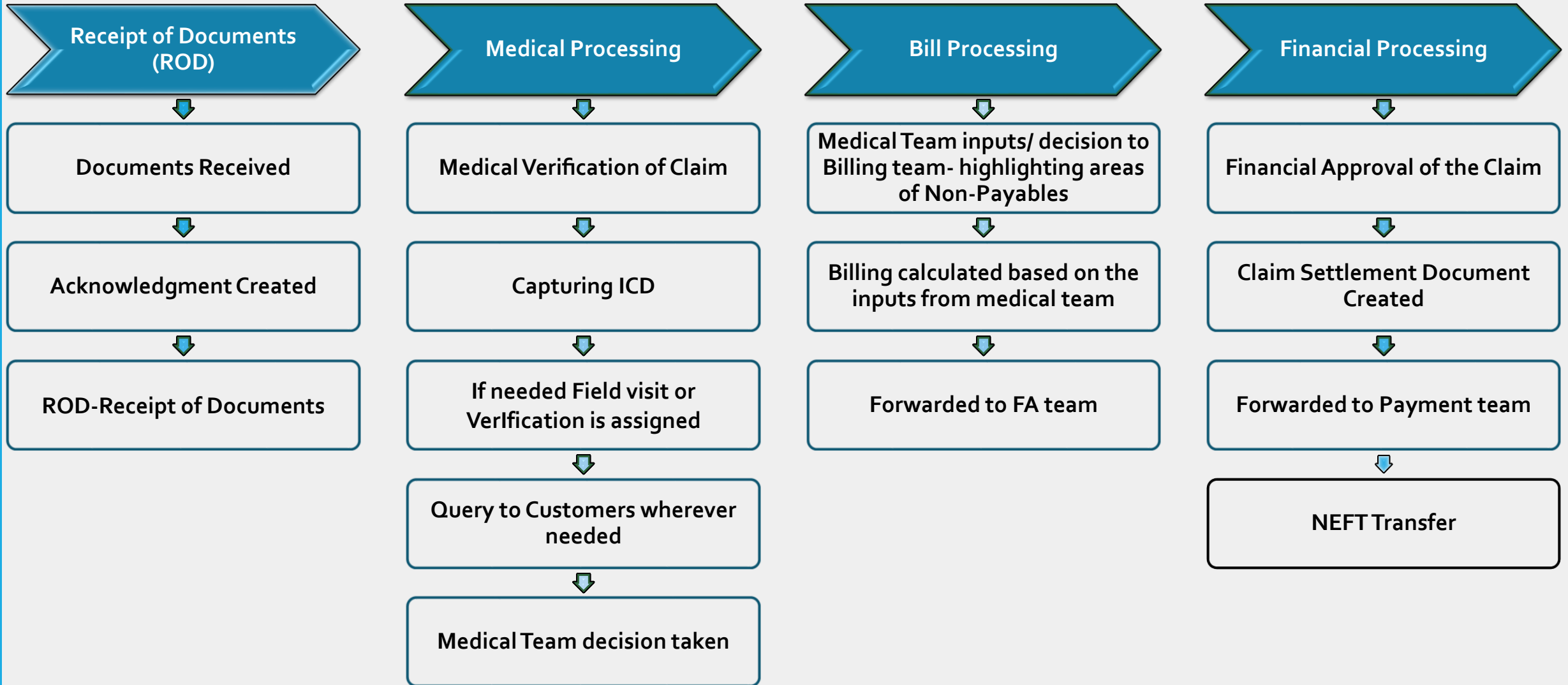
Omni Channel – Intimation of Claims



Cashless Claim Processing



Reimbursement Claim Processing



Treatment in Network Hospital



**Cashless Pan India TAT- 90% <2 hours
Hub and Spoke Model**

- **Claims Processed by a dedicated team of Doctors and specialists**
- **Turn around Time (TAT)**
- **Preauthorization form must be Complete in all respects**
- **Complete medical history of the insured, whether or not related to present ailment needs to be provided by the Hospital**



Pre Authorization – Digitization

Key Information

TO BE FILLED BY TREATING DOCTOR/HOSPITAL

A. Name of the treating Doctor: Dr. Mohd. Suhel

B. Contact number: 0512-2355991

C. Nature of illness/Disease with presenting complaint: Pain in ~~lower back~~ lower abd.

D. Relevant Critical Findings: _____

E. Duration of the present ailment: 4-5 Days

iv. Date of First consultation: _____ (DDMM/YYYY)

vi. Past history of present ailment: no any

F. Provisional diagnosis: Renal stone.
ICD 10 code _____

G. Proposed line of treatment:
I. Medical Management: NO any
II. _____
III. _____
IV. _____
V. _____

H. If investigation and/or Med: Renal stone.

I. If surgical, name of surgery: URS + DJ stenting.
L. ICD 10 PCS code: PK6-

J. If other treatment, provide details: _____

K. How did injury occur: _____

L. In case of accident:
i. Is it RTA: Yes No
ii. Date of injury: Yes No
iii. Report to Police: Yes No
iv. FIR NO: Yes No
v. Injury/Disease caused due to substance abuse/alcohol consumption: Yes No
vi. Test conducted to establish this (if yes, attach report): Yes No

M. In case of Maternity:
I. expected date of Delivery: _____ (DDMM/YYYY)

Health ID Card No. : NA 13016624-1

Date of admission : NA 04/27/2022

Room Type : NA Single Room A/C /Private A/C

Claimed Amount: 58800

Treating Doctor Name : NA - Dr. Mohd Sumer .

Qualification : NA ms . Gen - surgery

Signature Availability : Yes

Proposed Line of Treatment : NA Surgical Management X

Provisional Diagnosis :

Past History : NA

Illness Name _____ Duration (Since month/year) _____

- Health ID Card No
- Date of admission
- Room Type
- Claimed Amount
- Signature Availability
- Proposed Line of Treatment
- Provisional diagnosis
- Past History
- Treating Doctor Name
- Qualification

CLOSE

Pricing Audit

- Existing Pricing arrangement with Hospitals
- Healthy dialogue
- Pricing Committee

Claims | Hospital Audit

- Expert Panel of doctors
- Billing Parameters across various line items, ALOS, Average Paid, Mortality & Morbidity studied
- CHAIR

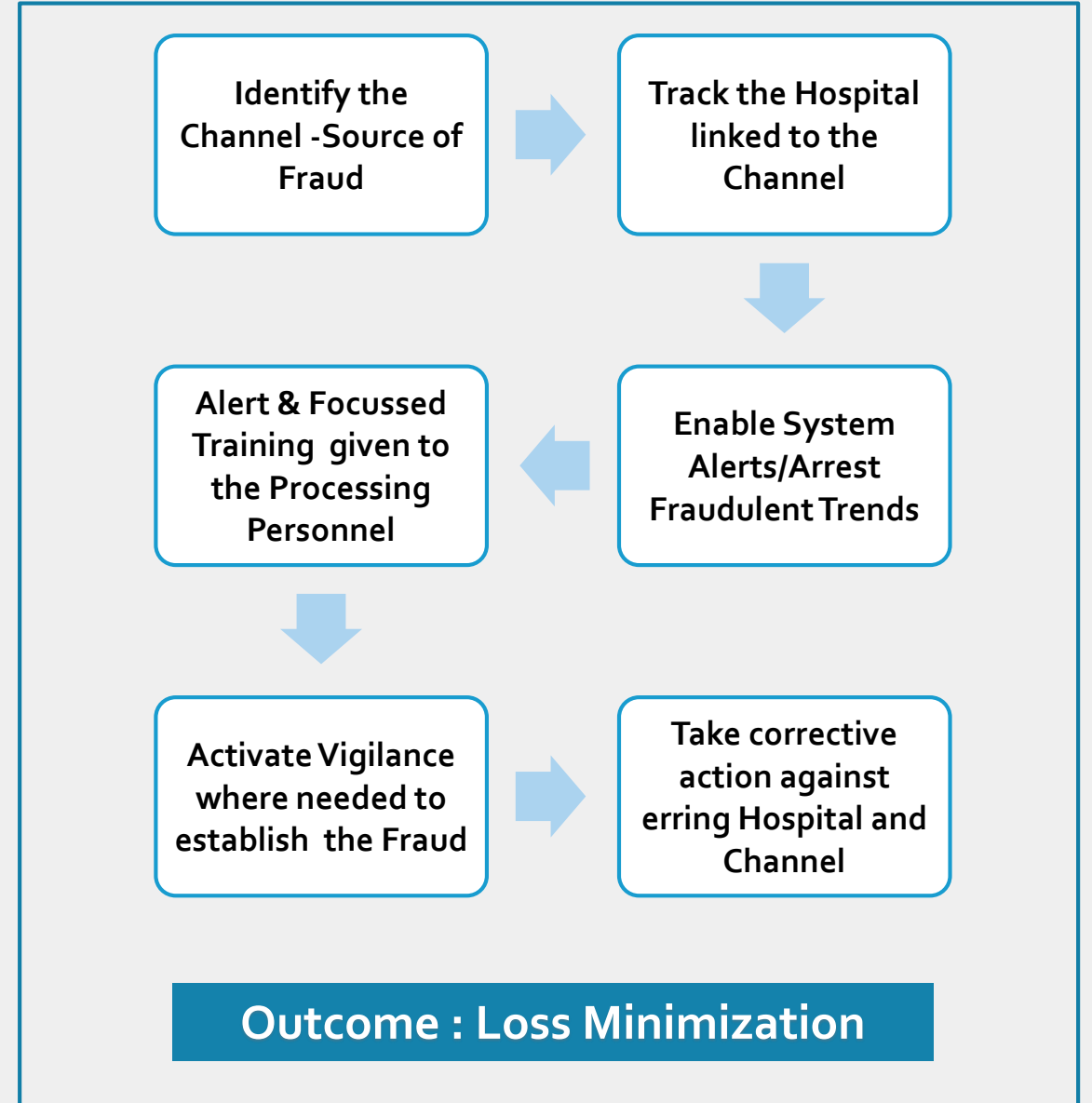
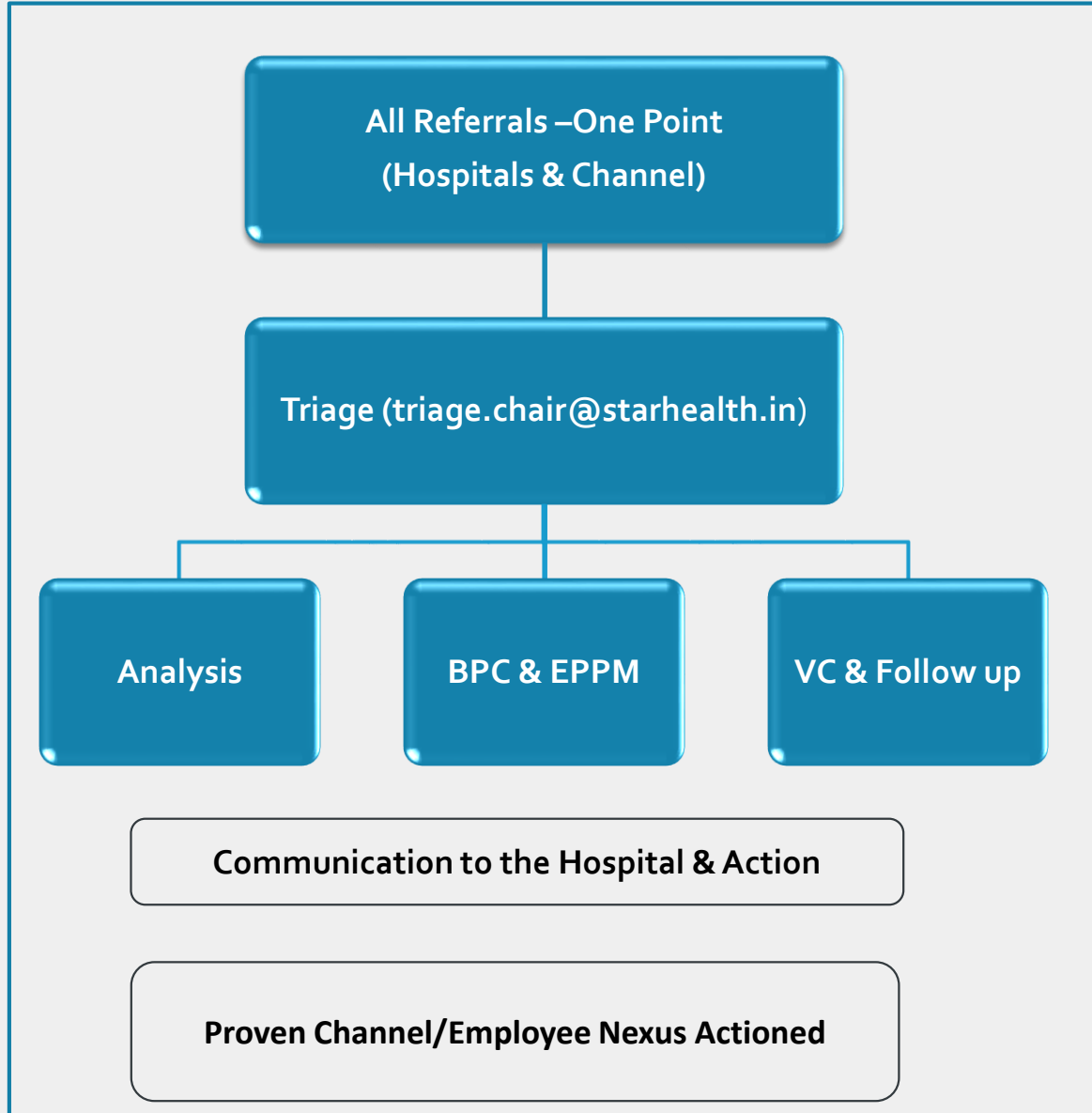
Verification

- System based Fraud Alerts
- Field Visit/Tele-verification
- Claim Investigation
- Customer Relations Cell

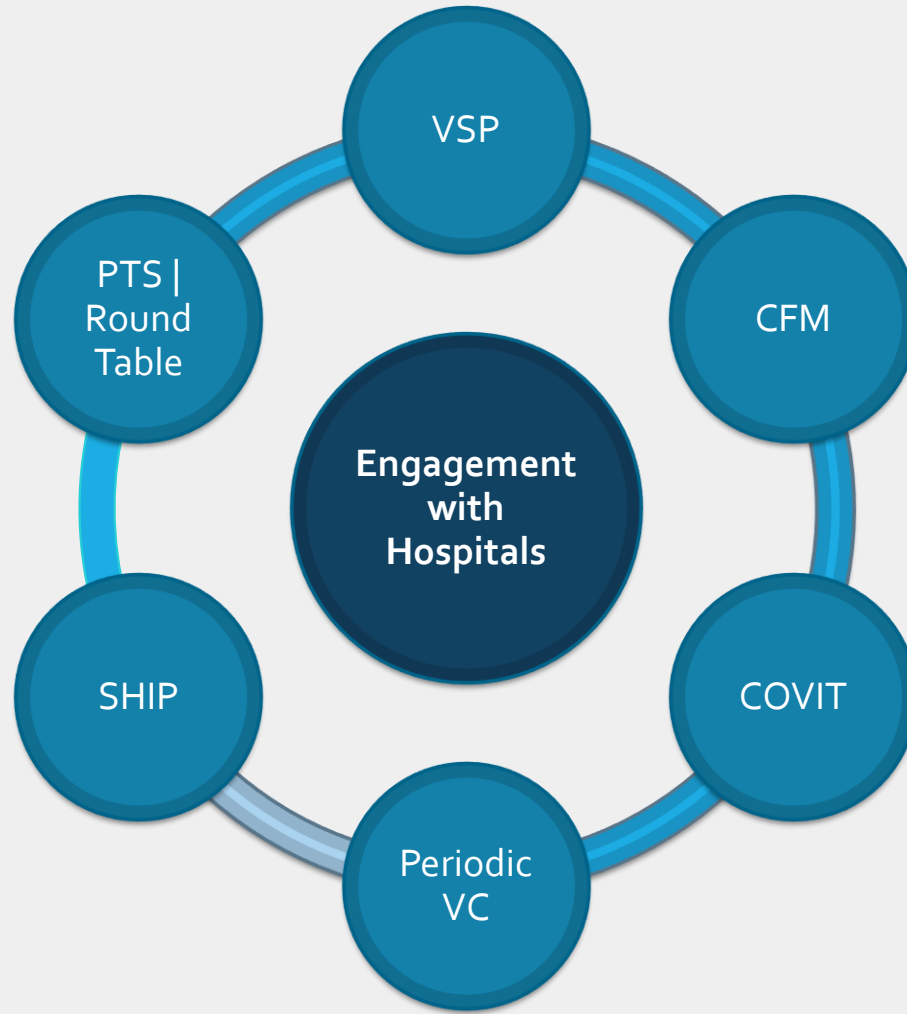
Internal Rating

- Recognising Hospitals who are working towards IPSPG
- Hospital Score-Customised NW | NNW
- Net Promoter Score

CHAIR (Channel wise , Hospital wise - Analyse, Investigate and Report)



Continuous Engagement Platforms with Providers



- **VSP** Valuable Service Provider (950 Hospitals)
- **PTS** Progress Through Synergy (74 Sessions)
- **CFM** Claims Facilitation Managers
- **COVIT** Centralized Online Verification of Infrastructure team (5000 IVs Completed)
- **SHIP** Star Helpline for Insurance Service Providers-Empanelment Support and Pricing Negotiations (7305-851-272 ,7305-859-848)
- **VC** Periodic Video Conferencing with Hospitals (553)

Progress Through Synergy-Provider Engagement Platform

Pune



Mumbai



Delhi

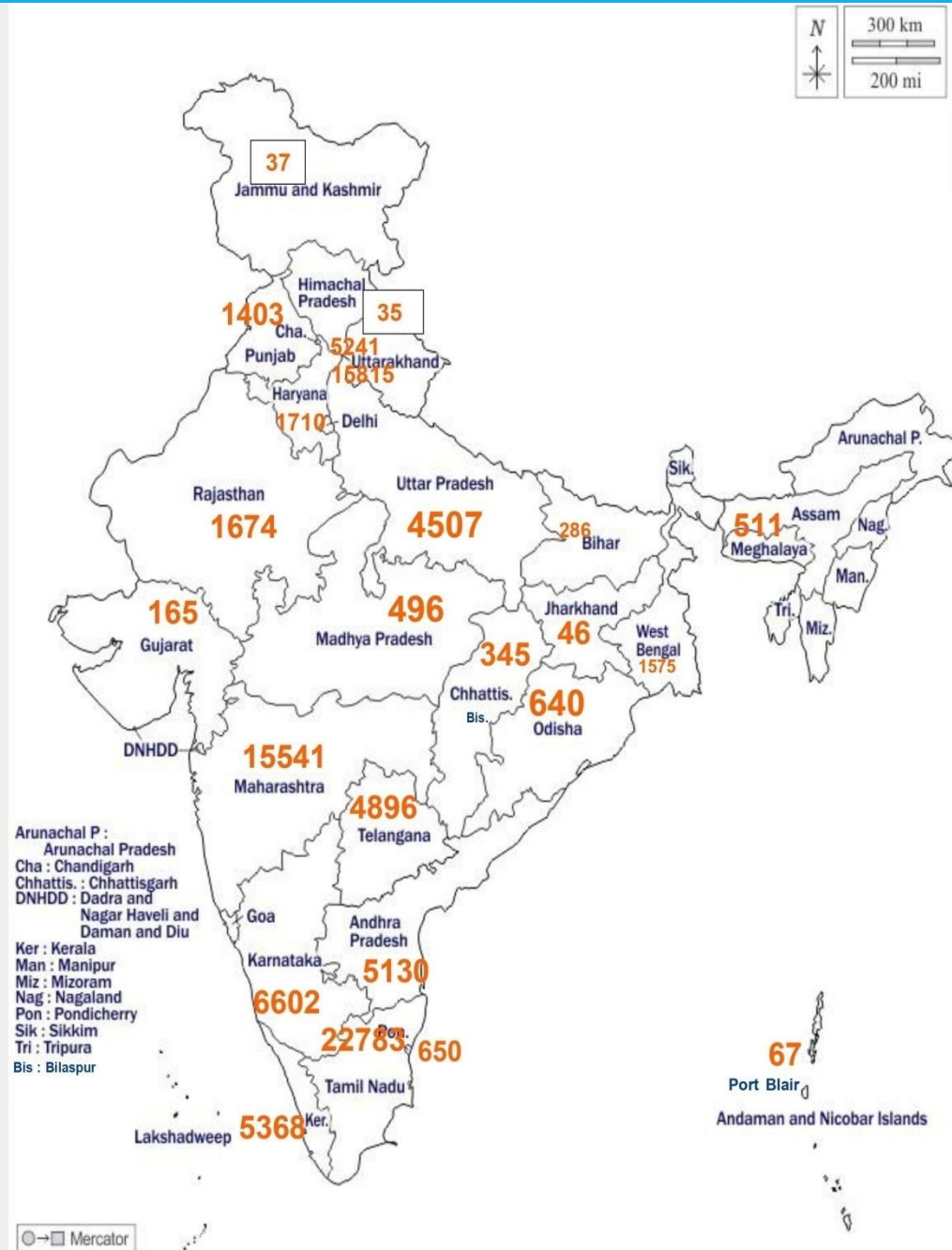


Bangalore



TOTAL – 1,04,240

- ❖ To create a Network by Empanelling individual General Practitioners, Specialist Consultants and Individual clinics to provide OPD service, Diagnostics and E- Pharmacy as CASHLESS to Star Customers
- ❖ As on October 2022 Star Health has empanelled 1,04,240 Doctors



Preventive Health Check Facility

- PHC benefit Can be availed at Existing Network Hospitals and **2502** Diagnostic centers
- PHC cashless Benefit can be availed at selected Walk-in Diagnostic center
- Major Lab Chains
 - ✓ Lal Path
 - ✓ Metropolis
 - ✓ Thyrocare
 - ✓ Healthians
 - ✓ Neuberg
 - ✓ I2H
 - ✓ Safeguard

Telemedicine Service Highlights



Primary Care (6drs) + Specialists (11drs)
Consultations offered

4 Channels
App (Audio + Video), Phone, Chat, e-mail

Post discharge advice for Star policy holders

Exclusive channel initiated for employee consultation

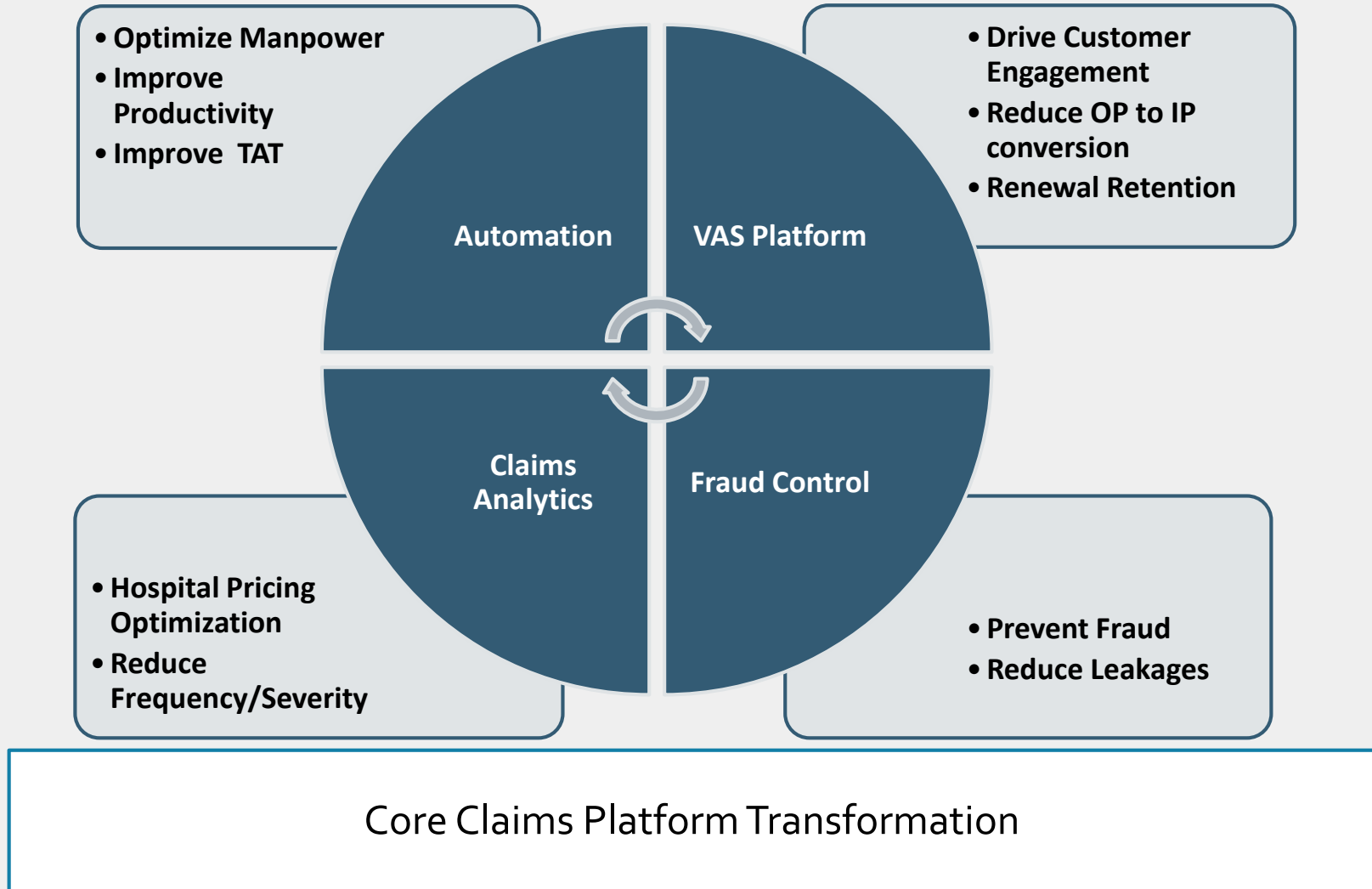
Providing specialist consultation for Star Arogya Digi seva

- Launched 14/02/2020-USP of STAR
- 8 lakhs+ total consultations as of now
- Completed around 1 lac consultations(Apr, May, Jun, Jul, Aug, Sep,Oct)
- 80,000+ Specialist consultations
- 1000+ customers treated under Home Quarantine during Pandemic
- Recognized by the Tamil Nadu as a COVID-19 Telemedicine unit
- Second Opinion prevents unnecessary Hospitalisation
- Accordance with HIPAA guidelines
- Wellness-Condition Management Program for identified high risk customers | Prevention of Hospitalisation and Re-hospitalisation

Claims Department - At a Glance



Digital Transformation Key Initiatives



Automation

Pre-Auth Auto Adjudication

Document Data Extraction

Tariff Digitization

MA Rules based on Documents

PHC/OP Claims

Digital Data for ML models & Fraud Engine

Queries/Rejection Automation

Reimbursements

PHC Digitization

CMU Automation

Why Auto adjudication?

- Rise in Cashless claims
- Reduce Claim Processing time from minutes to seconds
- Scale up without Manpower limitations
- Move from People to Process/System driven minimise Errors
- Enhance Customer experience

Preauthorisation Auto Mode

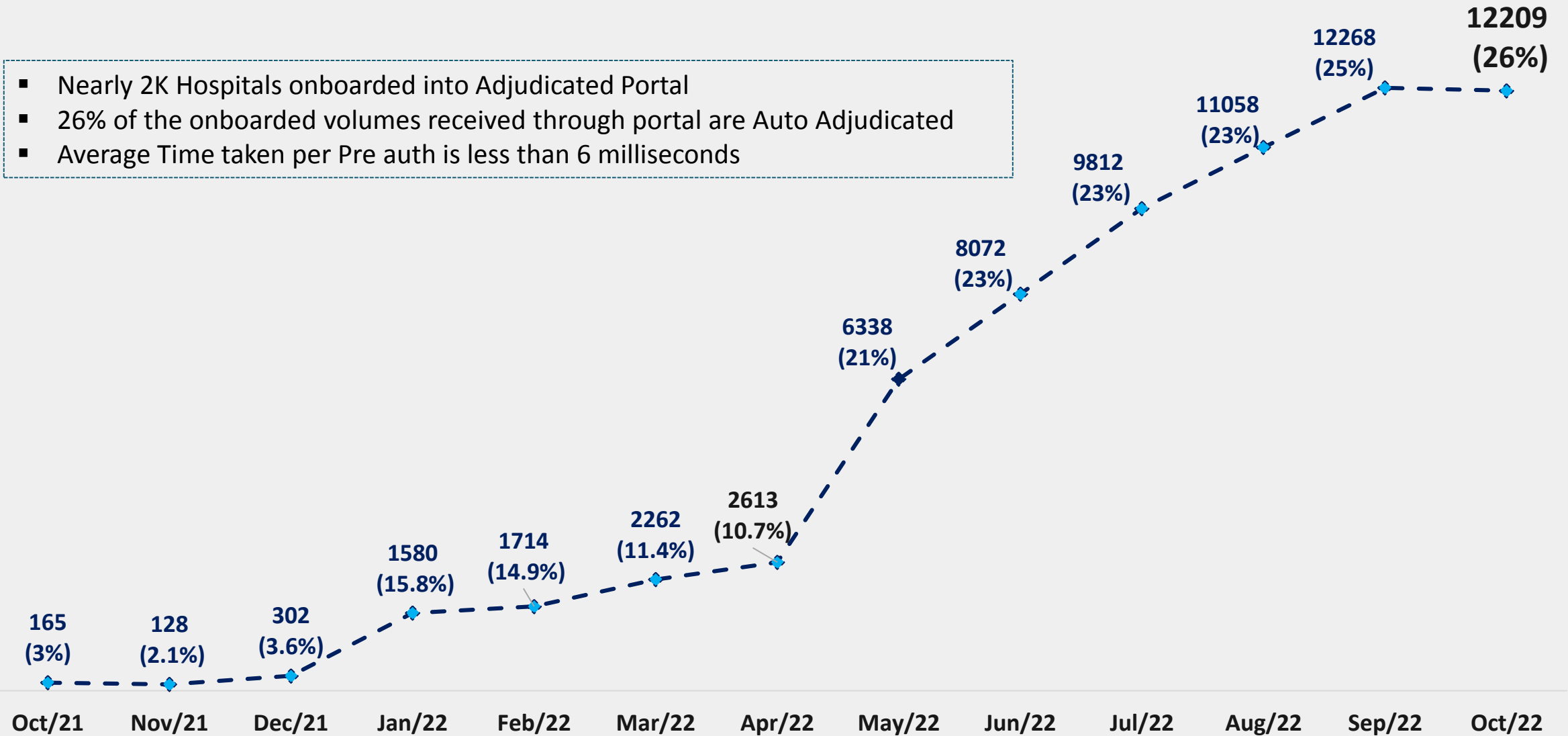
- Hospital enters key data points in the Adjudication Portal
- Approval where rules are met within milliseconds
- Generation of Communication letter from Core IT Platform to the Hospital

Out of Scope & Enhancement

- Hospital enters key data points in the Adjudication Portal
- Manual Adjudication by the doctors
- Generation of letter to the Hospital

Auto Adjudication Progress

- Nearly 2K Hospitals onboarded into Adjudicated Portal
- 26% of the onboarded volumes received through portal are Auto Adjudicated
- Average Time taken per Pre auth is less than 6 milliseconds



Hospital Pricing Analytics

- Pricing Team Dashboards for Contract Negotiations
- What if Analysis to assess impact of proposed pricing on portfolio during negotiations
- Processing Doctors Alerts

Value Added Services Analytics

- Patient Risk Score for in hospitalization prediction
- Customer 360 data integration for PHC, OPD, Telemedicine, Wellness

Predictive Models

- ICR Analysis with actionable insights
- Develop Expected Loss Ratio Model
- Predictive Fraud Model

- Exploit our wealth of data
- Engage experts & replicate predictive models successfully running elsewhere

Fraud Rules

- Expand the scope of Medical Admissibility Rules in SAS

3rd Party Integrations

- MCA / GST DB
- Google Maps Integration (Patient & hospital LatLong based Address Verification)
- Experian Integration for Credit Score

Voice AI

- Sentiment Analysis
- POC initiated with EPPM, CFM, Vigilance teams

Process Automation

- Desktop Investigation to utilize SAS triggers
- Integrate fraud Rules with auto adjudication engine
- Intelligent FVR

- System based real time fraud evaluation for every claim rather than manual triggers
- Expand the scope of fraud rules implemented
- Dedicated Fraud team to analyze fraud triggers

PHC

- Mobile App
- Customer care portal for PHC services
- Lab portal for walk in
- 12000 per month

Telemedicine

- App/Portal
- Calls thru app, direct helpline
- Integrated Portal for Telemed Team

Active Wellness

- Mobile App
- Overall Users – 88000+
- Active users every month - 12,000+
- Reward points management

Wellness CMP

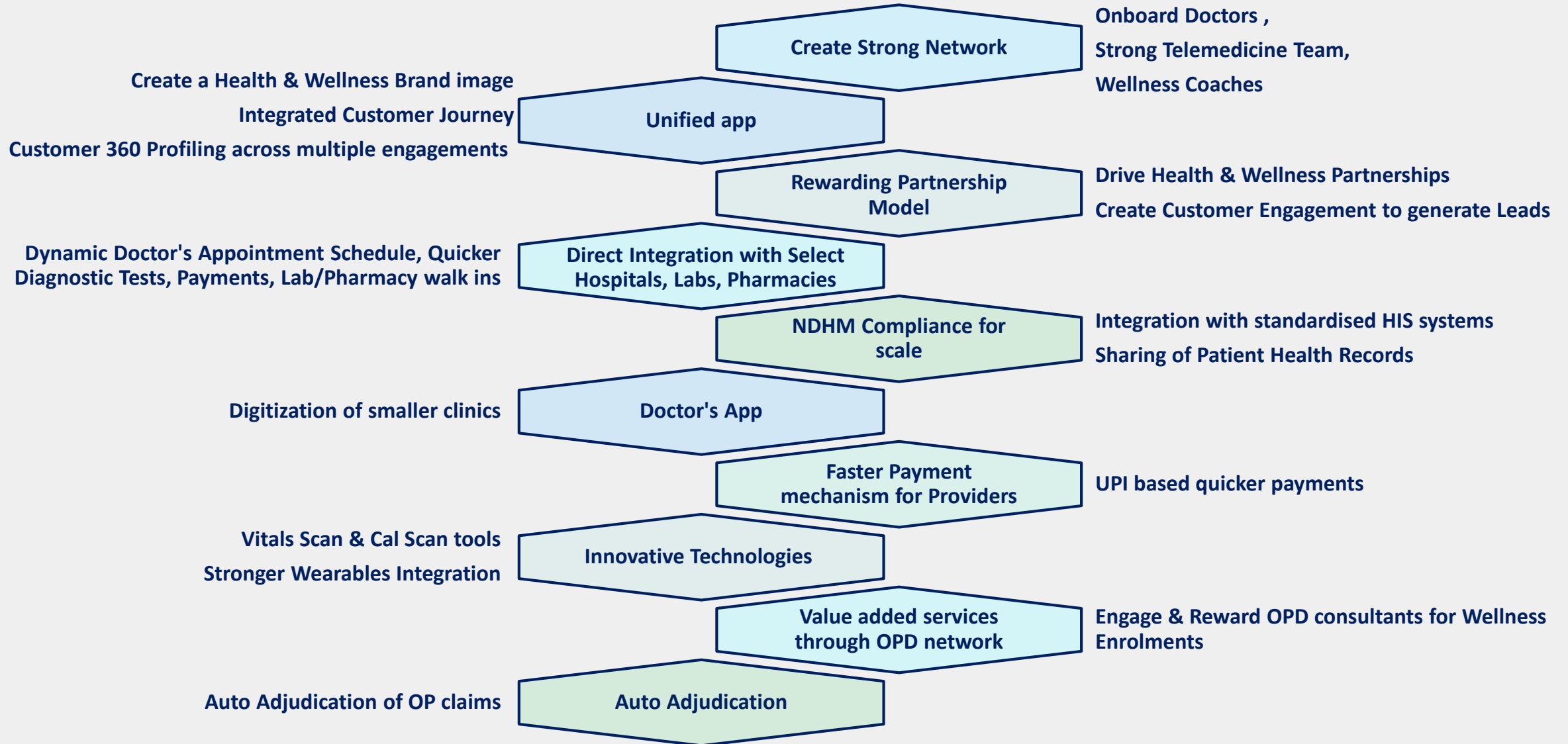
- App
- 1600 users completed CMP
- High ICR region focus program initiated
- Patient Risk Score Model

OPD


- App
- Add On OPD benefits
- OPD only Product

- Integration of Apps/Multiple vendors needed
- Integration would help drive Onboarding/Marketing Efforts
- Data Integration to build a single view of customer is a significant effort in current scenario

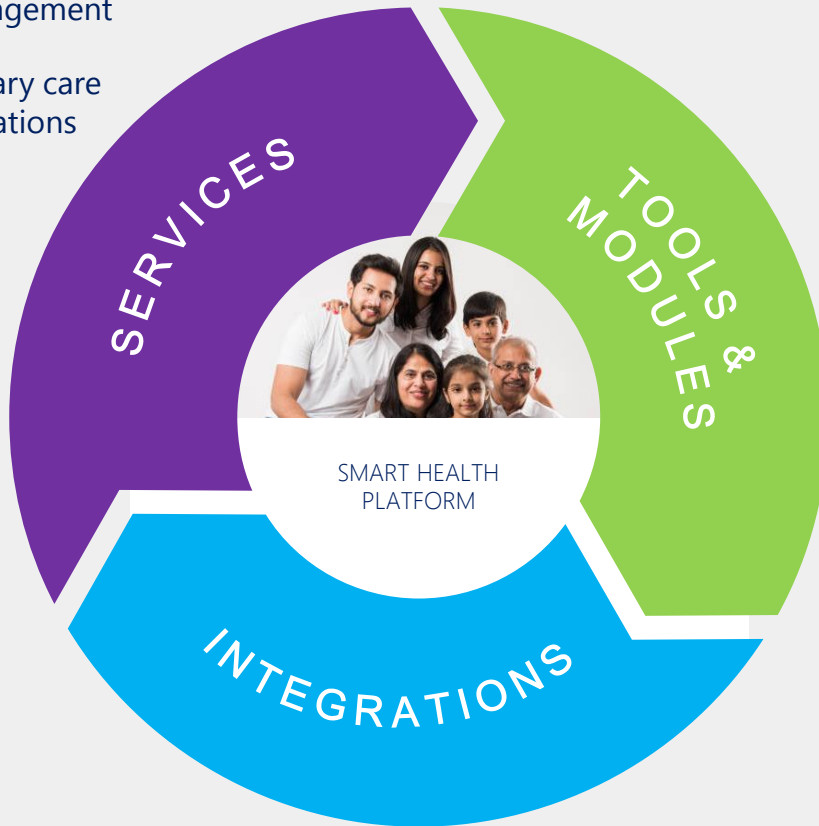
VAS Platform - Plan going forward



New VAS Platform

 Wellness program management

 Primary care operations



Health Profiler



Care Plan Builder



Engagement & Adherence Tracker



Chatbot



OPD System



ePharmacy



eLabs



Telemedicine System



Diet Plan Generator



Lab Partners



Google Fit, Apple Health



External Device Integrations



Pharmacy Partners



External loyalty system



Third party CRM (Zoho)

Capabilities Enabled

FOR THE SUBSCRIBER

A single app for the subscriber to access

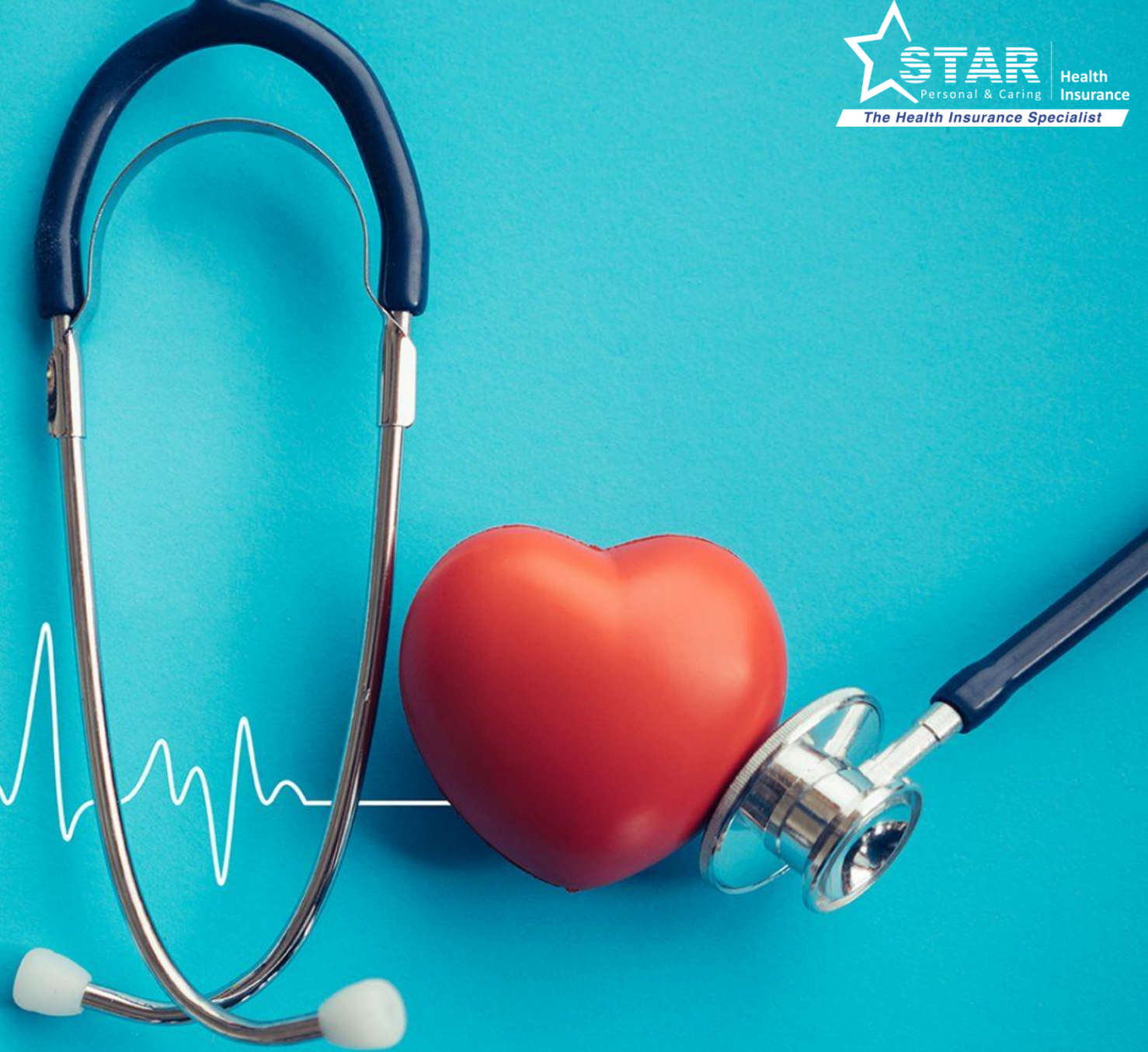
- ✓ Active Wellness & CMP Programs
- ✓ Preventive Health Checkup
- ✓ Telemedicine Services
- ✓ Primary Care Services (OPD)

FOR INTERNAL OPERATIONS

A single app for Star Health to view & manage all the health services

- ✓ 360 Subscriber Profile
- ✓ Risk scoring & stratification
- ✓ Health Service Administration
- ✓ Analytics & Reports

Thank You





GROWTH
Delivered
Digitally

Customers

- Website
- APP
- Whatsapp
- BOT
- CRM



Partners

- Agent Portal
- API Integrations
- Hospital Portal
- Custom Integrations



Employees

- LMS
- HRMS
- Virtual Enterprise



Digital Ecosystem
Built to scale, built to last!



Technology at the forefront

Cutting-edge infra, to cut across the market!



CHANNELS MANAGEMENT

- WEBSITE
- CUSTOMER APP
- PARTNER APPS
- WELLNESS
- CRM
- WHATSAPP
- BOTS



MICROSERVICES & API/ENABLERS

- MICROSERVICES FOUNDRY
- CONVERSATIONAL ENGINE
- EVENT PROCESSING
- PROCESS ORCHESTRATION
- VERNACULAR CAPABILITIES



INTELLIGENCE LAYER

- DATA LAKE
- DATA WAREHOUSE & MIS
- FRAUD MANAGEMENT
- DIGITAL DATA STORE



DATA PLATFORMS

- INSIGHTS STORE
- AI FOUNDRY
- AGENT & CUSTOMER 360
- CONTEXT INTELLIGENCE
- SALES INTELLIGENCE



INFRASTRUCTURE/CLOUD

- ORACLE
- AZURE
- AWS

CORE SYSTEMS

- PRIMA
- BANK
- GALAXY

DEV OPS

- JENKINS
- RUNDECK
- ANSIBLE

ENABLEMENT AND COLLABORATION TOOLS

- JIRA
- TEAMS
- BIT BUCKET

SECURITY

- ENCRYPTION
- VAULT
- IDENTITY & ACCESS MANAGEMENT
- FIREWALL

230+ Engineering talent based of 4 different locations in India improving Star's digital footprint

Customers

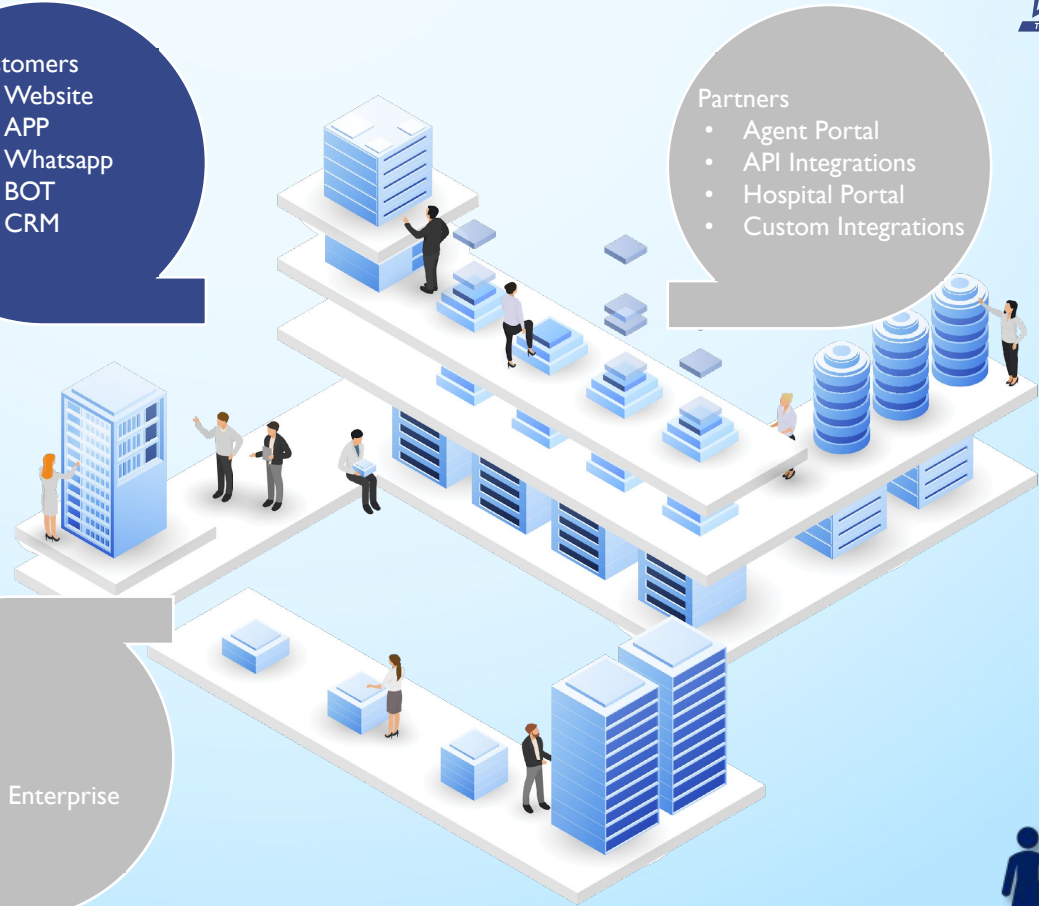
- Website
- APP
- Whatsapp
- BOT
- CRM

Partners

- Agent Portal
- API Integrations
- Hospital Portal
- Custom Integrations

Employees

- LMS
- HRMS
- Virtual Enterprise

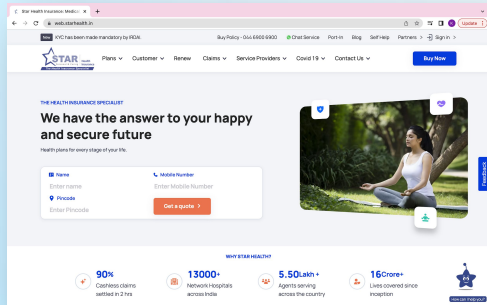


Engaging Customers
Multiple touch points, multitude growth!



Seamless integration, flawless interaction!

Website 2.0



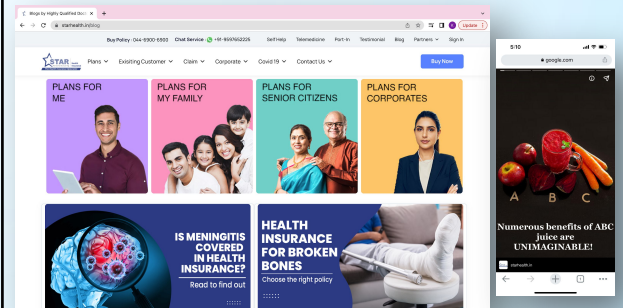
- Mobile first design approach to give better user experience
- Content rich website optimized for users and search engines
- One click Add to Cart
- Payment integration with PayU, Paytm, Razorpay & Citibank

SEO



- Optimised Website and increased keyword visibility from 14K to 2L
- Keywords rankings on Page 1 increased from ~4K to ~14K and Page 2 & above from ~10K to ~180K in 2 years

Content Marketing



- Health, lifestyle, product related blogs
- Web stories of top blogs on google to boost organic traffic



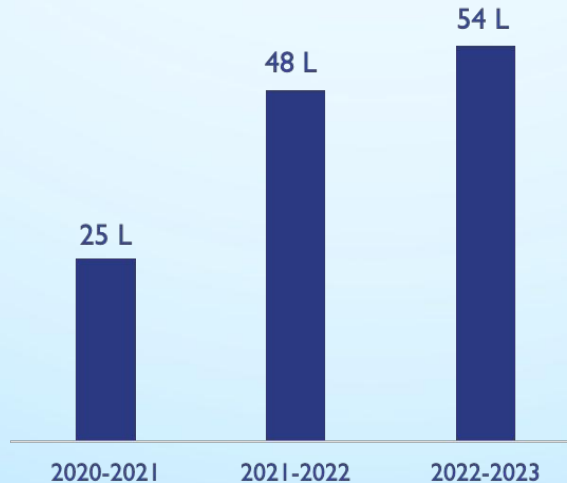
Digital Business Growth Saga

Journey towards excellence!

Website Performance best in industry*

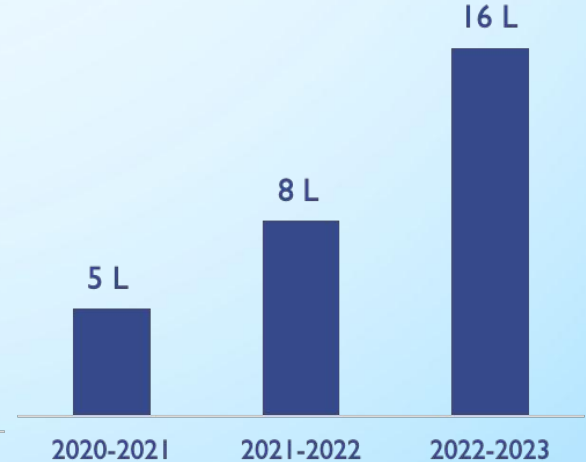


Traffic grew 2X



Organic + Direct Traffic
(H1 - Apr to Sep)

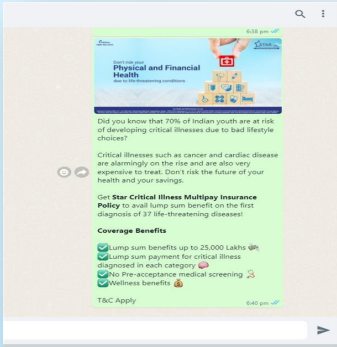
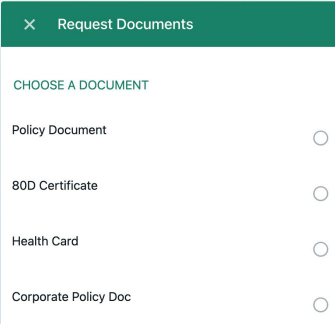
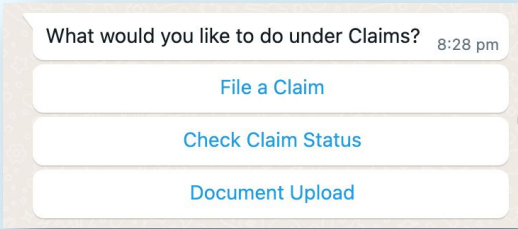
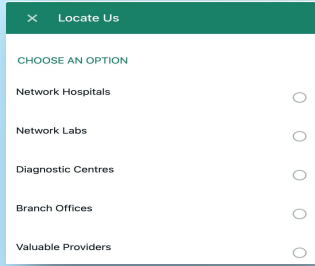

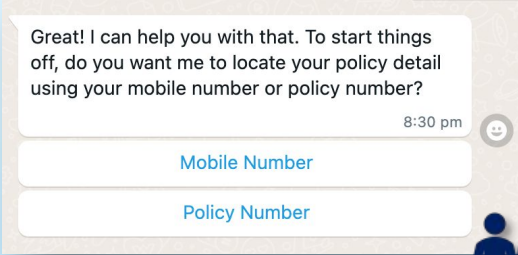
Leads grew 3X



Leads
(H1 - Apr to Sep)



Instant Purchase & Services via WhatsApp Bot

Product Awareness	Request Documents	Claims
		
Locate Us	Buy Policy	Renew Policy
		

Adoption: 1.25L + unique satisfied customers



Bots to boost performance!



Voice Bot

*Lead Allocation
Vernacularisation
Tele Verification
Renewals Reminder*



Chat Bot

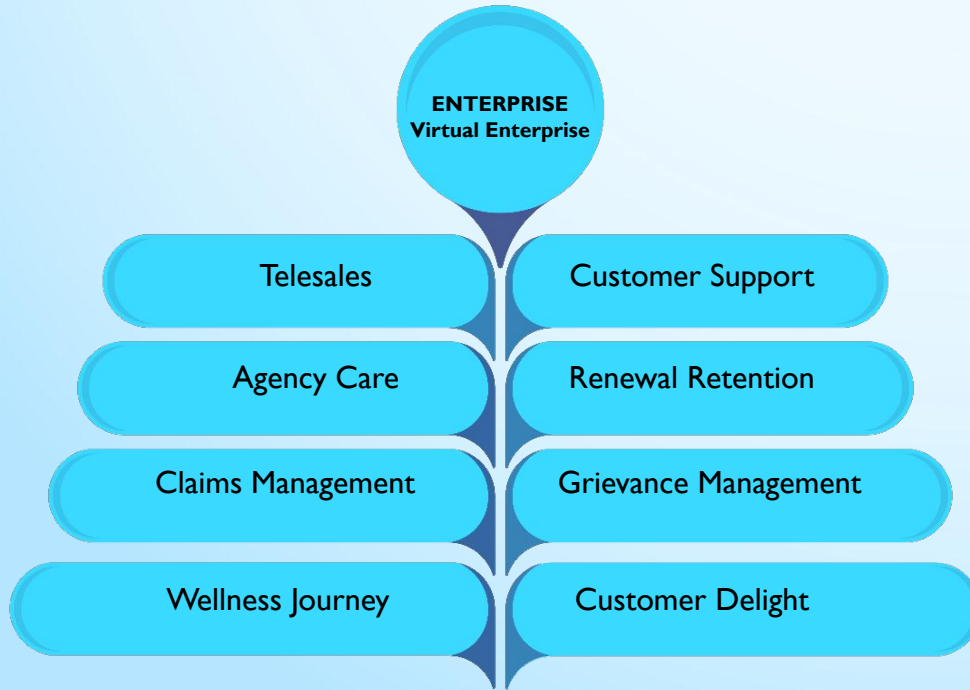
*Policy Purchase
Support
Claim Journey
Renewal Journey
Locate Hospitals*

Video Bot

*KYC
Renewal
TVC*



Integrated robust system for effective relationship management



- All core platforms are integrated with CRM and hosted on cloud
- Improved lead management and lead allocation - impacting sales growth
- 360 degree view of customer to serve better, leading to improved customer delight
- All customer journey are mapped in CRM
- 14 functions across the organisation are leveraging CRM platform



Customers

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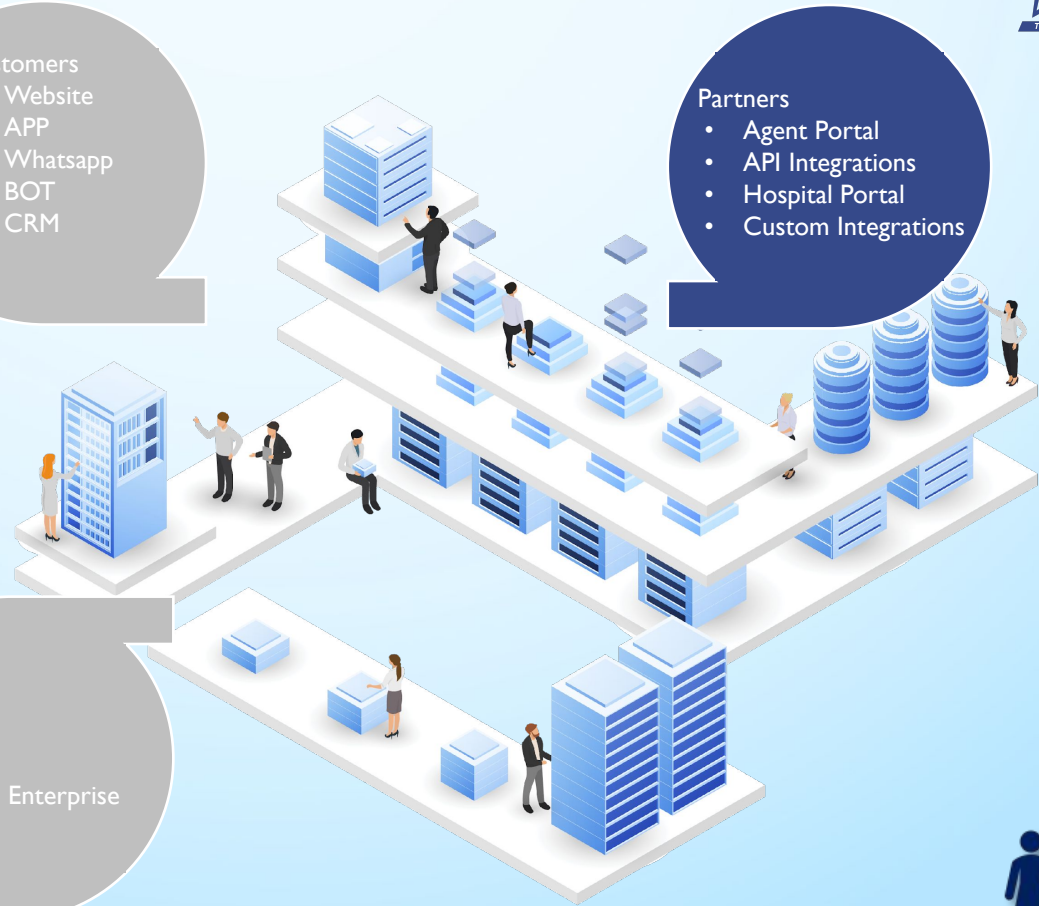
Partners

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- API Integrations
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- Custom Integrations

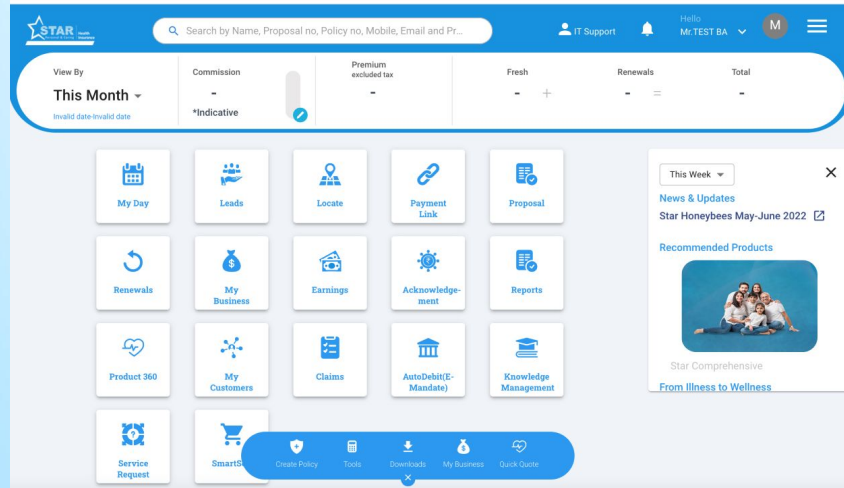
Employees

- LMS
- HRMS
- Virtual Enterprise

Enabling Partners
Progressive partnerships, accelerated growth!



STAR ATOM - Our virtual office for our agents



Adoption: 73% of active agents

- Agent partners empowered with digital office
- Web and app based sales crm to manage their business better
- Calendar Management, Lead Management, Proposal Generation, Payment link Generation, Policy Generation and Renewal at a tap of a button
- Push Brochure, Marketing Content, Policy info to Customers with options to vernacularise content
- Analytics reports for better insights on business performance
- Earnings section for financial clarity and payment transparency
- Product 360 an in app library for all policy related information



BANCASSURANCE - 100% Digital Distribution



**API based
integration
Readymade kits**



**Tailored Portals &
Dashboards to match partner
business process**



**Deep integration with Core
Banking System and CRM
Systems**



**Microsite
integrations**



**Embedded insurance
products**



**Deep link integration to WhatsApp
selling APP to WhatsApp to
WhatsApp**

Policy issuance in less than 5 minutes



Integrations with D2C Brands


policybazaar.com

turtlemint

paytm

 **InsuranceDekho**
Bharosa Kar Ke Dekho

 **PhonePe**

 **wealthy**

 **Fisdom**

 **ET Money**

plum



Customers

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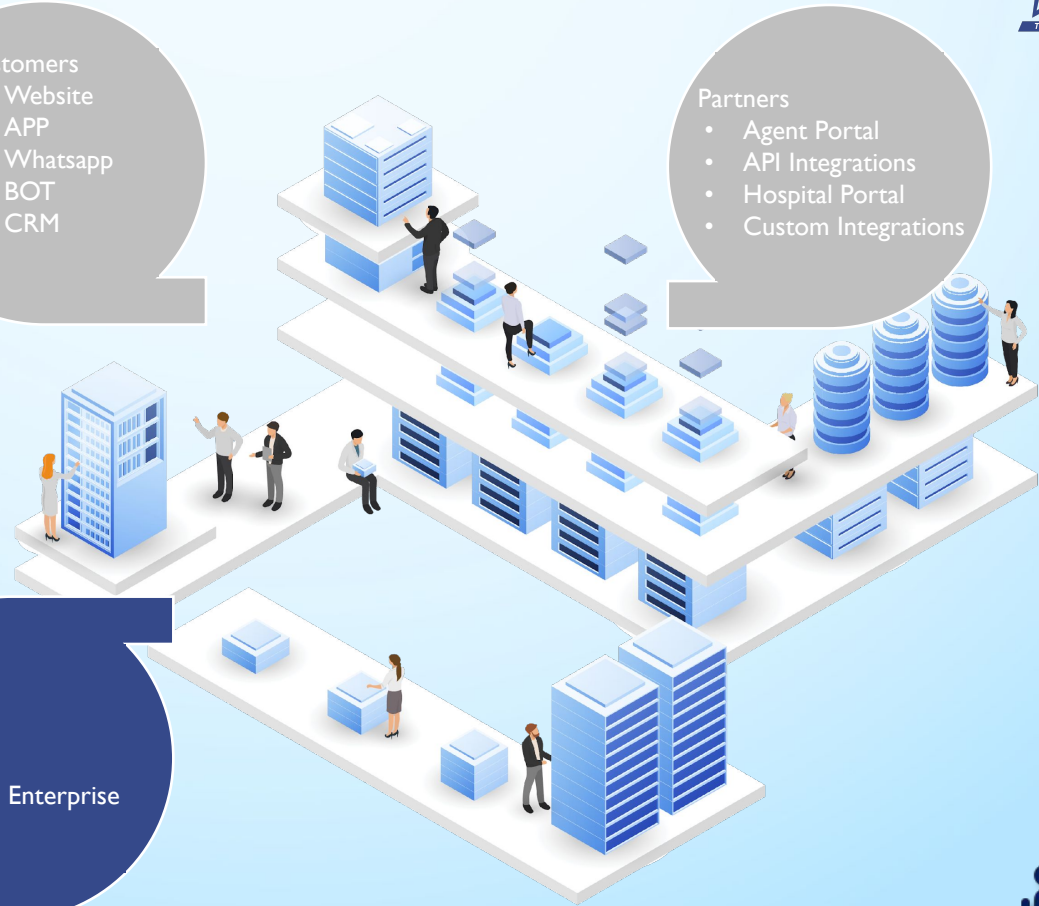
Partners

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**Empowering
Employees**
*Stable Systems,
Enabled workforce!*

Employees

- LMS
- HRMS
- Virtual Enterprise

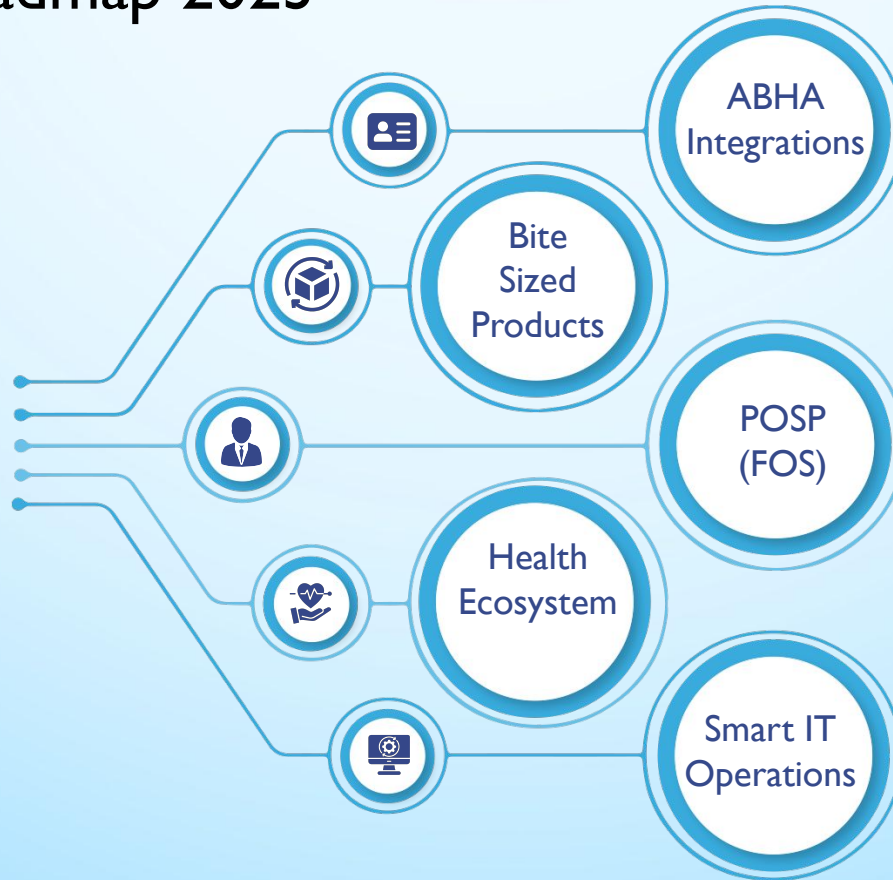


Driving Employee Career growth & Retention via Technology

HRMS	LMS	Virtual Enterprise
<ul style="list-style-type: none"> • Attendance tracking • Payroll management • Leave management • Income tax management • Remote workflow management • Performance management 	<ul style="list-style-type: none"> • Training and development • Byte size learning • Certification 	<ul style="list-style-type: none"> • 90% of enterprise apps and productivity tools are on cloud • Mobility enabled apps across the employee personas • Enable 15,000+ employees to work anytime anywhere



Innovation Roadmap 2023





Thank you