



🕒 21 June 2022, 10:00 (CEST)

Daido Life utilizes dacadoo's Risk Engine for “KENCO+”, a health risk quantification insurance product

Swiss Insurtech and Healthtech company, dacadoo has licensed its Risk Engine to Daido Life for the development of their new product, “KENCO+”, for executives and employees of small and medium-sized Japanese companies. Daido Life, one of Japan's leading life insurance companies that specializes in the SME market, began marketing the new product in January of this year.

In addition, employers are looking for certain features to engage their workforce, such as low premiums, a wider range of coverage, and a quick and simple sign-up process, so that more employees sign up for KENCO+.

The discount rates for premiums are derived from dacadoo's Risk Engine, and health promotion activities are determined by the Japanese branch of Swiss Re, which has expertise in health promotion for insurance product development.

dacadoo Risk Engine

The dacadoo Risk Engine is based on more than 300-million-person years of data from scientific research. The Risk Engine can process values for almost 90 data points, grouped into four categories: biometrics, diagnosed diseases, family history and modifiable lifestyle behaviors.

With as few as 4 data points – height, weight, age, sex at birth – the Risk Engine produces a set of relative risk ratios. It also renders 69 individualised “imputed values” – or conditional expectations – for inputs that are missing, and it generates values for confidence intervals.

The relative risk estimations include the risk of a person dying from several diseases (mortalities) and getting sick from several diseases (morbidity). The powerful confidence intervals for these risk estimations as well as the missing data values are a key differentiating feature.

The imputation capabilities of the Risk Engine also ensure that not only the data provided is utilized to estimate risk, but also that the data imputed by using dacadoo's advanced modelling capabilities are used. In total, Risk Engine can consider up to approximately 90 data points for the estimations.

For Daido Life, specific discount tables were derived by applying actual Daido Life data to the Risk Engine. The resulting discount tables are specifically suitable for Daido Life's types of clients. More than 30 inputs per life were provided, imputed or varied in this process that enables Daido Life to benefit from the vast amount of recognized health studies that are consolidated in the dacadoo Risk Engine.

Concretely, by using the Risk Engine estimates, tables from Daido Life, and findings from the scientific medical literature, it was possible to derive discount tables expressing the risk ratio of 10-years all-cause mortality and three critical illnesses as a function of daily steps taken.

Peter Ohnemus, President, and CEO of dacadoo AG, states "We are delighted to announce the start of Daido Life's "KENCO+". We're proud to provide the dacadoo Risk Engine to encourage customers to change their lifestyle through healthier habits and, in return, receive discounts towards their premiums. We look forward to collaborating with Daido Life for many more years to come!"

####

About Daido Life

Daido Life is a life insurance company in Japan that specializes in the SME market, with contracts with some 370,000 corporate clients. The company has focused on developing and selling term life insurance since the 1970s, considering it to be the optimal product for companies as it secures greater coverage at a lower premium. Daido Life is one of the core subsidiaries of T&D Holdings, Inc. listed on the Tokyo Stock Exchange.

About dacadoo

dacadoo, named a 2021 “Cool Vendor in Insurance” by Gartner , and Leader in Risk 2022 by CB Insights, licenses its Digital Health Engagement Platform, including its Health Score and Risk Engine to Life & Health insurance operators (B2B), supplying Insurtech and health-tech solutions to over 35 of the top 100 Life & Health insurance operators globally. Available in over 18 languages, dacadoo’s technology is provided as a fully branded, white label solution or it can be integrated into customers’ products through its API. Through its ‘Connect, Score, Engage’ offering, dacadoo supports Life & Health operators to motivate their clients to lead healthier lifestyles through its SaaS-based Digital Health Engagement Platform. dacadoo also provides its Risk Engine, which estimates relative risk on mortality and morbidity in real-time. dacadoo has over 120 employees across locations in Europe, North America and Asia-Pacific and over 100 filed patents around their digital Life & Health solutions. dacadoo is entirely committed to privacy and security, hence why it designs and operates its solutions in line with industry standards, laws and regulations such as the Swiss Federal Act on Data Protection, GDPR, and HIPAA. Its Information Security and Privacy Management System is certified according to world-renowned ISO 27001 and ISO 27701 standards. For more information, visit <http://www.dacadoo.com>

Press Contact

Belinda Conde

Global Marketing Director

Email: Belinda.Conde@dacadoo.com

Phone: + 41 44 251 23 23



JA Daido Life Press Release 06212022.pdf

ABOUT DACADOO

dacadoo, named a 2021 “Cool Vendor in Insurance” by Gartner, licenses its Digital Health Engagement Platform, including its Health Score and Risk Engine to Life & Health insurance operators (B2B), supplying Insurtech and

health-tech solutions to over 35 of the top 100 Life & Health insurance operators globally. Available in over 18 languages, dacadoo's technology is provided as a fully branded, white label solution or it can be integrated into customers' products through its API. Through its 'Connect, Score, Engage' offering, dacadoo supports Life & Health operators to motivate their clients to lead healthier lifestyles through its SaaS-based Digital Health Engagement Platform. dacadoo also provides its Risk Engine, which calculates relative risk on mortality and morbidity in real-time. dacadoo has over 120 employees across locations in Europe, North America and Asia-Pacific and over 100 filed patents around their digital Life & Health solutions. dacadoo is entirely committed to privacy and security, hence why it designs and operates its solutions in line with industry standards, laws and regulations such as the Swiss Federal Act on Data Protection, GDPR, and HIPAA. Its Information Security and Privacy Management System is certified according to world-renowned ISO 27001 and ISO 27701 standards.

 pr.co



dacadoo