Life Insurance in 2020 and Beyond

October 26th, 2020 | Dustin Yoder

Health & Ageing Conference 2020: Living Longer, Healthier and With Greater Financial Security
Dustin Yoder
Founder & CEO at Sureify

• Son of a Life Insurance Agent and Employee benefits owner

• Began working with insurance technology when I was 16 on an employee benefits platform

• Started Sureify 8+ Years ago with a mission to transform insurance

• It hasn’t been that easy...
Sureify’s History and How We Got Here

2013
The Mint.com of insurance
Direct to Consumer

2014
Life insurance learning platform
Direct to Consumer

2015
Personalized Premium Life insurance
Direct to Consumer

➔ We built the Mint.com for insurance consumers but we learned consumers are not waking up in the morning wanting to put their insurance information in one place (who would have known!)
➔ 2014 – We created a Millennial Life Insurance learning platform. It was a “nice” service, but again, we found no one wakes up in the morning wanting to read millennial explanations of insurance, watch videos or explore life insurance.
➔ 2015 – We started building our “LifeTime Platform” with a direct to consumer offering in mind. Our intent was to build a digital first insurers in which adjusted your premium for living a healthier life.
2016 – Present: Sureify's Lifetime Platform

**LifetimeACQUIRE™**
Sales enablement: Omni-channel sales, eApp

**LifetimeENGAGE™**
User Engagement: IoT, Social, education.

**LifetimeSERVICE™**
Policyholder Service: Multi Product Servicing

Insurer Control Panel: Data, analytics, Content, Configuration
Some of our Clients

State Farm®
Principal
AAA
Modern Woodmen
FRATERNAL FINANCIAL
Vantis Life®
I am here because our daily lives have changed

We expect every need and desire to be a tap away on a mobile application.

Uber  zoom  Amazon

The last six months has only poured more gas on the fire.
Rapidly Emerging New Entrants in USA
A Lot of the Same Marketing

Life insurance, the human way.

Plan like a parent

Life insurance that's actually simple

Estimate your rate
Reasoning Life Event Based

- Daily Expenses
- Mortgage
- End-of-Life Expenses
- Childcare
- Legacy
- Cosigned Debt
Images: Same as Always

Protecting futures for 50 years
A few more value-added products we see appearing more and more
Yet, Innovation is happening across insurance

Every area of insurance is being greatly affected by technology and new data.

Lemonade
Get insurance in 90 seconds with Lemonade’s app

Renters & pet insurance in 90 seconds on the web or mobile

Metromile
Pay-per-mile car insurance on your mobile device

Dental PPO plans with a twist.

Dental insurance with real-time benefits for brushing your teeth.
The Consumer of Today is Truly Connected

15
Devices per Person

5.4h
Daily Avg. Mobile Device Usage

81%
U.S Smartphone Adoption
The Insurance Consumer can be More Connected than Ever with their Policies

- Smart Watch
- Connected Car
- Water Detection
- Connected Brush
Creating Vast Amounts of Data

- Engagement
- Med
- Digital
The Life Insurance Industry is also Changing

Physical Health

Financial Health

Mental Wellness
New Markets we See Emerging Lately: Diabetes

Life insurance designed for people living with diabetes.

Play video
Health Focused Products

John Hancock Vitality

*Helping you live a longer, healthier life.*

Life insurance that saves you money and rewards you for healthy living. Now available on all our products.

Explore the benefits →
Rewards, Connection, and Possible Selection Bias

Enjoy even more rewards with Vitality PLUS

Access exclusive rewards, plus the benefits of Vitality GO. Included in the price of your policy (or available for as little as $2/month).*

Vitality PLUS

- **15%**
  - Up to 15% in annual premium savings

- **Apple Watch**
  - Earn Apple Watch for as little as $25 with regular exercise

- **headspace**
  - Free subscription to Headspace
Lifestyle and Financial Fitness

My Principal® Lifestyle

We provide life insurance to help boost your financial fitness. And now we offer a wellness app that lets you turn healthy activities into rewards.

[Links to download the app from Apple App Store and Google Play]
Watch Your Progress

Start today
Get the app, register and sync a device, then track activity.

Watch your progress
Set goals and join challenges to earn points.

Get paid
If you’re eligible, your points can be redeemed for gift cards.

Be a better you
Feeling good about yourself is the biggest reward of all.
Challenge Yourself

Start today
Get the app, register and sync a device, then track activity.

Watch your progress
Set goals and join challenges to earn points.

Get paid
If you're eligible, your points can be redeemed for gift cards.

Be a better you
Feeling good about yourself is the biggest reward of all.
Be Rewarded

- **Start today**
  Get the app, register and sync a device, then track activity.

- **Watch your progress**
  Set goals and join challenges to earn points.

- **Get paid**
  If you're eligible, your points can be redeemed for gift cards.

- **Be a better you**
  Feeling good about yourself is the biggest reward of all.
Rewarding Your Life Choices

Protecting the lives of those who look after theirs.

Get life insurance that rewards your lifestyle choices.

Get Started
1. Movement

Being active is the single most important thing for your health. It helps you control your appetite, mood, sleep and reduces the risk of major physical and emotional diseases.

So, what should you do?
150 minutes of weekly moderate physical activity - walking, jogging, cycling or swimming for instance.

Did you know?

<table>
<thead>
<tr>
<th>Parks &amp; recreation distances</th>
<th>Screen time</th>
<th>Physically inactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only about one in five homes have parks within a half-mile, and about the same number have a fitness or recreation center within that distance.</td>
<td>Children now spend more than seven and a half hours a day in front of a screen (e.g., TV, video games, computer).</td>
<td>28% of Americans, or 80.2 million people in the U.S, aged six and older are physically inactive.</td>
</tr>
</tbody>
</table>

1/5 Homes | 7.5 Hours | 28% People
2. Sleep

Intuitively we are all aware of the advantages of a good night's sleep and the impact lack of sleep has on our ability to function throughout the day. Sleep is one of the basic ingredients that our body requires to function properly. Sleep deficiency will negatively impact the immune system, will result in a higher intake of carbohydrates, and will increase mortality risk, from all causes, by 15%.

So, what should you do?
Increase bright light exposure during the day and reduce blue light exposure in the evening. Try to sleep and wake up at consistent times and reduce irregular or long naps.

Did you know?

<table>
<thead>
<tr>
<th>Lifetime sleep</th>
<th>Sleep deprivation</th>
<th>Sleeping pills</th>
</tr>
</thead>
<tbody>
<tr>
<td>We spend 1/3 of our lives sleeping. If you live, say, 75 years, that's 25 years asleep.</td>
<td>35% of adults (male and female) in the United States are sleep-deprived.</td>
<td>9 out of 209 million (5%) US adults use sleeping pills.</td>
</tr>
<tr>
<td>1/3 Our lives</td>
<td>35% Adults</td>
<td>9 Million People</td>
</tr>
</tbody>
</table>
3. Emotional Health

If you are emotionally healthy you are in control of your thoughts, feelings, behaviors, and can cope better with life’s challenges. What else? Strong relationships in your life, reduce the risk of premature death (this is comparable to smoking, obesity, and physical inactivity).

So, what should you do?
Aside from strengthening the connections around you of family and friends, adopt a pet. This counters loneliness, encourages you to spend time outside, and increases your physical activity.

Did you know?

<table>
<thead>
<tr>
<th>Family time</th>
<th>Treatment for mental health</th>
<th>More friends</th>
</tr>
</thead>
<tbody>
<tr>
<td>American families spend 37 minutes of quality time together per day. Recent survey showed American adults spend up to three hours a day on social media.</td>
<td>80% of people who seek proper treatment for mental health disorders witness a significant reduction in symptoms.</td>
<td>Survey of thousands of British adults found that having regular contact with 10 or more friends had a significant impact on an individual’s happiness level.</td>
</tr>
</tbody>
</table>

37 Minutes | 80% People | 10+ Friends
4. Nutrition

What and how much you eat plays a central role in maintaining a healthy weight. This may even reverse chronic health conditions.

So, what should you do?
We know there are many different diets out there and it can be very confusing. However, most of the experts agree that eating "real food", preferably home-made food, is much better than fast or processed food. Try to add to your diet whole, natural foods, fruits and vegetables, and good sources of protein. Also, reduce or eliminate sugary drinks.

Did you know?

<table>
<thead>
<tr>
<th>Fast food</th>
<th>Food deserts</th>
<th>Obesity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Since the 1970s, the number of fast food restaurants has more than doubled.</td>
<td>More than 23 out of 330 million Americans, including 6.5 million children, live in food deserts - areas that are more than a mile away from a supermarket.</td>
<td>An estimated 160 million Americans are either obese or overweight. Nearly three-quarters of American men and more than 60% of women are obese or overweight.</td>
</tr>
</tbody>
</table>
5. Balance

Having said all this, the quality of life is about the balance of it all - what you eat, what you enjoy, and how much you are active. In addition, finding time for yourself and others, in and outside of work, with a sense of purpose. We, at Sproutt, are aware of this important balance and can guide you to a better place.

Did you know?

<table>
<thead>
<tr>
<th>Yoga</th>
<th>Life satisfaction</th>
<th>Personal care and leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>36 out of 330 million in the US regularly practice yoga.</td>
<td>Americans are more satisfied with their lives: On a scale from 0 to 10, people in the United States gave it a 6.9 grade on average, higher than the OECD average of 6.5.</td>
<td>A full-time worker in the OECD devotes 63% of the day on average, or 15 hours, to personal care (eating, sleeping, etc.) and leisure (socialising with friends and family, hobbies, games, etc.)</td>
</tr>
</tbody>
</table>

36 Million

6.9/10 Grade

15 Hours a day
Build a Stronger Well-being.

Life Enhanced by State Farm delivers the tools, motivation, connection, and fun you need to boost your well-being.
The Complete You

Sneak A Peek

Life Enhanced mixes scientific health insights with fun and practical activities for you and an entire online community. Compete in activities and challenges to earn points you can redeem for gift cards, donations, or discounts.

Physical  Emotional  Social  Financial
Help shape the future you envision.

Prepare

Develop health and financial habits that prepare you to face unexpected challenges.

Preserve

Find and apply holistic solutions to preserve what you’re working so hard to grow.

Protect

Relax a bit knowing you’ve got a plan to help you protect the ones you love.
What we can expect to see next....interventions
& Maybe ... Dynamic & Realtime View of Risk

Connected Devices

Data Aggregation

Data Exchange
Forces Weighing on Mortality

<table>
<thead>
<tr>
<th>Age</th>
<th>m(x) 10%</th>
<th>m(x) 8%</th>
<th>m(x) 6%</th>
<th>m(x) 4%</th>
<th>m(x) 2%</th>
<th>m(x) 0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>8.6</td>
<td>7.3</td>
<td>6.0</td>
<td>4.7</td>
<td>3.4</td>
<td>2.1</td>
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<tr>
<td>60</td>
<td>10.9</td>
<td>9.3</td>
<td>7.5</td>
<td>5.7</td>
<td>3.9</td>
<td>2.1</td>
</tr>
<tr>
<td>80</td>
<td>12.5</td>
<td>10.6</td>
<td>8.5</td>
<td>6.5</td>
<td>4.5</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Average Person

Smoker

Regular Exercise

Relative m(x)

1 1 1

Age 30 60 80 80
Reduction Factor Application

\[ m_0(t) \cdot R_1(t) \cdot R_2(t) \cdot m_0(t) \]

Survival Probability

Survival Probability

Base Mortality

Regular Exercise

Smoking
Data Sources

- Fitbit
- Higi Station
- Fitbit Scale
- EMR
To help make my point: ... My Life
Profile - Before

**Policy Holder**

**Dustin Yoder**

**Enrolled**

- **Age**: 39
- **BMI**: 23.3
- **Blood Pressure**: 120/65 mmHg
- **Blood Pressure Class**: Normotensive
- **Computer Class**: Easy Computer
- **Exercise Frequency**: 90 min. / week
- **Diabetic Class**: Not Diabetic

**Enrolled on**: 09 / 20 / 2008

**Connected Apps**:

- Wriings

**Survival Probability**

- **Y-axis**: Survival Probability
- **X-axis**: Age

Graph showing the survival probability over different ages.
Profile - Before

Survival Probability

Age

20

70

DUSTIN YODER
Detailed view of policyholder

Profile
Quote
Application
Payment
Policy
Biometrics
Fitness
Behavior
Engagement
Risk Profile
Data

Policyholder Profile

Enrolled: 09 / 20 / 2008

Age
23

Smoking Class
Non-Smoker

BMI
23.3

Blood Pressure
120/65 mmHg

Blood Pressure Class
Normotensive

Computer Class
Easy Computer

Exercise Frequency
90 min / week

Diabetic Class
Not Diabetic

Connected Apps:

Withings
BMI - Before

Connected Apps:

<table>
<thead>
<tr>
<th>Date</th>
<th>Height</th>
<th>Weight</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/01/2008</td>
<td>181</td>
<td>24.5</td>
<td>Normal</td>
</tr>
<tr>
<td>03/10/2008</td>
<td>178</td>
<td>24.5</td>
<td>Normal</td>
</tr>
<tr>
<td>04/14/2008</td>
<td>172.3</td>
<td>24.1</td>
<td>Normal</td>
</tr>
<tr>
<td>05/16/2008</td>
<td>176.2</td>
<td>22.9</td>
<td>Normal</td>
</tr>
<tr>
<td>06/17/2008</td>
<td>176.3</td>
<td>22.6</td>
<td>Normal</td>
</tr>
<tr>
<td>07/31/2008</td>
<td>172.0</td>
<td>22.6</td>
<td>Normal</td>
</tr>
<tr>
<td>08/10/2008</td>
<td>171.6</td>
<td>22.3</td>
<td>Normal</td>
</tr>
<tr>
<td>09/13/2008</td>
<td>171.9</td>
<td>22.3</td>
<td>Normal</td>
</tr>
</tbody>
</table>

Displaying 18 of 8 Results

Connected Apps:

Relative Mortality

<table>
<thead>
<tr>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
</tr>
<tr>
<td>40</td>
</tr>
<tr>
<td>60</td>
</tr>
<tr>
<td>80</td>
</tr>
<tr>
<td>100</td>
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</tbody>
</table>
### Blood Pressure — Before

#### Results

<table>
<thead>
<tr>
<th>Date</th>
<th>#</th>
<th>Systolic Blood Pressure (mmHg)</th>
<th>Diastolic Blood Pressure (mmHg)</th>
<th>BP Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/01/2008</td>
<td>114</td>
<td>89</td>
<td>69</td>
<td>Normalization</td>
</tr>
<tr>
<td>04/02/2008</td>
<td>112</td>
<td>63</td>
<td>69</td>
<td>Normalization</td>
</tr>
<tr>
<td>09/13/2008</td>
<td>114</td>
<td>68</td>
<td>69</td>
<td>Normalization</td>
</tr>
<tr>
<td>01/02/2009</td>
<td>126</td>
<td>70</td>
<td>70</td>
<td>Normalization</td>
</tr>
<tr>
<td>01/08/2009</td>
<td>115</td>
<td>70</td>
<td>70</td>
<td>Normalization</td>
</tr>
<tr>
<td>07/02/2009</td>
<td>113</td>
<td>69</td>
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<td>Normalization</td>
</tr>
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<td>12/02/2009</td>
<td>111</td>
<td>70</td>
<td>69</td>
<td>Normalization</td>
</tr>
</tbody>
</table>

#### Connected Apps

- Withings

![Graph showing relative mortality vs age](#)
Blood Pressure – After

<table>
<thead>
<tr>
<th>Date</th>
<th>Systolic Blood Pressure (mmHg)</th>
<th>Diastolic Blood Pressure (mmHg)</th>
<th>BP Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/01/2017</td>
<td>161</td>
<td>89</td>
<td>Mild Hypertension</td>
</tr>
<tr>
<td>02/22/2017</td>
<td>162</td>
<td>81</td>
<td>Mild Hypertension</td>
</tr>
<tr>
<td>07/12/2017</td>
<td>144</td>
<td>80</td>
<td>Mild Hypertension</td>
</tr>
<tr>
<td>08/01/2017</td>
<td>148</td>
<td>83</td>
<td>Mild Hypertension</td>
</tr>
<tr>
<td>04/02/2017</td>
<td>142</td>
<td>80</td>
<td>Mild Hypertension</td>
</tr>
<tr>
<td>06/30/2017</td>
<td>175</td>
<td>92</td>
<td>Mild Hypertension</td>
</tr>
<tr>
<td>10/19/2017</td>
<td>160</td>
<td>84</td>
<td>Mild Hypertension</td>
</tr>
<tr>
<td>12/2/2017</td>
<td>134</td>
<td>80</td>
<td>Mild Hypertension</td>
</tr>
</tbody>
</table>

Relative Mortality

Age

Chart showing relative mortality increase with age.
Glucose - Before
**Glucose - Before**

Test Results:

<table>
<thead>
<tr>
<th>Component</th>
<th>Value/Ref Range</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glucose</td>
<td>80 - 120 mg/dL</td>
<td>6.3</td>
</tr>
<tr>
<td>Hg A1C</td>
<td>4.6 - 6.0%</td>
<td></td>
</tr>
</tbody>
</table>

Relative Mortality vs Age graph:

- Y-axis: Relative Mortality
- X-axis: Age (20 - 100)
- The graph shows an increase in relative mortality with age.
Glucose - After

Test Results

Relative Mortality vs. Age

Component
- Estimated Average Glucose: 80 - 120 mg/dL
- HbA1c: 5.9 - 6.6 %
- Glucose, Fasting: 60 - 99 mg/dL
Relative Mortality Given all Relevant Changes
2009 - Before

**DUSTIN YODER**
Detailed view of policyholder

**Policyholder Profile**

<table>
<thead>
<tr>
<th>Personal Information</th>
<th>Health Profile</th>
<th>Preferences</th>
<th>Related Tags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smoking Class</td>
<td>Non-Smoker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BMI</td>
<td>23.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blood Pressure</td>
<td>112/65 mmHg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blood Pressure Class</td>
<td>Normotension</td>
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<td></td>
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<tr>
<td>Commuter Class</td>
<td>Easy Commuter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exercise Frequency</td>
<td>90 min / week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diabetic Class</td>
<td>Not Diabetic</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Life Expectancy: 83

2019 - After

**DUSTIN YODER**
Detailed view of policyholder

**Policyholder Profile**

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<tr>
<td>Age</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>Blood Pressure</td>
<td>144/90 mmHg</td>
<td></td>
<td></td>
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<td>Mild Hypertension</td>
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<td></td>
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<td>Commuter Class</td>
<td>Easy Commuter</td>
<td></td>
<td></td>
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<tr>
<td>Exercise Frequency</td>
<td>0 min / week</td>
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<tr>
<td>Diabetic Class</td>
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</table>

Life Expectancy: 79
Risk and Insight

Drift in Annual Expected Liability

$250,000

<table>
<thead>
<tr>
<th>Smoker</th>
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<th>N</th>
<th>N</th>
<th>N</th>
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</thead>
<tbody>
<tr>
<td>Diabetic</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
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<td>Exercise</td>
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Risk and Insight

Drift in Annual Expected Liability

$200,000

$250,000

<table>
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<td>N</td>
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<tr>
<td>Exercise</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
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</tbody>
</table>

<table>
<thead>
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<th>N</th>
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<td>Diabetic</td>
<td>N</td>
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</tr>
<tr>
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<td>N</td>
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<tr>
<td>Exercise</td>
<td>N</td>
<td>Y</td>
<td>N</td>
<td>N</td>
</tr>
</tbody>
</table>
Dustin Yoder
Founder & CEO at Sureify

sureify.com | dustin@sureify.com | 408.489.8881