# Al-Driven Claims Analytics Machine Learning Meets Insurance Claims



Al Driven Analytics

# THE END OF THEORY: THE DATA DELUGE MAKES THE SCIENTIFIC METHOD OBSOLETE



Chris Anderson (canderson@wired.com) is the editor in chief of Wired.





#### HOW ARTIFICIAL INTELLIGENCE WILL IMPACT THE (RE)INSURANCE INDUSTRY



Denis Kessler, a French citizen, is a graduate of HEC business school (Ecole des Hautes Etudes Commerciales), holds a PhD in economics and advanced degrees in economics and social sciences, and is a Fellow of the French Institute of Actuaries.

He was Chairman of the Fédération Française des Sociétés d'Assurance (FFSA), Senior Executive Vice-President and member of the Executive Committee of the AXA Group and Executive Vice-President of MEDEF (Mouvement des Entreprises de France). He joined SCOR as Chairman and Chief Executive Officer on 4 November 2002. In January 2016, he was elected to join the Academy of Moral and Political Sciences of the Institut de France.

ARTIFICIAL INTELLIGENCE: A BURGEONING FIELD OF RESEARCH WHICH HAS TAKEN US INTO A NEW MACHINE AGE



# John Hancock 'reinventing' life insurance to get people healthier, living longer: CEO

- CEO Marianne Harrison says John Hancock is "reinventing" the traditional life insurance model by only offering data-driven, interactive policies.
- The idea is to track fitness and health data through wearable devices and smartphones and reward policyholders for the steps they take.
- The company offers incentives to encourage people to live healthier, longer lives.

#### Michelle Fox | @MFoxCNBC

Published 3:54 PM ET Wed, 19 Sept 2018















#### AIDA Team's Past Track Record



insurance consumers' needs

By Lee Melidan | leemir@sph.com.sg | @LeeMelidanET

'Engaging industry'

a key priority in boosting S'pore as an R&D hub: NRF

AIA Group to up stake in Indian life insurance JV with

SMRT partners



MORE FROM THE BUSINESS TIMES



invests undisclosed



Hot stocks: Keppel and Sembcorp Marine fall more



possible buyer in 3



Standard Chartered partners A\*STAR's I2R to leverage data to gain business



S'pore team tops in predicting flight timings

with solution that could help airlines save millions of dollars

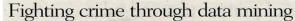




App tells you if place is hot spot or dead town

Software identifies crooked sellers faster

Built by Visa and A\*Star, i



credit card company to detect fraud using advanced data analytics technology. OO GIN LEE reports

12R has announced its partnership with SingTel to set up a joint laborator to develop advanced data analytics for innovative, personalised and





Technology Review

kaggle

thesundaytim



THE STRAITS TIMES

es **asia report** 







#### AIDA's AI Driven SMART-CLAIMS Portfolio

STP for Improving Processes

Machine Learning for Information
Extraction & Predictive Claims
Processing

Augmented Intelligence for Claims Management

CLAIMS



Fraud
Detection using
Outlier
Algorithms

Outlier Detection and Drift Detection for suspicious claims

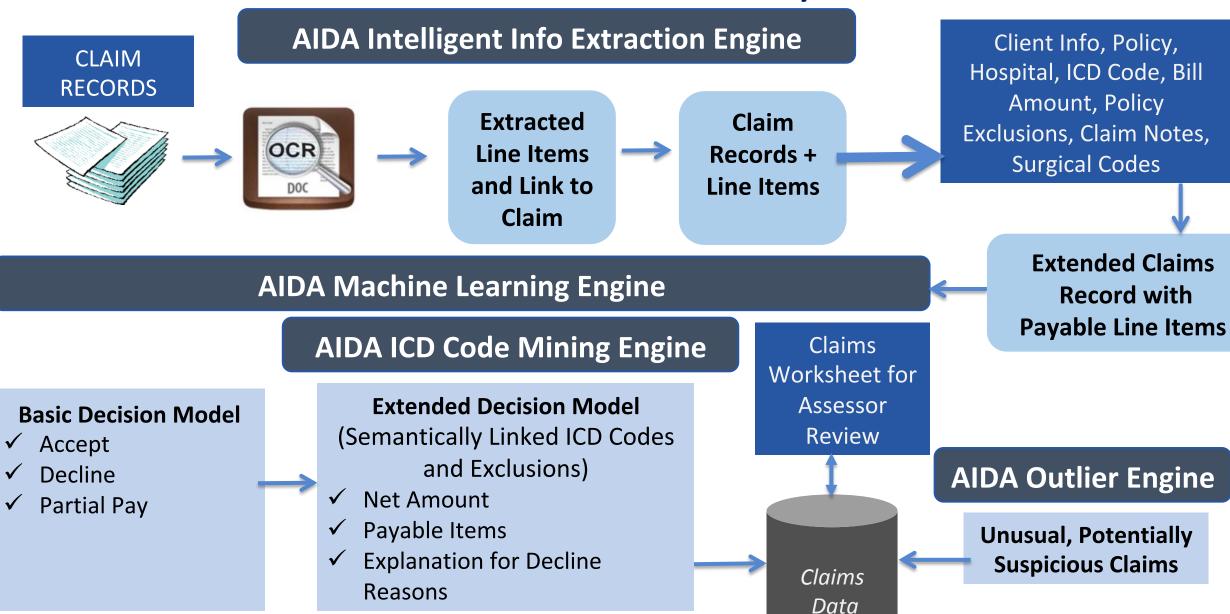
AI/ML driven
Underwritting
Algorithm

Predicting Propensity to Claim

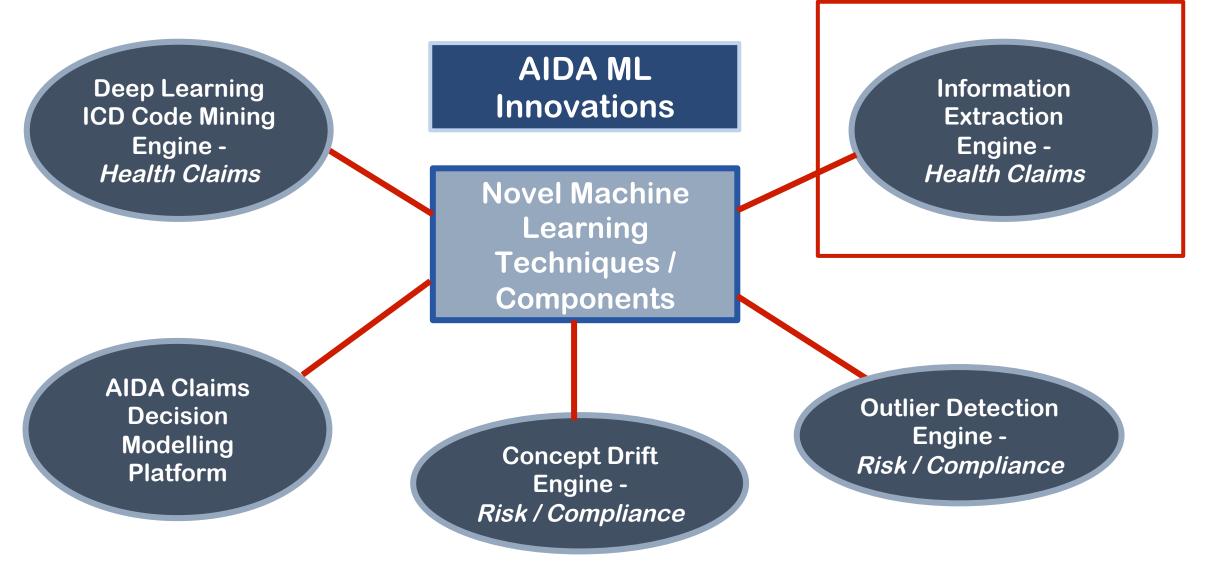
# AIDA SMART-CLAIMS: Insurance Claims Straight Through Processing (STP)



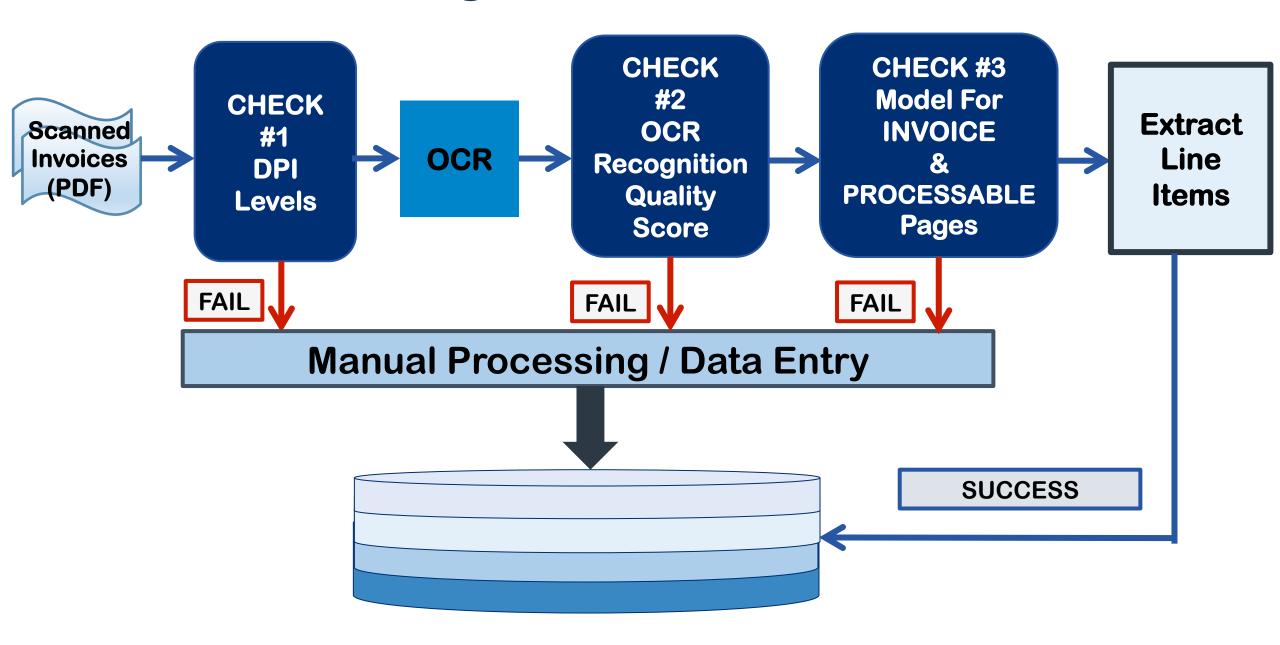
### AIDA SMART-CLAIMS System



# AIDA – Machine Learning Innovations



### **AIDA Intelligent Information Extraction**



108

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Tgl. Keluar	: 03 Jan	2018 12:50:00	Tgl. Lahir	: 27 Jan 1977	: J
Tanggai	Kode	Keterangan	Ju	mlah	Nilai
		Accommodation			
03 Jan 2018	99007010	Cuci Rambut/ Hair Wash & Blow Short		1	70.000
03 Jan 2018	99007005	Conditioner		1	7,500
			SubTotal :		77,500 ¥
		Bed Charges			
02 Jan 2018	11001007	Room Charge: VIP		1	2,000,000
			SubTotal:		2,000,000
		Consumables			
02 Jan 2018		Ecoflac Mix ( 16401 ) - B Braun		1.	10,725
02 Jan 2018		Intrafix SafeSet NF (4063004) - B Braun		1	50,050
02 Jan 2018		Vasofix Safety 22G ( 4268091S03 ) - B Braun		1	64,350
02 Jan 2018		Tegaderm I.V. 7x8.5 cm ( 1633 ) - 3M		1	17,160
02 Jan 2018 02 Jan 2018		Needle 18G x 1.1/2 inc ( NN1838 R ) Single Use	- Terumo	2	5,148
02 Jan 2016 02 Jan 2018		Syringe 5 mL Luer Lock Tip ( \$\$05L ) - Terumo Syringe With Needle 10 mL, 21G x 1.1/2 ( \$\$10L	2420 ) Tomme	2	12,870
02 Jan 2016 02 Jan 2018		Intrafix SafeSet NF (4063004) - B Braun	2138 ) - Terumo	1 .	10,439
02 Jan 2018		Syringe With Needle 10 mL, 21G x 1,1/2 ( \$\$10L	2128 ) - Tenuma		50,050 10,439
02 Jan 2018		Syringe With Needle 10 ml., 21G x 1.1/2 ( \$\$10L			10,439
02 Jan 2018	0208050015	Pastik Alkohol Swabs 2-Ply - Metz	2130 ) - 10101110	2	944
02 Jan 2018		Syringe 20 mL Luer Tip ( \$\$20E\$ ) - Terumo			18,161
02 Jan 2018		Needle 18G x 1.1/2 inc ( NN1838 R ) Single Use	Tenumo	i	2,574
02 Jan 2018		Syringe 3 mL Luer Lock Tip ( \$903L ) - Terumo		i	5,148
02 Jan 2018	0205010004	Needle 23G x 1.1/4 inc ( NN2332 R ) Single Use	- Terumo	2	5,148
02 Jan 2018		Pastik Alkohol Swabs 2-Pty - Metz		2	94.
02 Jan 2018	0206010002	Syringe With Needle 10 mL, 21G x 1.1/2 ( SS10L	2138 ) - Terumo	4	41 44
02 Jan 2018	0208050015	Pastik Alkohol Swabs 2-Pty - Metz		2	
02 Jan 2018	0206010005	Syringe 3 mL Luer Lock Tip ( \$503L ) - Terumo		1	5,148
02 Jan 2018	0205010004	Needle 23G x 1.1/4 Inc ( NN2332 R ) Single Use	- Terumo	1	2,574
02 Jan 2018		Syringe With Needle 10 mL, 21G x 1.1/2 (\$\$10L	2138 ) - Terumo	1	10,4
02 Jan 2018		Syringe 3 mL Luer Lock Tip ( \$\$03L ) - Terumo		1	5 +
02 Jan 2018		Needle 18G x 1.1/2 Inc ( NN1838 R ) Single Use		1	2,4
02 Jan 2018	0208020029	Glove Nitril Blue Non Steril Free Powder S (TGN) Medical	¥F-S) - TG	4	4,576
02 Jan 2018	0201030002	Micropore Tape 1 Inch x 10 Yrd Non Dis - 3M		1	29
03 Jan 2018	0206010002	Syringe With Needle 10 mL, 21G x 1.1/2 (SS10L	2138 ) - Terumo	1	10,40-
03 Jan 2018	0206010005	Syringe 3 mL Luer Lock Tip ( \$503L ) - Terumo		1	5,148
03 Jan 2018		Needle 23G x 1.1/4 inc (NN2332 R ) Single Use	Terumo	1.	2,574
03 Jan 2018	0208050015	Pastik Alkohol Swabs 2-Pty - Metz		3	1,416

Totadorm IV 7v8 5 cm / 1633 \ 3M

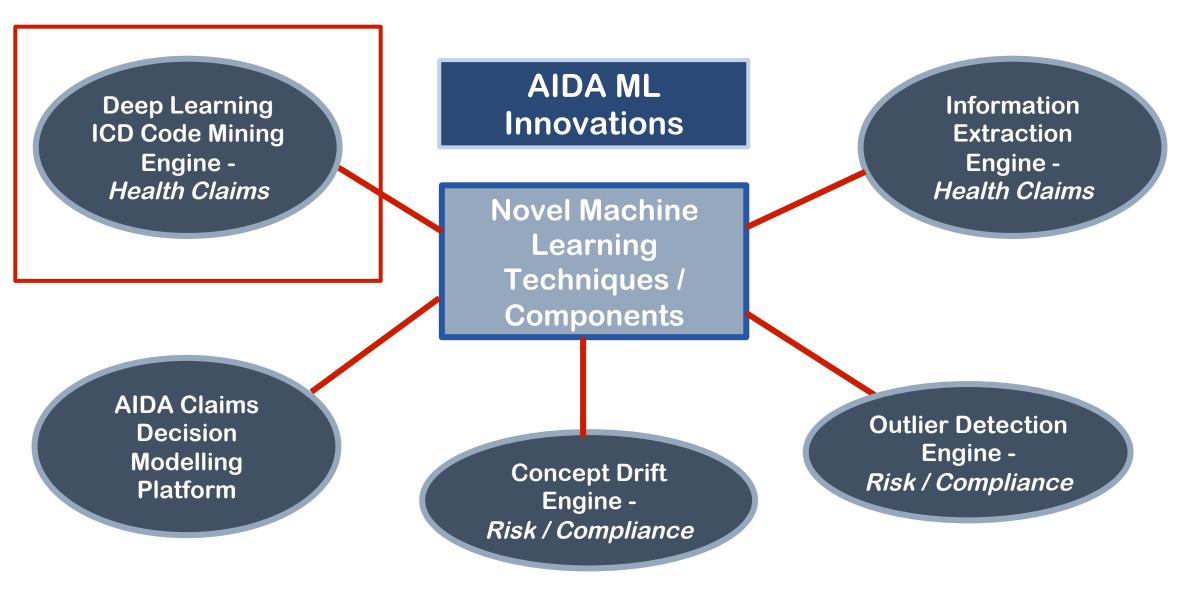
	Invoice ID	Page No	Description	Price	Quantity	Amount	Change Type	
-[	119	1	Cud Rambut/ Hair Wash & Blow Short			70000	Others •	
-[	119	1	Conditioner			7500	Others •	
-[	₽9	1	Room Charge: VIP		1	2000000	Others •	
-[	119	1	Ecoflac Mix ( 16401 ) - B Braun	F	1	10725	Others •	
-[	119	1	Intrafix SafeSet NF (4063004) - B Braun		1	50050	Others •	
-[	119	1	Vasofix Safety 22G ( 4268091S03 ) - B Braun		1	64350	Others •	
_[	110	1	Tanadacm IV 7v0 5 cm / 1622 1 2M		4	17160	Orbose	
•	119	•			, · · · · ·		Others •	

17160 Others

Discard Change

Save Changes

### AIDA – Machine Learning Innovations



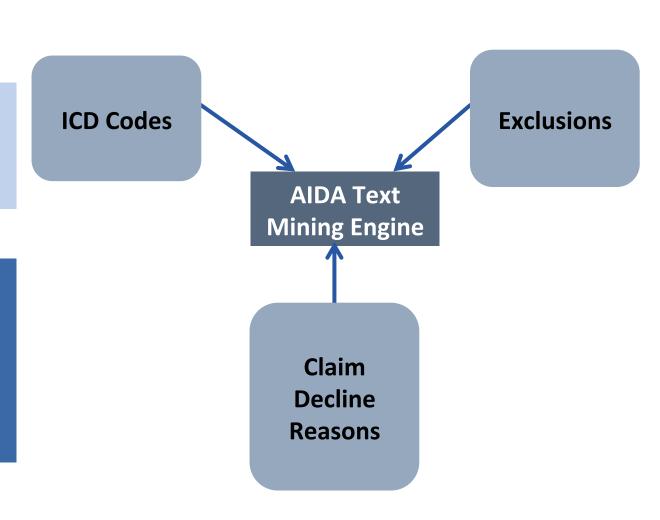
# Deep Learning and Text Mining to Learn Contextual Connections

#### **Key Challenge**

- ☐ ICD Codes and Exclusions are Not Semantically Linked
- ICD Codes are in Medical Terms (e.g. Obstetrics)
- ☐ Exclusions are in Layman's Terms (e.g. Maternity)

AIDA AI-CLAIMS Text Mining Engine Automatically Learns Contextual Connections from Text Data

- Connect Terms to ICD Codes
- Connect Terms to Exclusions
- Connect ICD Codes to Related ICD Codes
- Connect Exclusion Codes to ICD Codes



# AIDA – Machine Learning Innovations

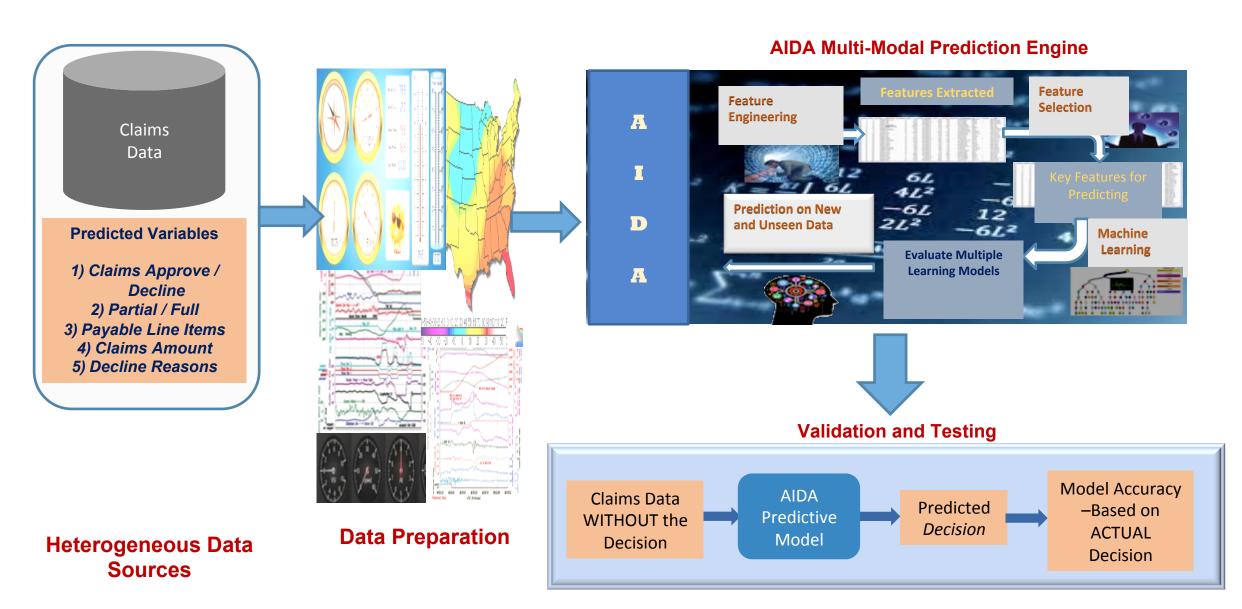
Deep Learning ICD Code Mining Engine -Health Claims AIDA ML Innovations

Novel Machine Learning Techniques / Components Information
Extraction
Engine Health Claims

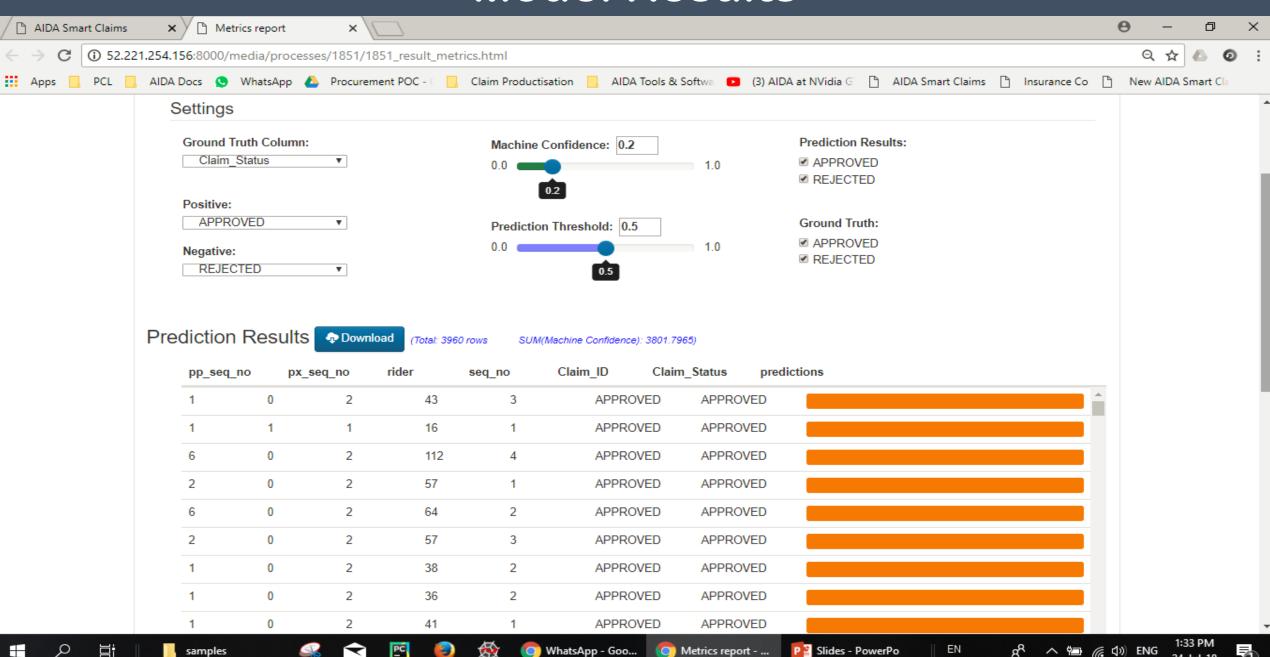
AIDA Claims
Decision
Modelling
Platform

Outlier Detection Engine -Risk / Compliance

#### **AISA SMART-CLAIMS Claims Decision Engine**

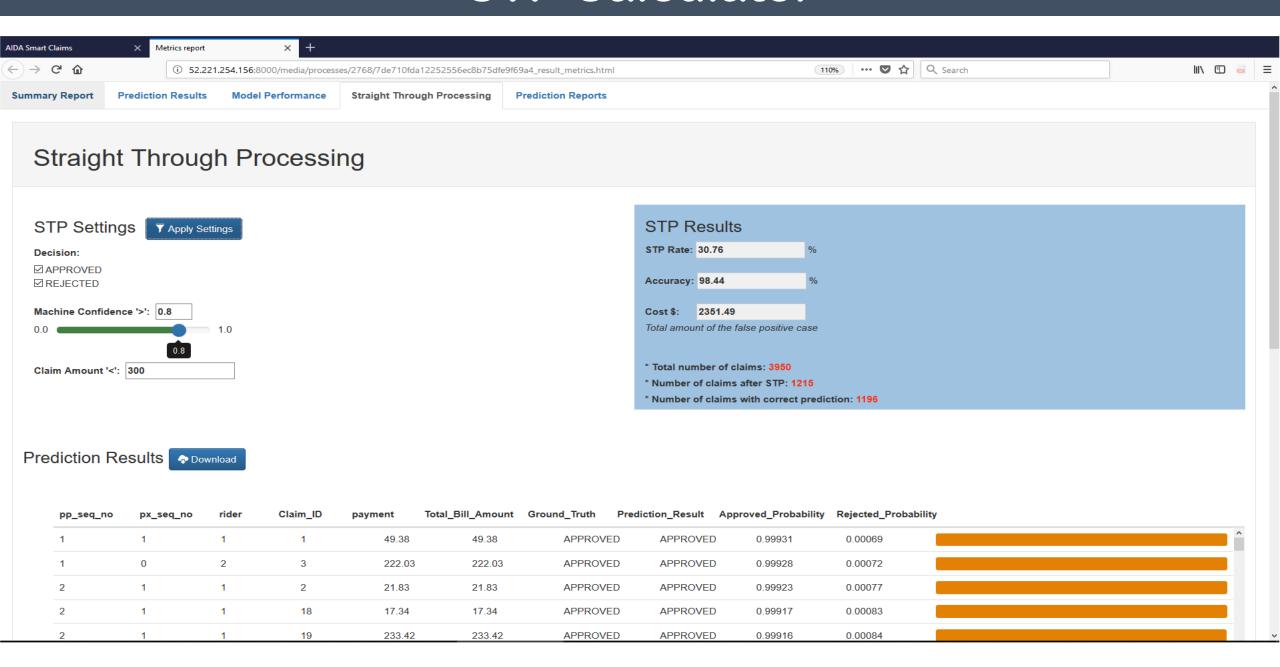


#### **Model Results**

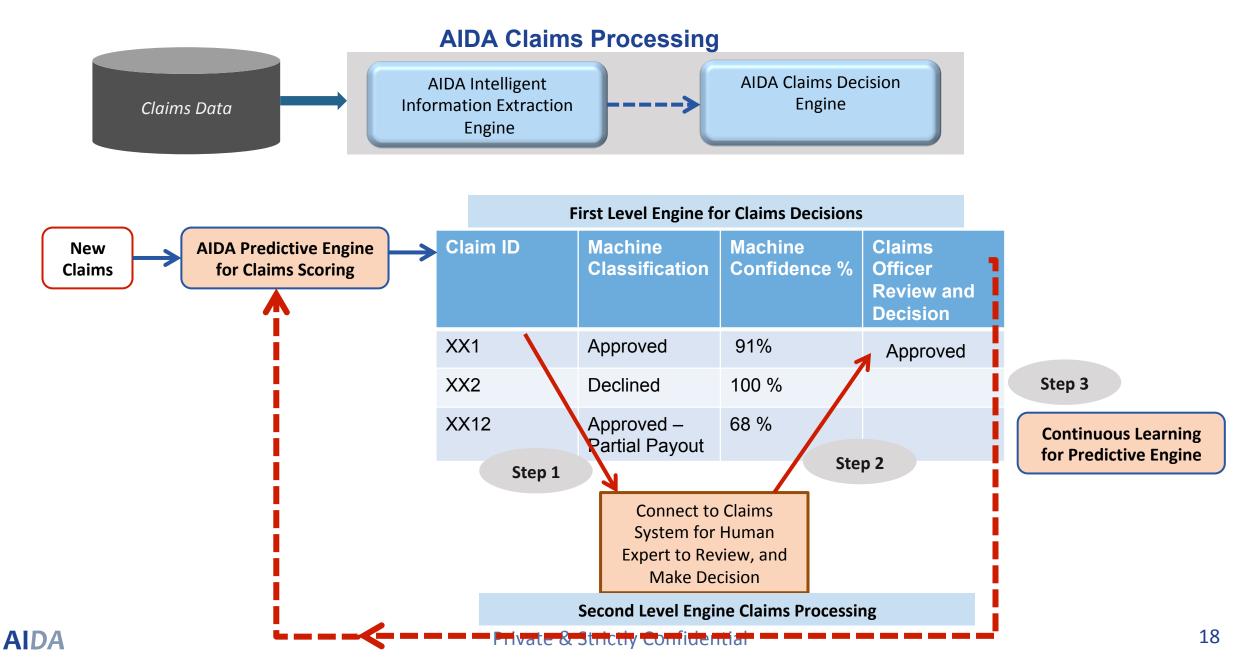


samples

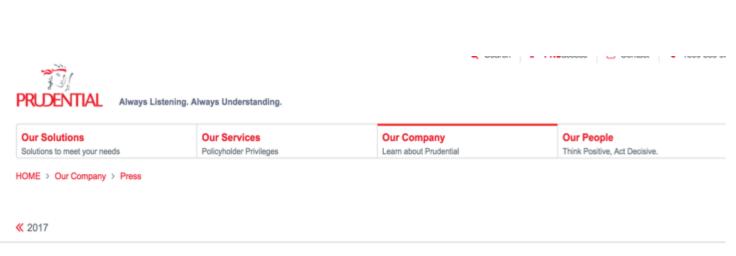
### **STP Calculator**



#### AIDA SMART-CLAIMS (Continuous Learning & Update)



# Prudential/AIDA @ Singapore Fintech Festival 2017





Insurance claims assessment in seconds soon a reality for Prudential Singapore PRUshield policyholders

Insurer trialing an intelligent machine learning-based solution that simplifies claims assessment

SINGAPORE, 13 November 2017 – Prudential Singapore (Prudential) is leading a step change in the way insurance claims are made with its trial of an industry-first, machine learning-based solution that assesses claims in seconds.

"we passed some data to the AIDA team to analyse, ... we didn't tell them anything about the data but they made sense out of it. It made us realise we are sitting on a goldmine of data ...,"

#### AIDA's AI Driven SMART-CLAIMS Portfolio

STP for Improving Processes

Machine Learning for Information
Extraction & Predictive Claims
Processing

Augmented Intelligence for Claims Management



Fraud
Detection using
Outlier
Algorithms

Outlier Detection and Drift Detection for suspicious claims

AI/ML driven Underwritting Algorithm

Predicting Propensity to Claim

#### **Outlier Analysis for Health Claims**

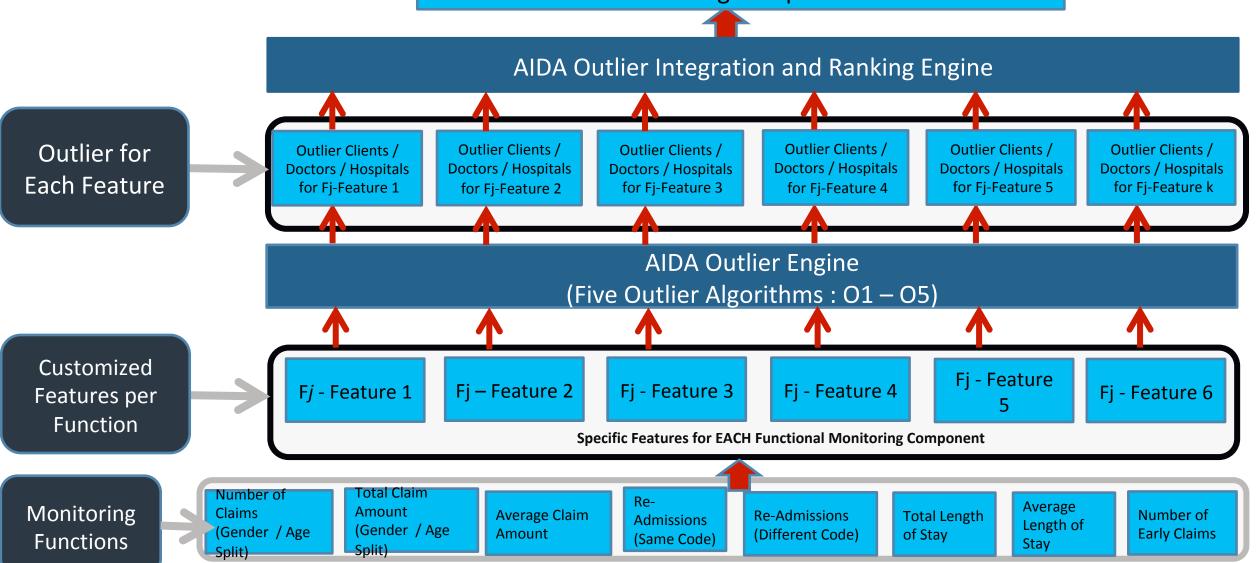
#### **Key Risk Indicators:**

- ✓ Average and Total Number of Claims (Gender / Age / Race)
- ✓ Average and Total Claim Amount
- ✓ Number of Surgeries
- ✓ Average and Total Surgical Fee
- ✓ Unusual Surgeries (specific to ICD Code / Diagnosis)
- ✓ Re-Admission Patterns
- ✓ Length of Stay
- ✓ Number of Scans / Procedures
- ✓ Average and Total Procedure Fee
- ✓ Early Claims (with respect to policy inception date)
- ✓ Unusual Early Claims (specific to ICD Code / Diagnosis)
- ✓ Unusual Procedures (specific to ICD Code / Diagnosis)

Customisable and Configurable

### AIDA Outlier Detection and Claims Risk Scoring

Outlier CLIENTS / DOCTORS / HOSPITALS for Functional Monitoring Components



#### **CLIENTS OUTLIERS**

Top 10 ICD Codes Based on Claim Amount All : All Top 10 ICD Codes Grouping By: By ICD-Code Outlier Feature

All ICD Codes Top 10 ICD Codes Based on No. Of Claims Top 10 ICD Codes Based on Claim Amount Top 10 ICD Codes Based on Avg Claim Amount

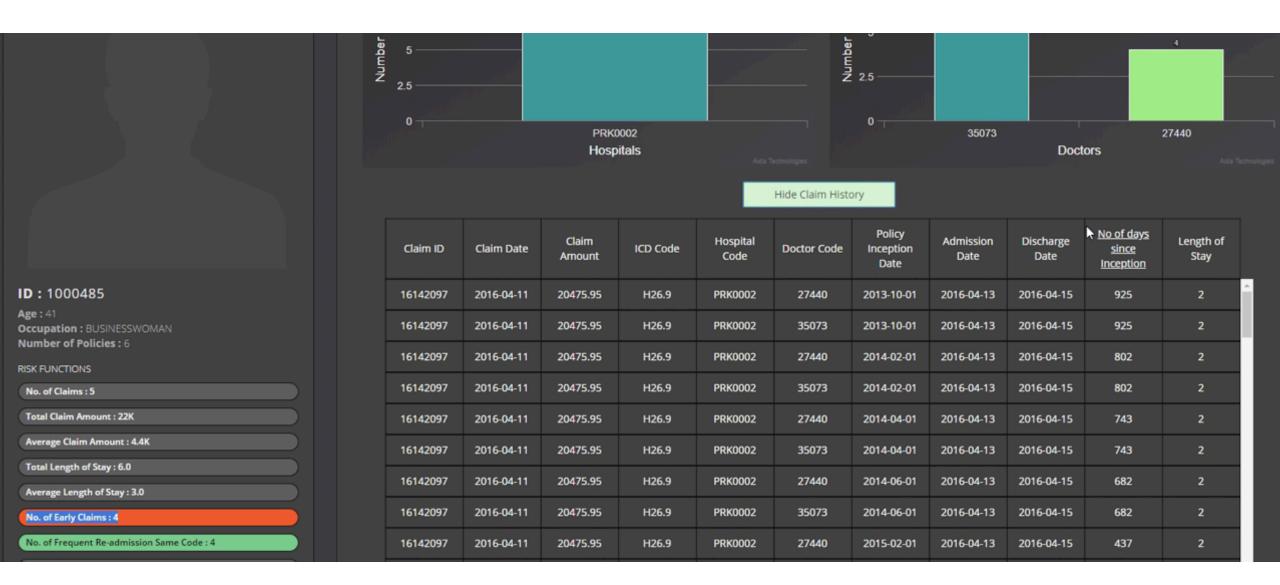
Segmentation

● All Segments ● By Gender-Age Band ● By CD-Code ● By Gender-Age-ICD

ICD Code

Clients*	NUMBER OF CLAIMS	TOTAL CLAIM AMOUNT	AVERAGE CLAIM AMOUNT	TOTAL LENGTH OF STAY	AVERAGE LENGTH OF STAY	NUMBER OF EARLY CLAIMS	NUMBER OF FREQUENT RE- ADMISSION SAME CODE	NUMBER OF FREQUENT RE- ADMISSIONS DIFFERENT CODE
1368435	1.00	1.00	0.00	0.00	0.00	0.00	1.00	0.28
1480658	0.63	0.19	0.00	0.00	0.00	0.00	1.00	0.97
1495638	1.00	0.11	0.00	0.00	0.00	0.00	1.00	0.42
1229317	0.62	0.51	0.00	0.00	0.00	0.10	0.90	0.36
511	0.53	0.00	0.00	0.00	0.00	0.00	0.92	1.00
849146	0.63	0.17	0.00	0.00	0.00	0.00	1.00	0.57
933756	1.00	0.04	0.00	0.02	0.00	0.00	0.60	0.70
1175713	1.00	0.05	0.00	0.00	0.00	0.00	0.95	0.29
796476	0.24	0.00	0.00	0.00	0.00	0.00	1.00	1.00
997188	0.21	0.00	0.00	1.00	1.00	0.00	0.00	0.00

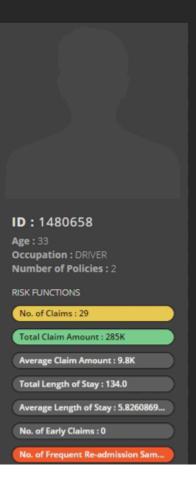


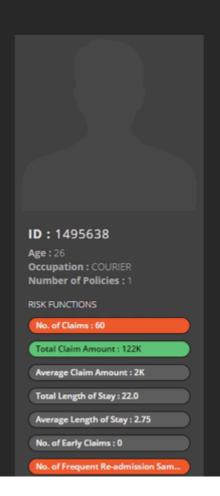


#### CLIENTS OUTLIERS

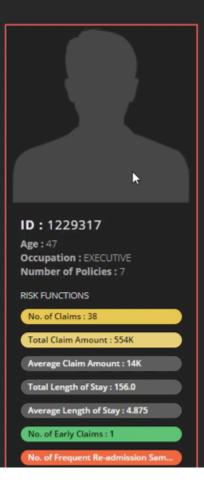
All ICD Codes Grouping By: All Segments

ID: 1368435 Age:4 Occupation: CHILD Number of Policies: 1 RISK FUNCTIONS No. of Claims: 59 Total Claim Amount: 120K Average Claim Amount: 2K Total Length of Stay: 116.0 Average Length of Stay: 2.0714285... No. of Early Claims: 0 No. of Frequent Re-admission Sam...

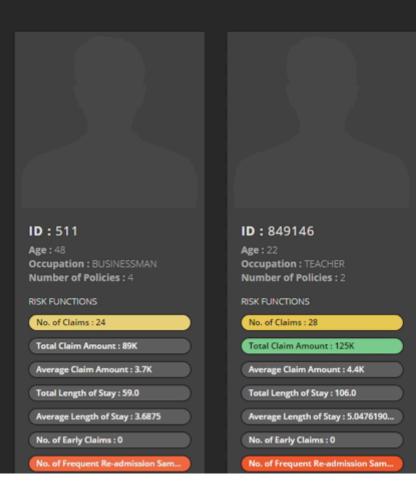




Outlier Feature



All ICD Codes
 Top 10 ICD Codes Based on No. Of Claims
 Top 10 ICD Codes Based on Claim Amount
 Top 10 ICD Codes Based on Avg Claim Amount





NISK ANALISIS TOF OUTLIERS (AGENTS)

#### CLIENTS OUTLIERS

All ICD Codes Grouping By: All Segments Outlier Feature

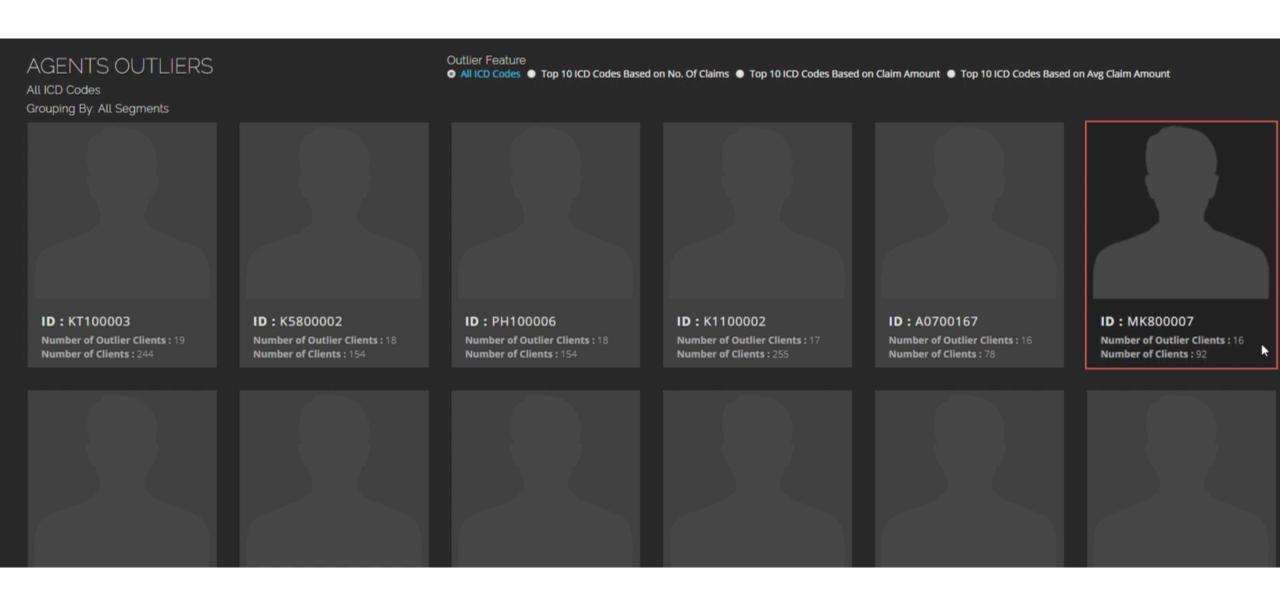
• All ICD Codes

• Top 10 ICD Codes Based on No. Of Claims

• Top 10 ICD Codes Based on Avg Claim Amount

Clients+	NUMBER OF CLAIMS	TOTAL CLAIM AMOUNT	AVERAGE CLAIM AMOUNT	TOTAL LENGTH OF STAY	AVERAGE LENGTH OF STAY	NUMBER OF EARLY CLAIMS	NUMBER OF FREQUENT RE- ADMISSION SAME CODE	NUMBER OF FREQUENT RE- ADMISSIONS DIFFERENT CODE
Clients Hospitals	1.00	1.00	0.00	0.00	0.00	0.00	1.00	0.28
1480658	0.63	0.19	0.00	0.00	0.00	0.00	1.00	0.97
1495638	1.00	0.11	0.00	0.00	0.00	0.00	1.00	0.42
1229317	0.62	0.51	0.00	0.00	0.00	0.10	0.90	0.36
511	0.53	0.00	0.00	0.00	0.00	0.00	0.92	1.00
849146	0.63	0.17	0.00	0.00	0.00	0.00	1.00	0.57
933756	1.00	0.04	0.00	0.02	0.00	0.00	0.60	0.70
1175713	1.00	0.05	0.00	0.00	0.00	0.00	0.95	0.29
796476	0.24	0.00	0.00	0.00	0.00	0.00	1.00	1.00
997188	0.21	0.00	0.00	1.00	1.00	0.00	0.00	0.00





#### RISK ANALYSIS - HEATMAP



TOP OUT MISS. THE OUT MISS INCOME.

CLIENTS OUTLIERS

Phillips Frontiers

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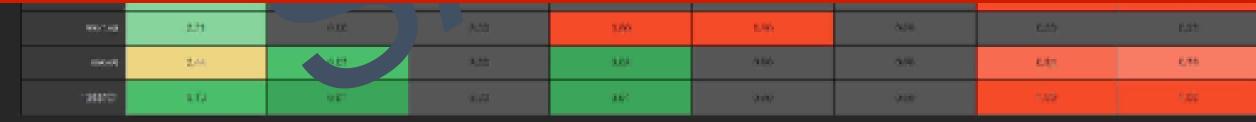
100 Codes December Any China Association

**Patients** Risk

Hospitals and Clinics Risk

**Doctors** and Surgeons Risk

> Agents Risk









AIDA – SMART-CLAIMS Business Case Analysis

Al Driven Analytics

#### **AIDA SMART-Claims**

#### Key Benefits of Machine Learning for Claims Processing

#### ✓ OPERATIONAL BENEFITS - Cost Per Claim Reduction

Number of Claims Per Month	Cost of Processing Per Claim (Dollars)	Total Claims Processing Cost Per Month (Dollars)	% of STP Claims Through ML Engine	Reduction in Cost of Processing Per Claim (Dollars)	Total Cost Savings in Claims Processing Per Month (Dollars)
10000	50	500,000	@ 50 %	25	250,000
20000	40	800,000	@ 60 %	24	480,000
••••					

@ 240,000 Claims Per Annum
 @ 40 Dollars Per Claim
 @ 60% STP Through Machine Learning
 Potential Savings Per Annum: \$5.76 Million

32

#### **AIDA SMART-Claims Introduction**

Key Benefits of Machine Learning for Claims Processing

- ✓ Significant Cost Savings (>\$5M/annum for 20K claims/month)
- √ Faster Claims Turn-Around (days to seconds)
- **✓** Augmented Intelligence to Support Specialist Claims Officers
- ✓ Organisational Knowledge by Continuous Learning By Machines
- **✓ Scalable to Increased Claim Volumes**
- ✓ Early Detection of Potentially Suspicious and Unusual Claims



# AIDA – SMART-CLAIMS Taking the Solution from Singapore into the region.

Al Driven Analytics







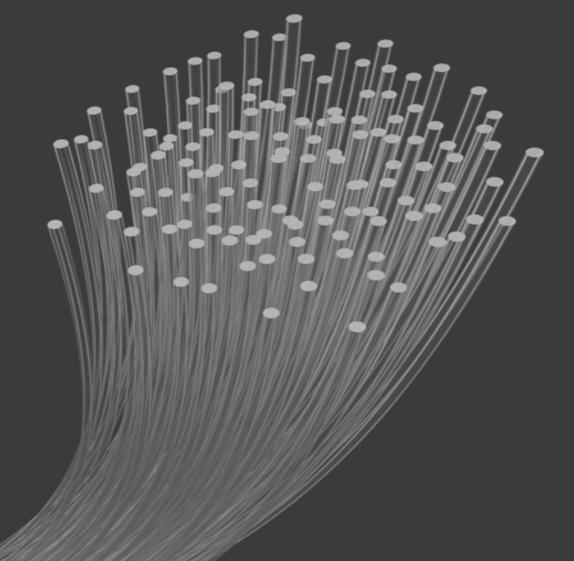




Taking AIDA's
Smart Claims
beyond Singapore
into Thailand,
Indonesia,
Malaysia, Hong
Kong and Japan



# Thank **YOU!**



For more information, please contact:

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gltan@aidatech.io