

INITIATIVE Clinical Encoding Innovation for Peak Provider Efficiency

AWARD Celent Model Insurer 2025 for **Data, Analytics and AI**

EXECUTIVE SUMMARY Medical cost inflation in Asia exceeds 10% annually, with 30-40% of healthcare spending lost to fraud, waste and abuse (FWA). By leveraging fine-tuned AI and ML models, AIA worked with Amplify Health to transform their approach to AI-Driven Provider Management and health cost management. With the ability to compare and benchmark in-market hospital performance, AIA and Amplify Health is driving a paradigm shift from reactive health coverage pricing to data-driven medical cost containment, enabling sustainably affordable healthcare for their customers across Asia.

TIMELINES Approximate Project Duration: 1.5 years

KEY BENEFITS

- Improved visibility into provider performance through risk-adjusted, like-for-like hospital comparisons.
- Operational efficiency gains freed up insurer teams to focus on strategic initiatives.
- Faster, scalable market deployments supported by reusable schemas and AI models.
- Stronger collaboration with providers, leading to more sustainable, data-driven care models.
- Real-time insights into hospital efficiency, supporting proactive cost containment strategies.
- 8-13% improvement in provider cost efficiency
- 1.2% reduction in overutilization
- 7.5% reduction in expected claims costs

KEY VENDORS Amplify Health (a pan-Asian Health Insurtech joint venture entity between AIA Limited and Discovery Group Limited)

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