

GloHealth

My cover. My way.

GloHealth is a new entrant to the Irish health insurance market launched on 1st July 2012.

The Irish health insurance market is a Community Rated market with a penetration level of 47% of the population (2.1m customers). Prior to the entry of **GloHealth** there were just 3 insurers in the market.

GloHealth is a health insurance business built to meet customer's requirements in 2012 and beyond. With a focus on both individual and corporate segments of the market **GloHealth's** intent is to be the benchmark for quality health insurance in Ireland. To achieve its objective **GloHealth** had a requirement for a technology platform which would provide it with a significant advantage over all other insurers in the market.

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GloHealth was set-up by a number of executives with in-depth knowledge of the health insurance sector in Ireland and who previously held senior executive positions within the Health, GI and Life and Pensions sectors in Ireland and the UK. Collectively the senior team involved in **GloHealth** have over 50 years' experience in the Irish health insurance industry with experience of many other solution providers.

Having a detailed understanding of the capabilities of all other health insurers **GloHealth** selected *Activus* as its technology partner based on the *Act-isure* solution's ability to enable **GloHealth** to design and administer a range of innovative health insurance products; provide comprehensive administration capabilities; support high levels of process automation and provide online access to a range of stakeholders, including group scheme administrators, intermediaries, medical providers and individual policy holders. Critical for **GloHealth** was the ability of *Activus* to provide an integrated web solution enabling **GloHealth** to establish the strongest digital presence in the market.

A key consideration in the selection of **GloHealth's** IT solution supplier was the ability of the supplier to deliver a quality implementation, in line with aggressive deadlines while also customising the solution to meet unique regulatory requirements and **GloHealth** specific business needs.

Operations and IT Director, Jacquie Doyle says:

“We spent a long time discussing our products and the flexibility needed to shake it up the market. The Irish market was in desperate need of change and for our competitors it is handcuffed by legacy systems. We knew the technology arena, and its limitations, well from our previous lives. Activus, through Act-isure gave us the innovative technology to deliver and we did not need to compromise on any of our product, process, web, printing, corporate or partner needs. It also ensures we scale economically and don’t have the need for major process change and enhancements as we grow. Choosing Activus was a very, very easy decision for me as having worked with different technology providers over the years, particularly in the PMI space, I knew what we were looking for. Their solution is an enabler to our business and strategy. Their time-to-market was faster than any we have seen before and, as the solution is tried and tested, our own testing and verification time was uncomplicated and without issue.”

Each release has been straightforward and worked, something that is more unusual than it should be!

“There are many providers out there who talk about their systems and what can be delivered, but when it comes to it you are dependent on the good will of one or two developers and the relationship you build with an Account Manager.

With *Activus* it is different, there is a personal commitment from everyone in the company, and I mean everyone.

They want us to succeed just as much as we do and they don’t just talk a good story.”

GloHealth CEO, Jim Dowdall says:

“The selection of *Activus* was one of the most important decisions **GloHealth** made. We were selecting a technology partner to deliver not just in the short term, but also in the long term as we redefine standards in our market. We are delighted we selected *Activus*.

The quality of their solution was superb in every regard, but this was exceeded by the quality of the team deployed to support our implementation. Their in-depth knowledge of their product, their experience with other health insurance markets and their dedication to deliver a successful implementation for **GloHealth** was outstanding.

Without any hesitation I would be delighted to recommend *Activus*”.

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