

A Study on Emerging Trends in Health Insurance Sector

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Abstract: "When praying does not do any good, insurance does help," by Bertolt Brecht. "Insurance has become an inevitable tool of unforeseen risk management for individuals as well as organizations." Emerging Trends in the Health Insurance Sector Customers are more aware of it, especially since the COVID 19 pandemic. The term "insurtech" has become a buzzword in India, completely altering the health insurance industry. The Internet of Things (IoT), big data, and artificial intelligence all play a significant role in the insurance industry. The topic of this paper is the impact of the COVID 19 pandemic on the health insurance industry. The specialist has introduced patterns, open doors and difficulties the health care coverage area if confronting now. There is a major test of digital wrongdoing the protection business needs to deal with. The research design was descriptive. Secondary data gathered from reliable sources like journals, newspaper articles, media reports, press releases, and relevant websites serve as the foundation for the study. The researcher has offered suggestions for taking advantage of the current opportunities and growing the health insurance industry. Insurance companies ought to take advantage of the government of India's efforts to boost the insurance industry and make it possible for them to expand into rural areas.

Keywords: Underwriting, Health Insurance, Risk Management, Financial Inclusion, Big Data

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