



## Big Data, Analytics, Machine Learning and Health Insurance

**Registration is now open!**

[Click here to register](#)

**Join us on 12 November 2018  
10:00 – 11:30 EST / 15:00 – 16:30 GMT**

The world of Big Data, Machine Learning and analytics has progressed rapidly in recent years with numerous applications emerging in health insurance. This webinar will have two presentations tackling the emerging techniques and specific applications in health care.

***Changing analytics - How should we analyze insurance data differently with machine learning techniques? (Graham Wright)***

The term “machine learning” covers a range of methods that can be powerful with very practical benefits in insurance pricing. Such methods can aid in further improving GLM results or more broadly bring valuable insights to complex problems. There can also be a number of practical challenges in using these methods effectively. This talk illustrates the different ways they are being applied in insurance, including the pitfalls and lessons learned from recent case studies. The focus will be on the high-level mechanics of key methods and the benefits/challenges of their application.

***Changing Healthcare - How can we Harness Predictive Analytics for Patients, Providers and Payers? – (Ian Duncan)***

Healthcare budgets in most countries seem to be out of control, with the U.S. heading to 20% of GDP and other countries not far behind in terms of rapidity of increases. Recently, predictive analytics, big data and artificial intelligence have been proposed as a solution that will enable practitioners to identify high risk populations and conditions earlier and intervene more effectively with patients. Is this hope justified or is it another example of misplaced optimism? What will it take for predictive analytics to make a significant impact on the cost and value of healthcare? We propose that three factors are required to work together to effect transformation: Payment Reform; Predictive Analytics and Behavioral Economics. In the future, more outcomes risk will be transferred to providers and consumers of healthcare services. As risk professionals, actuaries will be a significant contributor to this transformation.

## SPEAKERS

### *Graham Wright*



*Graham is a senior director at Willis Towers Watson (WTW) with over 12 years of experience working mainly in the UK personal lines market where he leads WTW's UK P&C Personal Lines Pricing practice, within the Pricing, Product, Claims and Underwriting division. His particular areas of expertise include personal lines pricing, data, underwriting and distribution best practice, and claims reserving. He has led multiple client projects ranging across data and data enrichment, underwriting, technical pricing methods and approaches, retail pricing and price optimisation. He qualified as a Fellow of the Institute and Faculty of Actuaries in 2010.*

### *Ian Duncan*



*Ian is Adjunct Professor of Actuarial Statistics at the University of California Santa Barbara and president of Santa Barbara Actuaries Inc., a provider of healthcare predictive modeling services. He is a fellow of the Society of Actuaries, the Institute of Actuaries, the Conference of Consulting Actuaries and the Canadian Institute of Actuaries, a Certified Specialist in Predictive Analytics (CAS) and a Member of the American Academy of Actuaries. He served on the board of directors of the Commonwealth of Massachusetts Health Insurance Connector Authority from 2007-2014. He is the author of numerous peer-reviewed papers, and several books including the recently published 2nd edition of "Healthcare Risk Adjustment and Predictive Modeling"*

## MODERATOR

### **Adrian Baskir**



*Adrian is the Chair of the IAA Health Section. He is based in the UK where he is currently the Chief Actuary for Bupa International Markets having been the Chief Actuary in Bupa UK previously. In this capacity, his span of responsibilities include Pricing and Reserving in a number of countries around the world. He is very active within the actuarial profession, having been a member of the IAAHS Committee for 7 years. He served as President of the Actuarial Society of South Africa before moving to the UK and was a member of the Council of the Institute and Faculty of Actuaries for 3 years.*

## REGISTRATION AND PARTICIPATION

This webinar is **free for IAAHS members!** To register, [click here](#).

Not a member? You can participate in the webinar too, by [joining IAAHS](#) (nominal fee of \$50 Cdn)

In addition to free participation in this webcast, your annual membership also will grant you:

- **Free participation in upcoming webinars until December 31, 2019**
- **Full access to a wealth of online resources**, including recordings of past webcasts current reference lists and a repository of documentation specifically related to IAAHS

**This webinar may qualify for CPD credits with your Association. A confirmation certificate will be emailed to you after the event on request.**

And don't forget to keep current with IAA activities through our social media sites on [LinkedIn](#), [Twitter](#) and [Facebook](#)!