

# 02 再 资本市场 2024 2024 China





议程

AGENDA

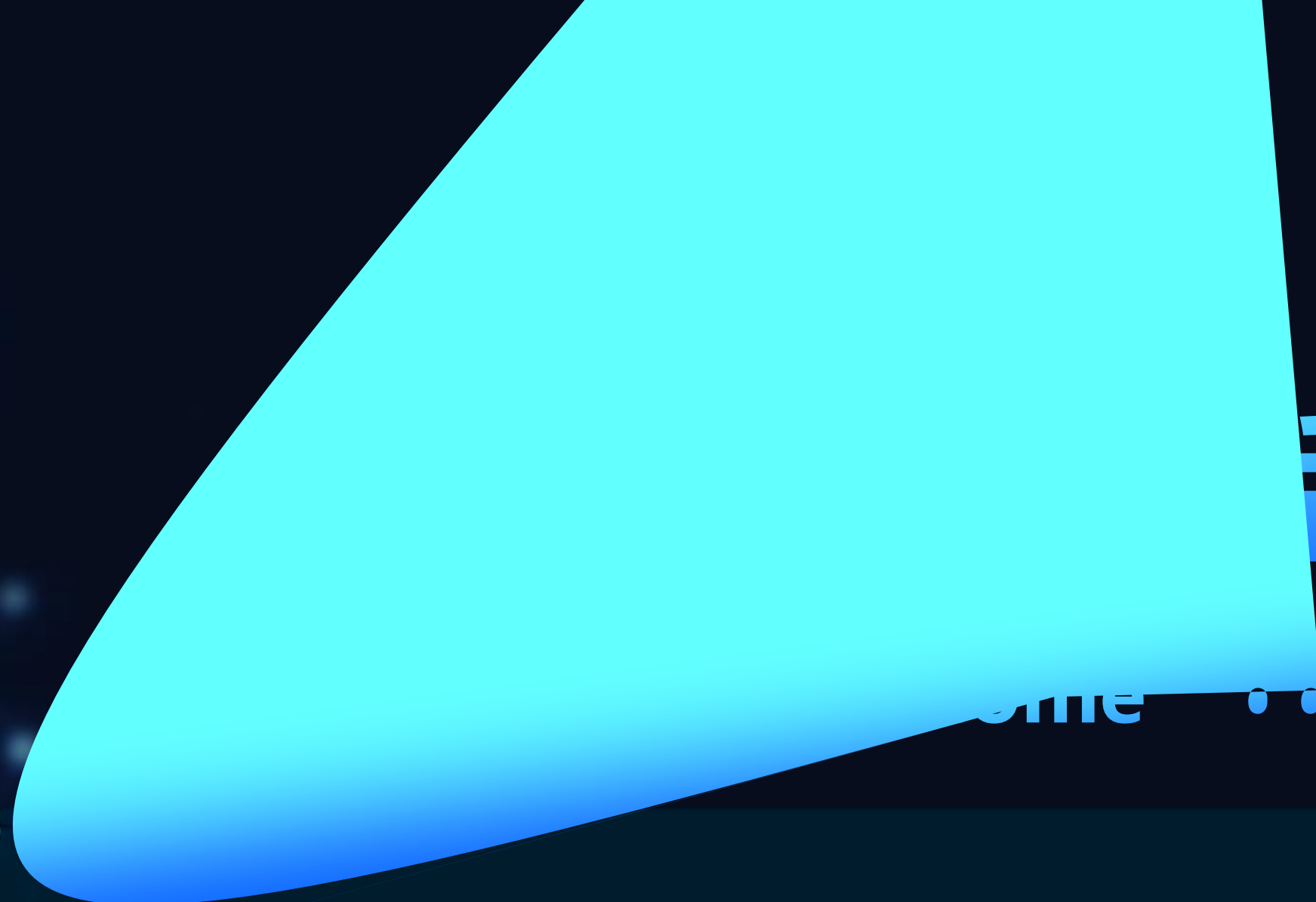
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# 中国健康险市场形势与展望

Status Quo & Outlook of Health Insurance Market in China



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# 现状：增长动因

Status Quo: Growth momentum



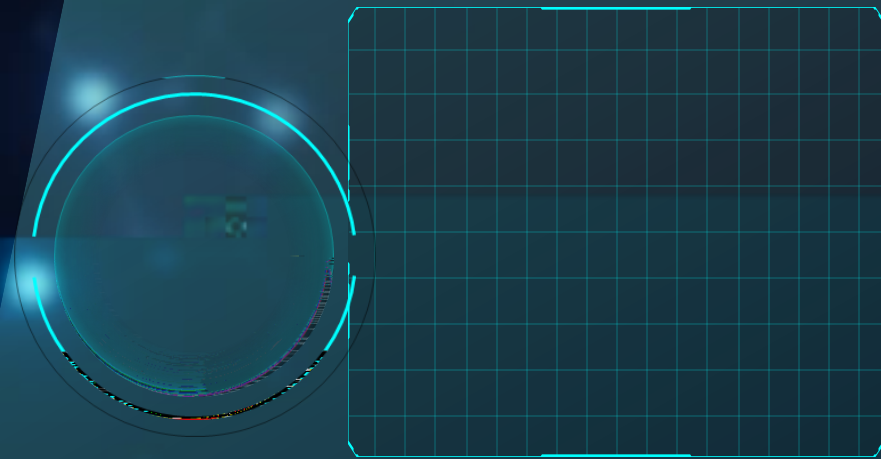


# 现状：新机遇涌现



# 问题与挑战：健康险供给结构不均衡，护理失能产品的市场需求未被激发

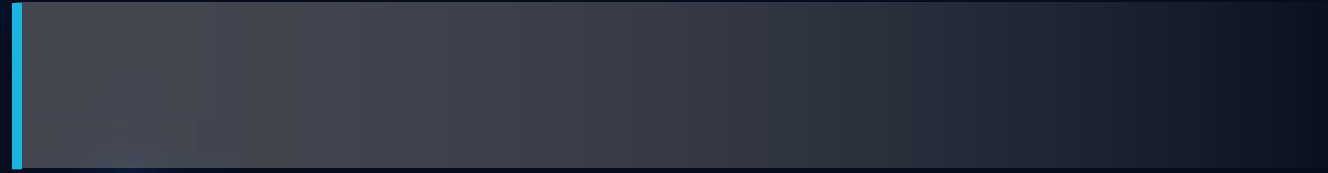
Challenges: Unbalanced supply structure







超越界限 体验公共空间设计 以适业乐为展环亮







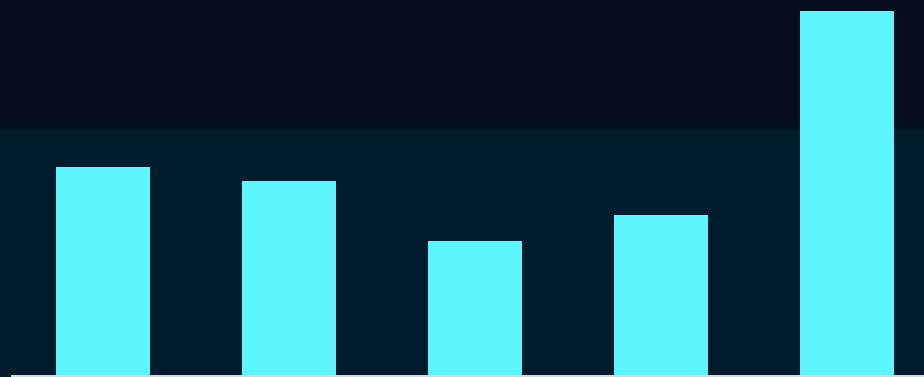
- 4+7带量采购：二甲双胍
- 两票制
- 销售费用高



- 影响力有限，基本隔离
-



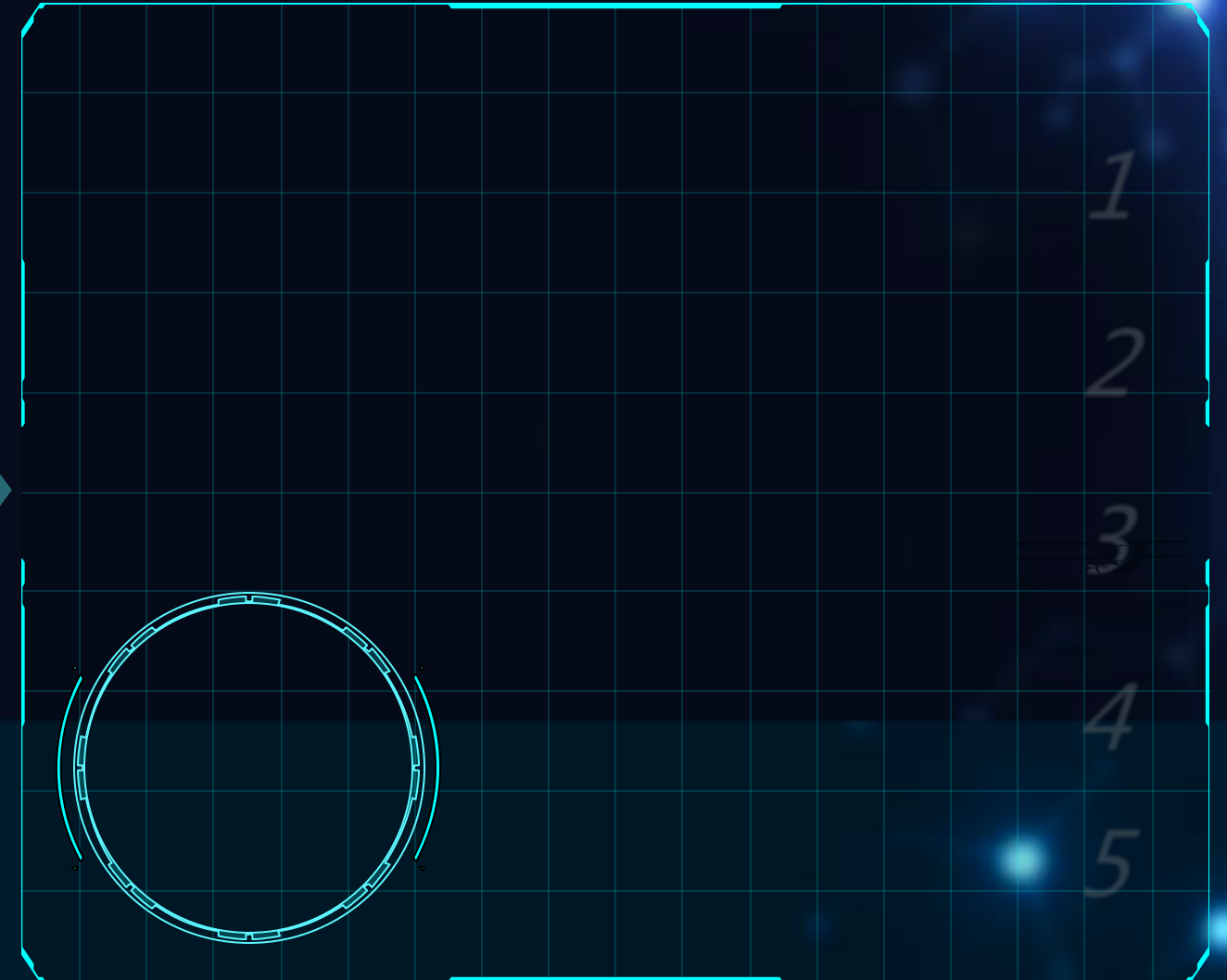
# 中再集团健康险发展战略





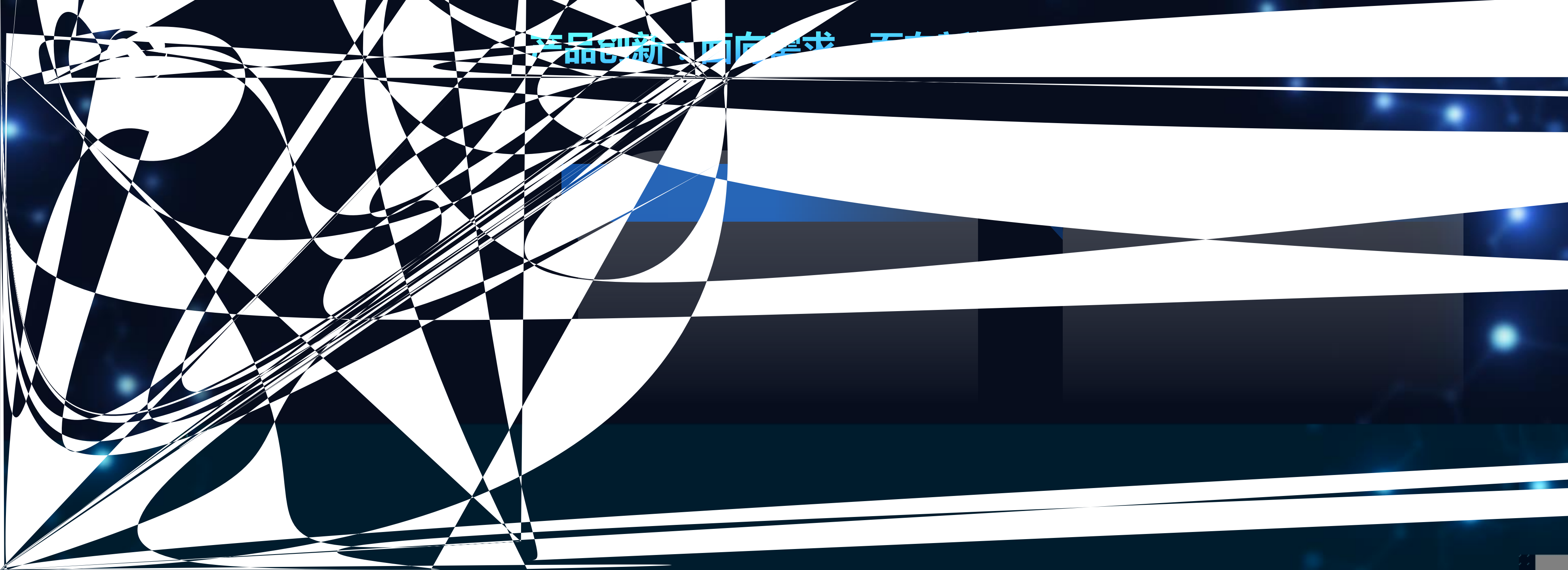
# 产品创新：供给侧改革

Product Innovation: Supply reform





产品创新：双向需求 双向驱动





# 数据基础建设





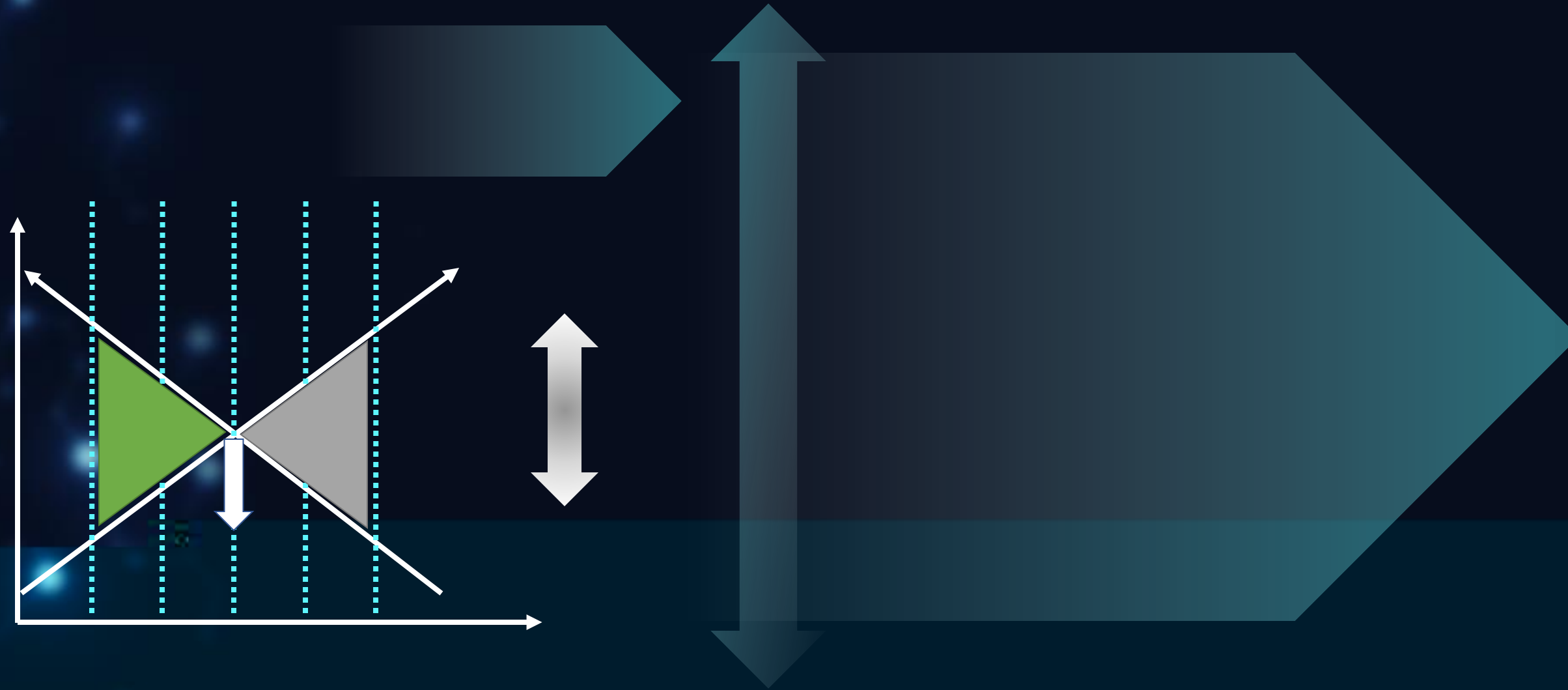


- 培育首个“产品+特药”市场
- 首个互联网特药产品
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# 产业融合

Industrial integration





# 圆桌论坛：保险与



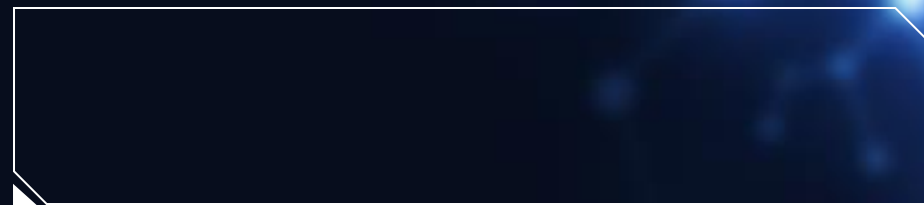
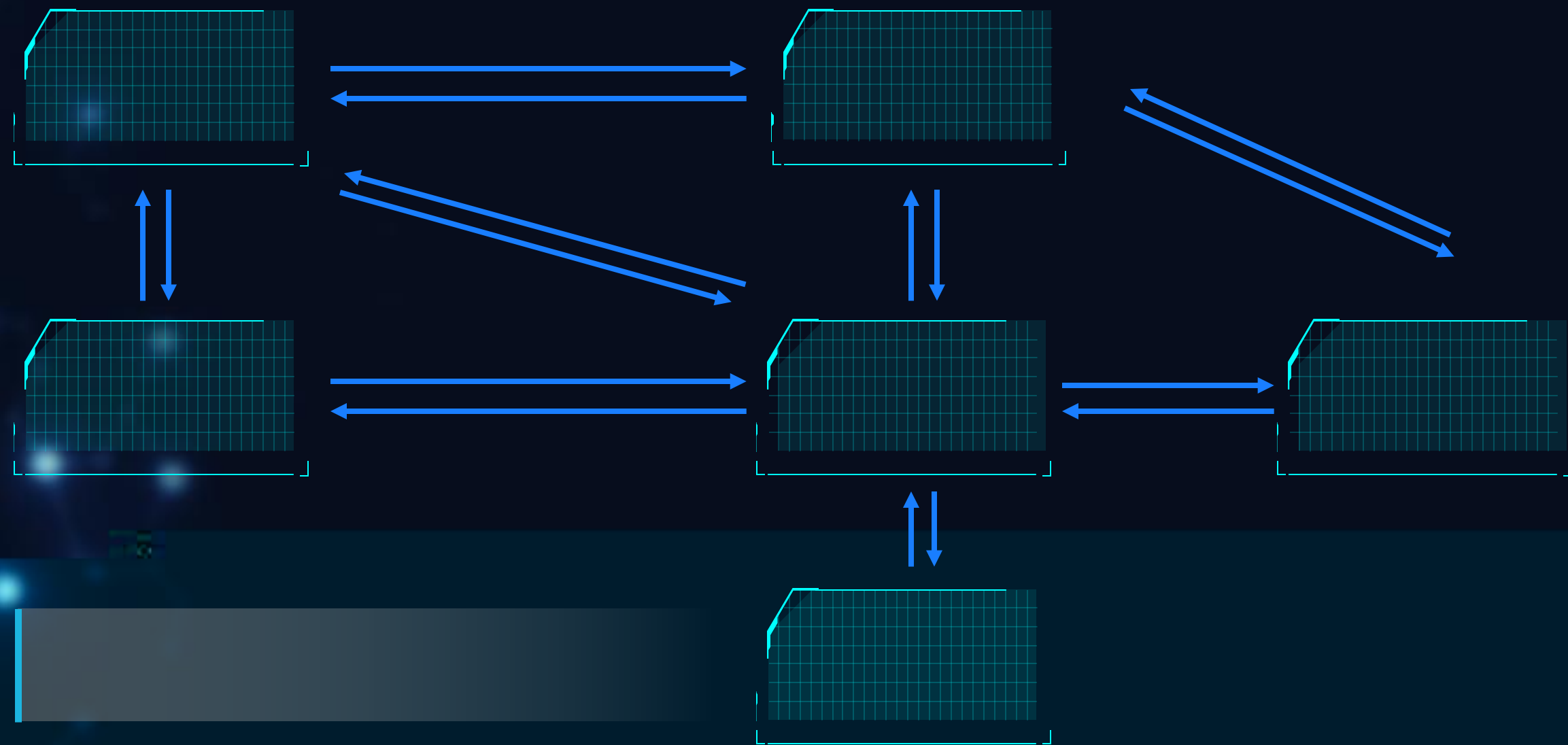
# 中再寿险产业融合战略

Industrial Integration of China Re





# 产业融合：聚合支付打通医药健康产业，提高支付效率，构造医疗险新盈利模式







# 感谢聆听

Thank you!

