

[DOI: 10.20472/IAC.2017.33.057](https://doi.org/10.20472/IAC.2017.33.057)

**SUNGWOO PARK**

Inje University, Korea, Republic of

**MINJI KIM**

Inje University, Korea, Republic of

**EUITAY JUNG**

Inje University, Korea, Republic of

## **HEALTHCARE SERVICE STATUS AND FORECAST OF INSURANCE COMPANIES**

### **Abstract:**

Currently, Korea is rapidly aging and the perception of health is changing from treatment focused to management and prevention focused. As a result, along with the popularization of smart-phone devices, health care and prevention-oriented applications are launched and various smart healthcare products are being developed as well.

In addition, interest in healthcare services is increasing in the insurance industry in recent years. According to the researcher from the Insurance Research Institute, success stories of healthcare service through convergence of diverse industries such as medical, tourism, and IT in USA, Japan, China and Australia are appearing and the healthcare service market is getting popular as the new growth engine of the insurance industry. Foreign insurance companies such as Lina Insurance, AIA Life Insurance, Allianz Life Insurance and domestic companies such as Hanwha Life Insurance, Kyobo Life Insurance, Hyundai Insurance, etc are providing healthcare services using new technology such as ICT. Lina Insurance that is overseas insurance company has a sleep health management program and hospital reservation program through real-time interpretation service during overseas travel for the employees. AIA Life Insurance has a pace counting function for internal employees, and Allianz Life Insurance has a 1: 1 management service program with counselors. Domestic insurers such as Hanwha Life Insurance, Kyobo Life Insurance, and Hyundai Insurance provide health consultation services and appointment reservations to certain insurance members.

However, there is a need for the Korean government to revise the existing medical laws that control the medical practices of non - medical institutions such as insurance companies and provide basis on healthcare service to activate the concerning market.

### **Keywords:**

healthcare services, insurance industry, healthcare