

APRIL 2021



Aafiya

Managing your care process

INSIGHTS INSIDE

A Quarterly Business Newsletter



TABLE OF CONTENTS

Message from GM.....Page 1

Cutting Edge.....Page 2

What The Talk.....Page 3

Whats The Buzz.....Page 4

Face to Face..... Page 5

Awards & Recognitions..... Page 6 & 7

Message from the GM



Dear All,

Welcome to the inaugural edition of Insights inside, a quarterly business newsletter from Aafiya TPA. I am delighted to introduce the first edition of the Insights Inside, the newsletter. The aim is to strengthen our engagement with our large and rapidly growing partnerships. This would serve as a conduit of information about what is going on at Aafiya.

The concept of 'Insights inside' is derived from the courage and endurance of a path-breaking business that dared to lead and grow. It embraces our core values of Innovation and Excellence.

It's not been an easy year for the industry and we have felt the effects of the slowdown, however, we have seen commendable recovery with the support of you all, and I am glad that we have covered lost ground to set new ambitions for the next year.

As we look ahead into FY'21, we are hugely investing to build strong technology capabilities across all services, we are also looking at investing in people, to upskill them and ensure they are ahead of the market. We are building a culture of transparency, openness, warmth and empathy, while consciously breaking silos and hierarchy.

The New Year is going to be very exciting and eventful with anticipation around how the industry will take form. This will call for a greater level of self-discipline on how we protect our book, ensure conformance to the highest standards of ethics and integrity in our dealings with our partners, clients, and stakeholders, and adhere to a robust governance process.

On this note, I wish you all the best and a good year ahead!

Ali Zaidi,
General Manager – Aafiya TPA

" I firmly believe that innovation is the key to achieve sustainability and growth in the long term"

Walk The Talk

Expanding Reach to accommodate growing customer needs

Aafiya inaugurated its extended new office in Sheikh Zayed Road, Dubai. It is a modern office with the best facilities that provide the right working environment. This is supported by comfortable seating to keep pace with the business and talent growth.

The overall office has been done up with our color themes, along with corresponding images and décor.





Cutting Edge

“because of artificial intelligence and its ability to automate certain tasks that in the past were impossible to automate, not only will we have a much wealthier civilization, but the quality of work will go up very significantly and a higher fraction of people will have callings and careers relative to today.”

- Jeff Bezos

Implementation of Machine Learning

The important factor around which most of our service delivery options are focused is technology. The effectiveness of technologically advanced solutions through digital means increases due to their far-reaching impact on the users. There has been a hype around the term, "Machine Learning".

Ahead of its time, Aafiya has decided as a part of its strategic plan for the year 2021 to invest and develop in Machine Learning technology – it’s a powerful tool that holds the potential to revolutionize the entire gamut of business.

We take pride in announcing that we are the first TPA to implement ML in our services. Machine Learning can review large volumes of data and discover specific trends without any human intervention. For instance, a human can process 200-300 claims but when it comes to ML it can scale up to 10,000 claims per day

Through its algorithms, Machine Learning technology gain experiences and keep improving in its accuracy and efficiency. Currently, the accuracy of the data ranges between 30-40%, however, with the incorporation of ML the accuracy can range from 92-95%. It also helps reduce operational cost.

Aafiya aims at providing faster, better, tailor-made and data-driven services to its clients which includes insurance companies as well as the insured members

WHATS THE BUZZ



From New Normal to Better Future – A positive response to Corona Virus

It has been more than a year that a deadly virus entered our lives and brought the entire world to a stand still and ushered a new normal. From working from the office to working from home, masks being the most essential accessory and isolation becoming a routine part of life.

These swift changes were overwhelming and frustrating at the same time but acknowledging these changes can be a good starting point and can go a long way towards helping us to cope with these uneasy feelings.

Listing down a few positive ways to deal with Covid-19 impact on our lives.

Learn something new: Some of us have no work but an abundance of time, and some of us have increased work and reduced time. Whichever situation it is you're in, it's important to embrace it.

Stay connected to friends and family, digitally: Just because we're all practising social distancing, it doesn't mean we can't stay in touch with our family and friends. Communicate through technology and stay connected.

Practice Gratefulness: Even when life seems bleak, there are things we still have for which we should be grateful. Keep a gratefulness journal or do a quick morning gratefulness meditation. Notice both significant and small items for which you are thankful.

After one year of the pandemic, we are starting to see a way to restore health, economies and societies together. Long-term planning and investments will enable us to rebuild more resilient societies and help achieve our common vision to become the healthiest and safest region.

Face to Face



Meet

Waqar Rashid

Chief Manager - BI Operations

What does your role as a Chief manager - BI Operations entail?

I have 15 + years of experience in the Health Insurance Segment. I am heading the Business Intelligence Operations & Policy Management departments and part of the senior management team within the organization. This includes overseeing the portfolio performance, standardization of plans, networks burning cost and product design by close working with Reinsurers and Insurance Company underwriters.

What are your key initiatives to drive business?

- Formed and successfully implemented an in-house reporting structure that supports tracking and analyzing trends through statistical reports.
- We've been working closely with the IT team on transformation projects, to develop in-depth business rules; analytical and system's knowledge to improve analytical solutions and business recommendations.
- Outstanding record of accomplishment for providing implementation of renowned BI tool "Qlik Sense" and achieving management objectives within OTOBOS (On time on Budget on Scope).

What is the most important aspect of analytical reporting?

These reports are system generated based upon a designed structure using multiple rules options and used for internal and external stakeholders. Management Reporting periodically through dashboards to measure the ongoing performance against set KPIs as well as involved in business future planning and strategic decisions.

How do you overcome challenges?

Market research by reviewing the offerings and new regulations changes impacting business; suggesting a business opportunity to manage and to keep abreast with the yearly plan.

What's your personal mantra or rules for living?

"I believe if we want something different then we should do something different".



AWARDS & RECOGNITION

Our continuing commitment to you is best reflected in the recognition and awards Aafiya has received.



**BEST CUSTOMER SERVICE
INSURANCE PROVIDER – UAE 2021**

Aafiya won the Best Customer Service Insurance Provider – UAE 2021 award. It was recognised by World Business Outlook, a print and online magazine that provides comprehensive coverage and analysis of the financial industry, international business and the global economy.

**BEST CUSTOMER SERVICE
INSURANCE PROVIDER – UAE
2021**



Aafiya TPA bagged the Best Customer service Insurance Provider recognition in the insurance category by The Global Economics, one of the leading financial publication.



**BEST HEALTHCARE INSURANCE
TPA UAE 2021**

We are pleased to announce that Aafiya has won “Best Healthcare Insurance TPA UAE 2021. The recognition is featured in World Economic Magazine, a US-based publication that promotes financial literacy and economic multi-polarity in today's global economy.



Aafiya

Managing your care process

Aafiya Medical Billing Services LLC

Office # 1101A, Al Saqr Business Tower - 91 Sheikh Zayed Rd - Trade Centre DIFC - Dubai

website: aafiya.ae | Insurance Authority REG.No. 10 | HAAD - License C022 | General Queries : privilege@aafiya.ae