



Generali Employee Benefits Network (GEB) and Sensely announce a strategic partnership to offer virtual health triage and make care assistance more accessible to global clients

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PRESS RELEASE

- The partnership between the insurer and the innovative health technology company offers artificial intelligence to improve patient interactions and facilitate direction to the appropriate care
- It brings together Generali Employee Benefits' network capabilities in the corporate sector and local market knowledge in over 118 countries with Sensely's unmatched technology solutions

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Generali Employee Benefits and Sensely announce a strategic partnership to advance patient interactions through Artificial Intelligence and provide access to Virtual Health Assistants (digitized interactive 'human-like' characters or avatars) that respond to voice and onscreen commands through a multi-functional cloud-based platform. This strategic partnership brings together GEB's leading network capabilities in the corporate sector and local market knowledge in over 118 countries with Sensely's unmatched technology solutions. Linked by shared values of client-centricity, innovation and trust, this alliance ultimately empowers businesses to become more resilient by ensuring the provision of best-in-class health solutions.

Sensely helps clients and insurance partners to better support their insured members at a distance. Sensely does this by interacting with patients through a virtual health assistant. This digital 'assistant' interviews patients through an app, guiding them through a virtual medical triage process to help understand their symptoms and clinical concerns. Following this 'interview', Sensely then guides the patients to appropriate care, directing them to medical providers who are part of their local insurance plan's network. This guided direction to care helps expedite treatment and guide patients to appropriate and cost-effective providers. This leading-edge technology was developed using algorithms based on the Mayo Clinic's 30 years of nurse line experience. Leveraging artificial intelligence, chatbot automation and machine learning, this leading-edge platform accelerates patient access to relevant, timely and cost-effective care. This clinical toolset will help GEB and its network partners to provide value beyond the policy for clients through supplemental services designed to improve patient access to quality care.

Considering the current scenario of COVID-19, supporting patient health at a distance is more important than ever. On-site medical visits are extremely challenging to navigate, and this new virtual health solution can help to quickly triage and direct patients to clinical visits if/when appropriate.

Sensely can assist large enterprises all over the world to deliver virtual health experiences that increase satisfaction and drive efficiency. With features such as symptom checking, direction to providers, and remote monitoring for chronic conditions such as Congestive Heart Failure, Chronic Obstructive Pulmonary Disease, Asthma, Diabetes, and Behavioral Health, Sensely's capabilities help to support members at every stage of their health. Sensely's conversation design team, can also turn common administrative workflows into interactive conversations to improve the healthcare application process and claims handling. The Sensely virtual assistant can

be further customized so that insurers/employers can create their own unique “health ambassador” to interact with global users.

Under the leadership of Sergio Di Caro, Head of Global Business Lines, Strategy & Business Development department, Sensely, has become a game-changer in terms of improving patient access and healthcare cost management, advancing the overall customer experience and streamlining multiple processes. GEB is delighted to introduce this new health artificial intelligence toolset to the market.

*“Multinational employers demand benefit solutions that help support access to quality health care for employees and their dependents, while also managing rising healthcare costs, **said Eric Butler, Health & Wellness Director, Global Business Lines.** To respond to these market needs, Generali Employee Benefits uses its considerable expertise to identify and vet leaders in the provision of digital and virtual health tools and services and then uses the power of its global footprint to negotiate preferred terms for its global clients. Sensely is the latest preferred service partner to be selected by GEB.”*

Paolo Ribotta, CEO Generali Employee Benefits & Global Health said: *“This Eco-System of partnerships moves our strategic plan forward in being a Lifetime Partner to our clients. Under the leadership of Sergio Di Caro’s Strategy & Business Development function, we are improving and extending the level of services available within our Health & Wellbeing offerings to further strengthen Generali’s market leadership in employee benefits for multinational companies, whilst also developing the health business for people with high international mobility. We want to offer a high quality, customized experience to our corporate customers”.*

“Sensely’s intuitive, digital healthcare services help facilitate patient access to relevant care and qualified providers. These services are a critical component of the evolving virtual healthcare landscape. We are delighted to partner with GEB to introduce Sensely to their global Network Partners and Clients.”

Adam Odessky, Co-founder & CEO, Sensely

GENERALI

Generali Country Italy and Global Business Lines is the largest unit within the Group, leader in the Italian retail insurance market and is amongst the major insurance players worldwide focusing on corporate business. Via its two units, Generali Global Corporate & Commercial and **Generali Employee Benefits (GEB)** it caters the needs of medium and large businesses by providing flexible, custom-tailored insurance solutions in P&C and Life, health protection, and pension plans to local and expat employees of multinational companies.

GEB is an integrated network that offers services for employees of multinational companies consisting of protection, life and health coverage, and pension plans for both local and expat employees. Located in over 100 countries and with more than 400 coordinated multinational programmes (of which about 40 captive), GEB today is the market leader for multinational companies with a premium volume of € 1.5 billion. Furthermore, GEB includes Generali Global Health (GGH), a division of the Generali Group dedicated to the International Private Medical Insurance (IPMI) sector since September 2019.

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SENSELY

Sensely’s avatar and chatbot-based platforms assist insurance plan members and patients with the insurance services and healthcare resources they need, when they need it. With offices in London and San Francisco, Sensely’s global teams provide virtual assistant solutions to insurance companies, pharmaceutical clients, and hospital systems worldwide. For more information, please visit www.sensely.com.