

Behavioral Science Toolkit



Behavioral science is an increasingly influential field that is already improving the way life and health insurers design products, policies, and communications for their customers. Much of the focus to date has been on using behavioral science to help sell life and health insurance, particularly in digital channels, and to increase the accuracy and honesty of underwriting disclosures. Now it is time to apply behavioral science to the claims experience, where many opportunities exist to improve the experience for insurers and their customers.

Behavioral science brings together insights from the human sciences, such as psychology and economics, and applies a scientific and evidence-based approach to consumer decision-making and behavior. It focuses on creating solutions for real people, making real decisions in the real-world.

The Toolkit provides insights from RGA's Behavioral Science research that can help to improve the claims experience for insurers and their customers.

The Behavioral Science Toolkit includes a variety of different media and content:

- **Behavioral Science and Insurance** (training module) Life and health insurers can apply behavioral science to help solve problems, such as underinsurance, inaccurate disclosures, and unhealthy lifestyles. The first chapter of this module provides some background on behavioral science and explores how it can help solve our industry's greatest challenges. The second chapter explores a four-step model that can be used to drive positive consumer behaviors.

- **Using Behavioral Science to facilitate Return to Work** (training module) Behavioral science techniques can help facilitate return-to-work after a temporary disability. RGA and Old Mutual partnered to apply behavioral science to the claims journey. This module gives an overview of the trial and provides key takeaways that can be incorporated into the claims process.
- **Why We Lie: The psychology of fraud and impact of COVID** (webinar) Matt Battersby, RGA's Chief Behavioral Scientist, explores the psychology behind why we lie and how it impacts insurance, and he outlines some practical measures the industry can take to help prevent dishonesty.
- **Where Claims and Cognitive Science Collide: The use of behavioral science techniques in claims management** (podcast) RGA's Gayle Kanchanapume, Global Claims, Value Added Specialist, interviews Matt Battersby to understand how behavioral science can help insurers better support customers and tap into new potential in claims management.

The Toolkit also provides an introduction to RGA's Behavioral Science team and their contact details. More content will be coming soon.

Behavioral Science is a key focus area for RGA. We are excited to be partnering with clients to identify customer solutions and claims management enhancements. Please contact your local RGA representative if you would like to know more.

RGA's Behavioral Science Toolkit can be accessed via the "Resources" section of the Global Claims Manual at <https://claims.rgare.com>.