

# Case study: Parametric dental insurance

bsurance developed a parametric dental insurance and fully embedded it into Playbrush's "Smart One" toothbrush as part of the subscription model.

## PRODUCT



Parametric dental insurance  
in cooperation with  
UNIQA

## CONTEXT

Playbrush is a HealthTech company focused on dental health.

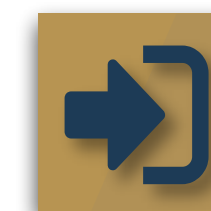
After a successful start with a product for kids they expanded to target adults with a smart toothbrush in combination with a subscription model. A dental insurance that is connected to the brushing behaviour should add value to the subscription model and work as a differentiator in the market.

Together with UNIQA, bsurance developed an insurance product consisting of two parts: The health-related part is an easy refund option for white fillings. The parametric part should encourage the customer to regularly brush teeth with a cash-refund option on the annual professional dental prophylaxis, based on the brushing quality and quantity. The individual data collected by the Playbrush app is processed automated for the reimbursement process.

## KEY RESULTS



Europe's first parametric dental insurance



Fully embedded in Playbrush's subscription model



100% digitalized end-2-end process



Fully automated policy issuing, billing and claims handling