



# Queensland CTP Scheme: A Digital Claim Exploration

November 2019



# Welcome



**Neil Singleton**  
Insurance Commissioner  
MAIC



We acknowledge the traditional owners of the land, the Turrbal and Yugara as the First Nations owners of the land on which we meet. We pay our respect to their Elders past, present and emerging.

# Why are we here today?

- MAIC funded exploration of a digital claim process
- Identify the opportunities and the benefits
- Understand the concerns and the risks

# The mandate for improvement and innovation



## **s3 MAIA – Objects of the Act**

- (a) continue and improve the system of CTP insurance
- (e) encourage the speedy resolution of claims...
- (h) promote measures directed at mitigating the results (of accidents)

SEPTEMBER 2019

## PREPARING FOR THE NEW NORMAL

Innovation in law

### INNOVATION IN LAW

The legal supply chain  
and the future of law firms

### INNOVATION IN LAW

People-centred legal innovation  
– is there any other kind?

### MISTAKE OF FACT

Is time up on  
mistake of fact?

# Innovation in law

“There is growing pressure for the business of law to change to be responsive to new client demands and to be competitive in a world accustomed to digital engagement and on-demand solutions.”

- *Queensland Law Society*

# 2017 Suncorp Digital Economy Submission



19 December 2017

Digital Economy Strategy Team  
Department of Industry, Innovation and Science  
GPO Box 2013  
Canberra ACT 2601

By email: [digitaleconomy@industry.gov.au](mailto:digitaleconomy@industry.gov.au)

Dear Sir/Madam

## The Digital Economy: Opening up the Conversation

Suncorp Group (Suncorp) welcomes the opportunity to provide a submission in response to the consultation paper: The Digital Economy: Opening up the Conversation (the Issues Paper).

Suncorp Group Limited is an ASX top-20 company with \$97 billion in assets. The Group employs approximately 13,400 people and serves close to nine million customers across general insurance, life insurance, banking and wealth, through its trusted brands including Suncorp, AAMI, GIO, Shannons, Vero and Apia.

### Executive summary

As one of Australia's largest insurers and regional banks, Suncorp is at the forefront of digital disruption in the financial services sector. With customers now expecting better choice and improved integration with their digital presence, change and digital transformation is occurring at breakneck speed. The result is that incumbents are competing, and in some cases partnering, with start-ups to meet customer needs and drive superior outcomes.

Suncorp is ready for this disruption and is actively transforming to become a platform business through our Marketplace strategy. We are creating an ecosystem that will sell products manufactured by Suncorp but also those from our partners. To prepare for this new way of working, Suncorp has sought to transform its processes, including drawing on artificial intelligence and automation. We have also commenced partnerships with local and international start-ups to grow our product offering to our customers. Some of our early partnerships and innovative products include products that provide on-demand insurance (Trevi), reimagine learning to drive a car (SmartRides), and which revolutionise the concept of a rental bond (TuitionBond). These are just a few examples, with many more to come.

This change is inevitable and is being driven by our customers and investors. They expect us to innovate and embrace digital change. To achieve this, however, Suncorp considers that it is essential for government to develop a regulatory environment that supports the trialling of new products and technologies, continues investment in information technology skills and training, and ensures legislation/regulation is fit for the digital world in which we now live.

In this submission, we make the following recommendations:

- The continuation of investment in STEM;
- Investment in development and training in 'soft' skills that will be required in an ever-changing labour market, including by partnering with industry and education providers;
- Amendment of regulation to allow new products that fall within 'grey areas' to be trialled while government considers their impact in a timely manner;
- Reduction of the compliance burden on business, enabling businesses to be more agile and better-placed to compete in the digital economy.

*"This change is inevitable and will be demanded by our customers and investors."*

*"Suncorp is ready for this disruption..."*

# DIGITAL1ST

*Advancing our digital future*

We are positioning Queensland as a leader in digital government now and in the future.



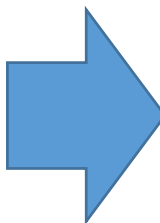
# Purpose

Improve the  
process and  
outcome for the  
injured person

Less time, greater  
transparency

Less waste, less  
unnecessary delay

Generate ideas



No pre-  
determined  
solution



But we do  
expect to find  
a solution



Motorists and  
claimants will  
demand it

# Boundaries

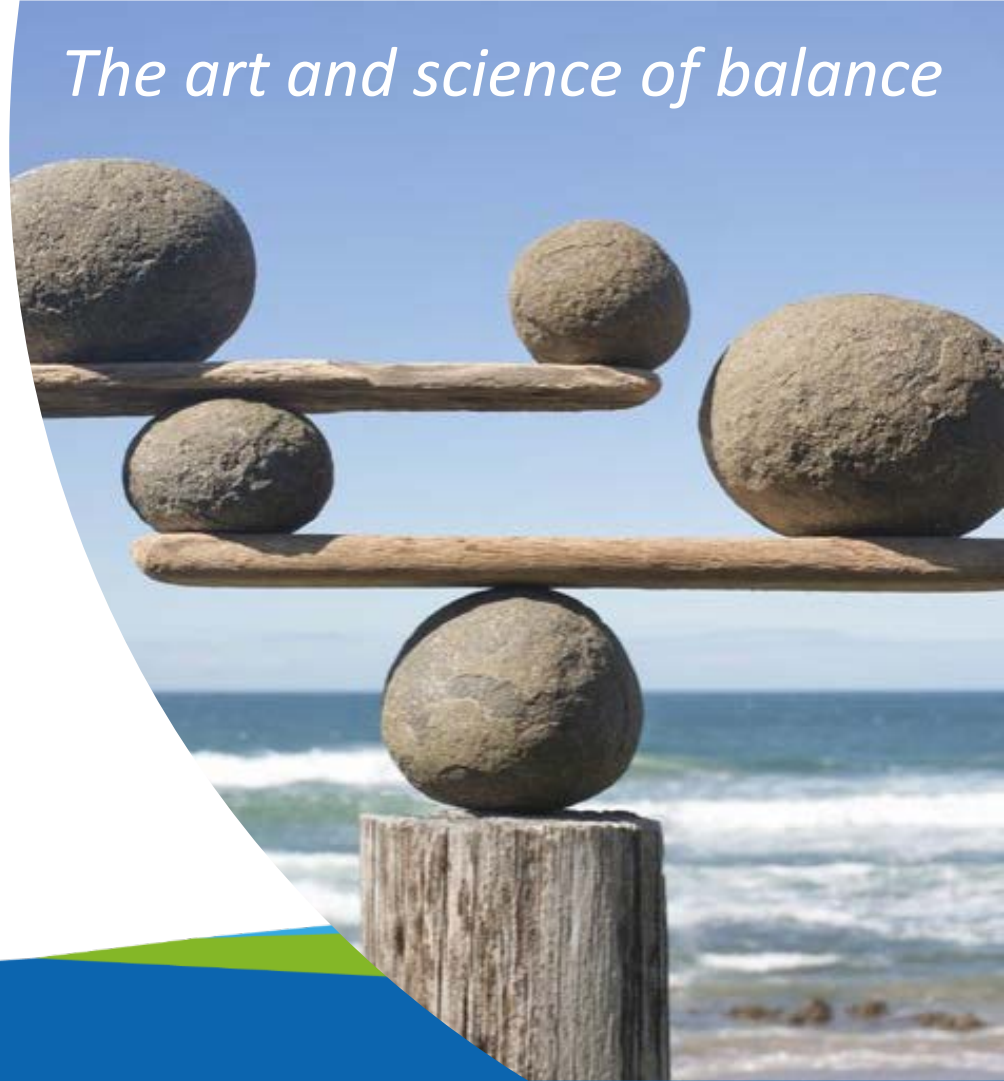
- Existing rules, regulation and legislation apply
- Recognise there are other interested stakeholders who can't be here today
- Starting the exploration with your input – a tremendous first step



# Focus on improving outcomes for claimants

*The art and science of balance*

- *For those claimants who will appreciate and benefit from a digital claim process*
- *For the benefit of the scheme and all stakeholders*



# Session objectives

*Within the constraints of the existing frameworks, how might we improve the claims experience through digitisation?*

Discussion topics to be covered today:

- What is the current claimant experience?
- How is innovation being used to improve experiences?
- Where are the opportunities?
- What are the risks and issues we need to be aware of?
- What questions or thoughts do you have?



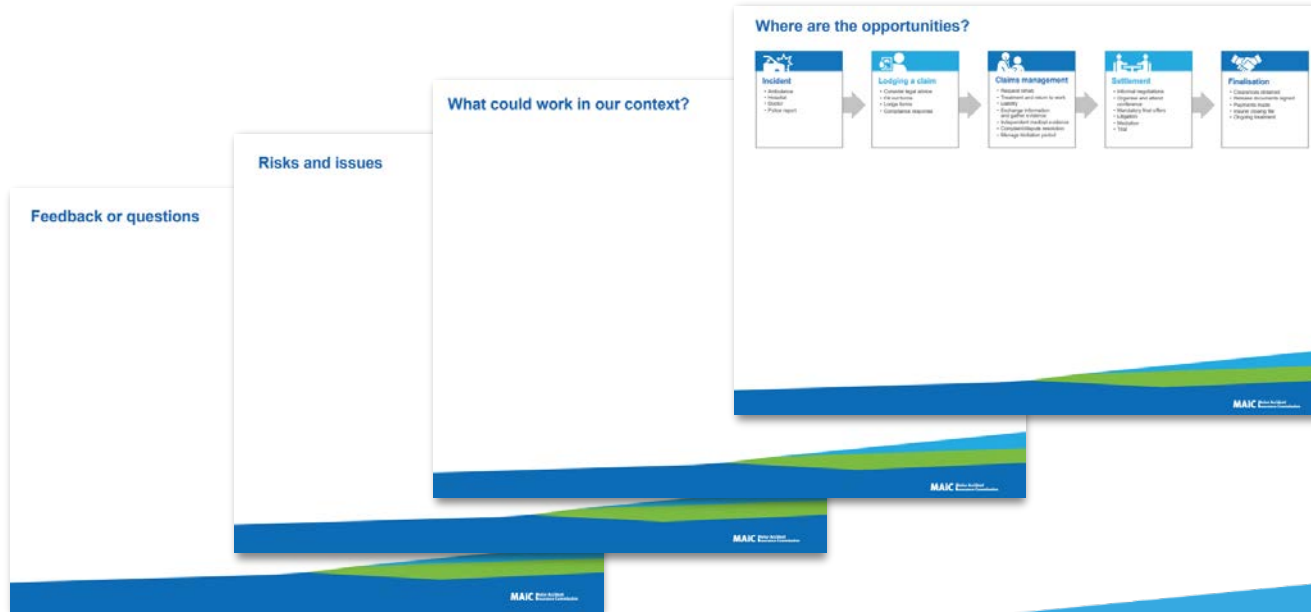
**Roshelle Weir**  
Chief Enabler  
Decida Digital

# Session approach

**Capture your thoughts**

**Focus on dialogue, not  
debate**

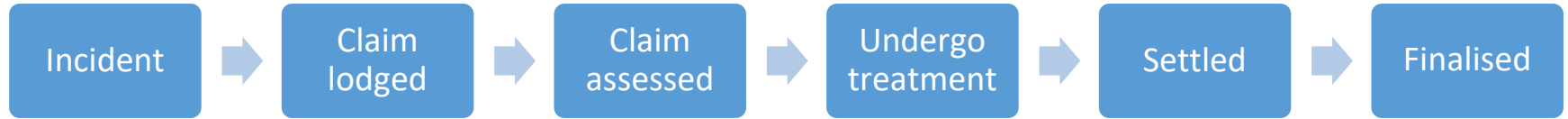
**Succinctly share  
insights**



# Where are the opportunities?

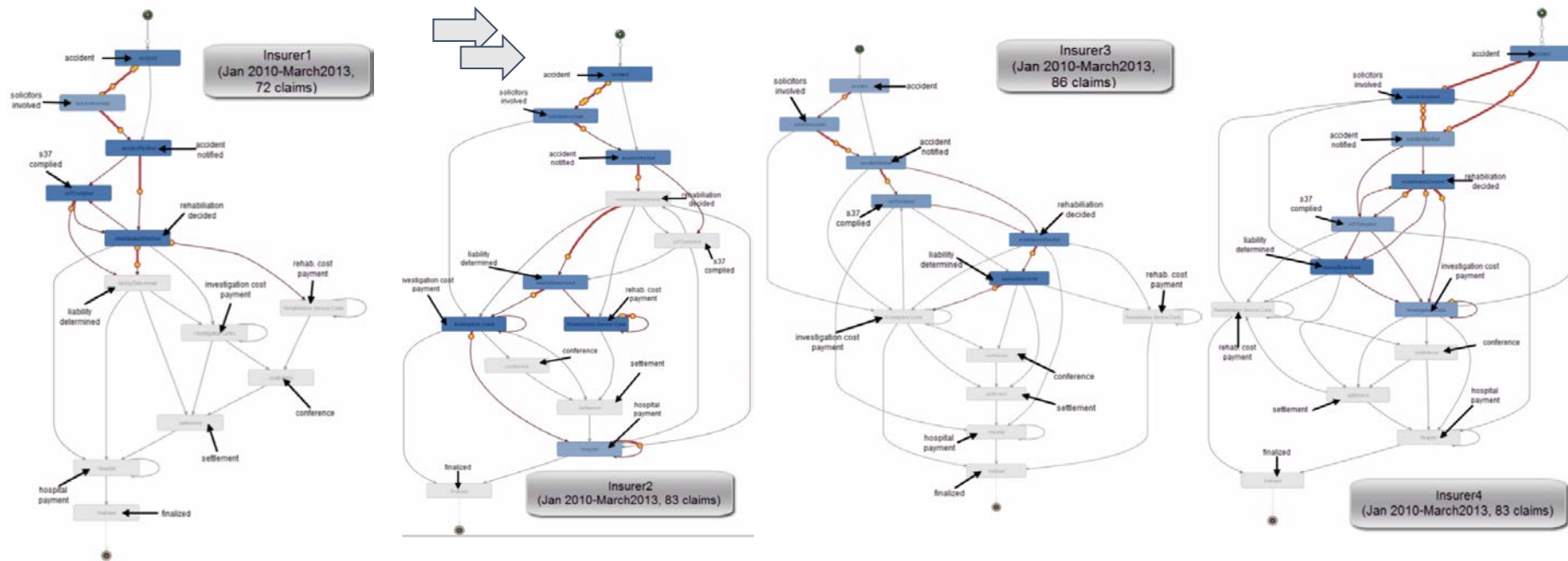
# The current process

*\* For a straight forward simple claim*





# What the process actually looks like



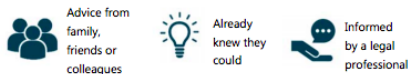
# What claimants have told us

## BEGINNING THE CLAIMS PROCESS

**39%** of claimants knew they could lodge a CTP claim when they first had their accident



Top 3 sources of awareness:

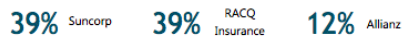


**53%** of legally represented claimants engaged a lawyer due to a lack of understanding of CTP claims process & industry jargon.

Reasons for choosing a particular lawyer:



Among direct claimants, the top three insurers involved in their claim were:



## DURING THE CLAIMS PROCESS

**81%** received insurer funded treatment or rehabilitation



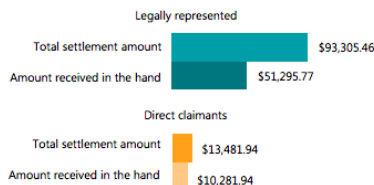
**71%** of those who received insurer funded treatment or rehabilitation felt it was easy to organise



**19%** experienced a delay in receiving their treatment or rehabilitation. The top 3 reasons reported were:

1. The insurer taking a long time to approve the treatment/rehabilitation
2. The time taken by a medical professional/health provider to provide recommendations
3. Having to wait for an appointment with a medical professional/health provider

On average, the settlement amount reportedly received by the claimant was:



## REFLECTING ON THE CLAIMS PROCESS

**50%** of claimants reported having a good understanding of the CTP claims process



**70%** of legally represented claimants were satisfied with their lawyer. 68% would engage a lawyer in the event of a future claim.

**66%** of direct claimants were satisfied with their insurer. 75% would use this method if needing to claim again.

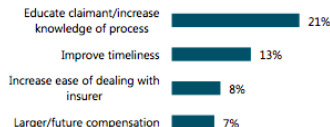
Among legally represented claimants, the 3 most important aspects of the claims process were:

1. Easy access to treatment/rehabilitation
2. Quality of service from lawyer
3. Independent information from CTP regulator

Among direct claimants, the 3 most important factors were:

1. Easy access to treatment/rehabilitation
2. Quality of service from insurer
3. An easy claims process

Top comments/suggestions to improve CTP claims process:



✓ Easy to access the treatment they need

✓ Trust in the quality of service

Source: MAIC Claimant research 2017

*“ The process needs to be faster.  
I lost my job because they were too slow  
in paying for my rehab.  
I was then out of work and financially it  
was a real struggle.  
I was so far in debt by the end of the  
process all the money had to be paid out  
anyway.”*

"It was very hard to know how to do things and how to claim things."

"I feel that it should be made simpler and more straightforward where the person who is injured should not have to be jumping through hoops."

"Some of the processes are a bit cumbersome."

"The process needs to be faster. I lost my job because they were too slow in paying for my rehab. I was then out of work and financially it was a real struggle. I was so far in debt by the process that all the money had to be paid out anyway."



"The main thing is that I felt like a number. It felt clinical and impersonal."

"I should have been given the right to speak for myself rather than always having other people talk for me. Just because I have a disability does not mean I can't talk for myself."

"The whole process is very slow."

"In New Zealand, they have a set claim amount and this is paid out within weeks not months - our system needs to be sped up and streamlined."

# Claimant Journey



1. What are the issues in the current state processes that we could potentially solve?
1. Which issue should be prioritised to be solved in the next 12 months considering the impact to claimant experience?

# How are these issues being solved now?



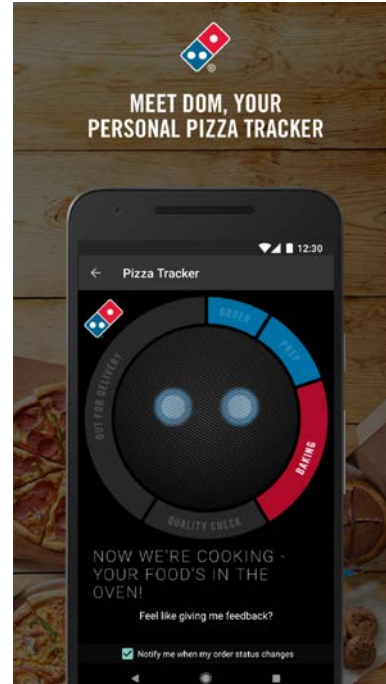
**Peter How**  
Technologist  
Decida Digital

A man in a red shirt is speaking at a TED event. He is gesturing with his hands while holding a small object. In the bottom right corner, there is a close-up of a woman's face, looking towards the speaker. The TED logo is visible in the top right corner.

From old...



...to new



# Know your customer and create individual experiences

1



## Personalisation and CX

**DELIVERY TIME**

**NOW** **LATER**

**UNIT NUMBER**

**STREET NUMBER**

**STREET**

**SUBURB**

**POSTCODE**

☒ **REMEMBER MY DELIVERY DETAILS**

**◀ BACK** **NEXT ▶**

Consumers

Business Buyers



# Being confident that you will get what you expect

2

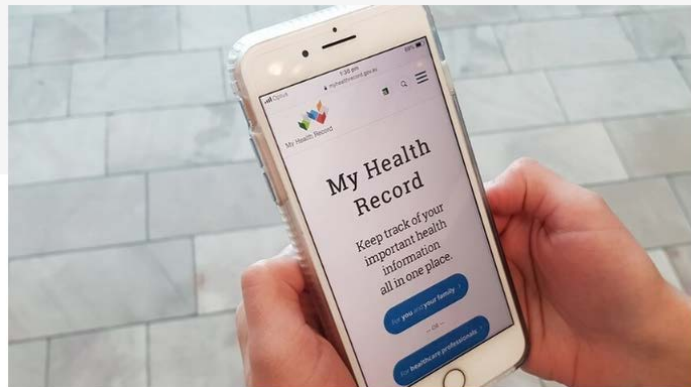


Trust and confidence

SBS News

Australia

## My Health opt-outs jump to 2.5 million



All Australians will be made a My Health Record unless they opt out before 31st January 2019. Source: SBS

Another 1.4 million people decided against having a digital health record during the three-month extension to the My Health opt-out period.



# Engaging experiences and nudging behaviour

3



## Gamification



### YOUR EXPERIENCE

**EXPERIENCE DATE**

**EXPERIENCE TYPE**

- ☐ Pick Up  
☐ Delivery  
☐ Other/Not Applicable

**HOW WAS YOUR DOMINO'S EXPERIENCE?**

Where 5 is very good and 1 is very poor



**WHAT DOES YOUR FEEDBACK RELATE TO?**

# Connecting with customers in meaningful ways



4



## Connectivity



# Better decisioning using better data

5



Data, analytics & AI



# Sense making through the 6 BIG digital trends...

1



Personalisation  
and CX

4



Connectivity

2



Trust and  
confidence

5



Data, analytics & AI

3



Gamification

6



Everything as a  
service

# New models of delivery

6



Everything as a service

By 2023, 3/4 of all companies will offer subscriptions (Gartner)

The world's leading car market – China – slumped to 28.1 million new-vehicle sales, a decrease of 2.8%

By 2025, almost 10% of new car sales will come as part of a subscription



# How might we use digitisation to transform the CX?

1



Personalisation  
and CX

4



Connectivity

2



Trust and  
confidence

5



Data, analytics & AI

3



Gamification

6



Everything as a  
service

# What could work in our context?



# What could possibly go wrong?



# Risks and issues



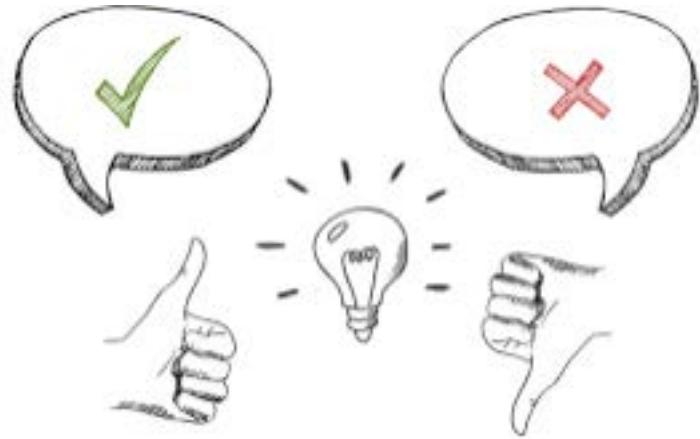
		Consequences – what is the maximum reasonable consequence?				
		Insignificant	Minor	Moderate	Major	Catastrophic
Likelihood rating	Almost certain	Medium	Medium	High	Extreme	Extreme
	Likely	Low	Medium	Medium	High	Extreme
	Possible	Low	Low	Medium	High	High
	Unlikely	Low	Low	Low	Medium	High
	Rare	Low	Low	Low	Low	Medium

1. What are the risks, blockers or limitations we need to be mindful of?
2. How should we mitigate these?



# Next steps

- Input collected from stakeholders that couldn't be here today.
- Summary of the results shared.
- Let's keep the conversation going!





# Thank you

Stay connected with us via social media



Motor Accident Insurance Commission



@maicqld



@maicqld