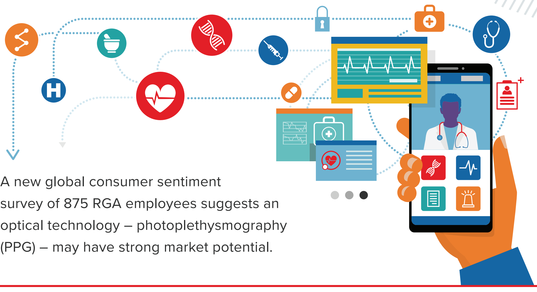
RGA | Biometrics Gets a Deeper Look: Trends to Watch

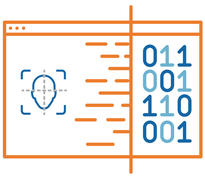
The insurance industry has been placing increasingly big bets on wellness technology to improve consumer engagement and health outcomes.



A new global consumer sentiment survey of 875 RGA employees suggests an optical technology – photoplethysmography (PPG) – may have strong market potential.

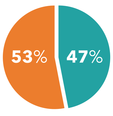
TREND #1 | SCANNING FOR HEALTH

62%



To monitor and maintain good general health, **62% of employees are moderately or very willing to use PPG technology** to measure biometric data for personal use. Regional differences emerged, with Europeans most willing to use PPG technology while Americans shared greater skepticism.

TREND #2 | EYEING UNDERWRITING ADVANTAGE



Approximately half of respondents (47%) expressed interest in sharing biometric data to support underwriting of insurance.

Young people (18-30 years old) were most willing to share their biometric data. 52% of employees want to see the accuracy of the data being collected within a 5% deviation (as good as standard medical devices) to support underwriting with PPG technology.

TREND #3 | MONITORING TO SHARING

Age doesn't appear to be a factor in the willingness to share biometric data. **Employees aged 31-40 and 51-60 were most willing to share data to support wellness and rewards initiatives.**

TREND #4 | BARRIERS TO OVERCOME: LACK OF TRUST AND DATA PRIVACY AND SECURITY CONCERNS

11% of employees rejected the use of technology to monitor personal health, while more than a quarter (26%) indicated a low level of willingness or refusal. Within this group, personal privacy, trust, and accuracy were the leading concerns.

TREND #5 | SNAPSHOT OF HEALTH

64% of employees were very or moderately comfortable with the use of a smartphone camera for a one-minute period to measure biometric data – while 9% were firmly opposed.

The findings suggest perception problems linger around technology and data accuracy but may be overcome through medical industry or validation studies as well as transparent data integrity policies.

At RGA, we are eager to speak with clients about any product development or biometric insights as the industry explores emerging technologies. Questions? Contact us.