

30-31 July 2019 Mandarin Orchard, **Singapore**

Theme: Benefits Beyond Boundaries - The Smart **Caring Employer**

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t's a new benefits world today. And employees are checking out benefits package beyond just the salary. With innovative & disruptive technology in play with online HR platforms to personalise the health management and financial wellness apps, there is a whole new offerings for employees.

Benefit executives now have an option to work smarter by using leading-edge tech to increase employee engagement while helping them to understand the benefits and drive down healthcare costs. Intelligent use of data and AI platforms could detect depression and potentially even underlying chronic illness such as heart disease, cancer and diabetes. But, how do employers turn the promise of technology into reality? Can technology alone, solve healthcare benefits challenges?

With the emergence of mobile, flexible workforce in a globalised economy and the demographic shift as baby boomers marching toward retirement, there is a real challenge for employers to build benefits package for today's employees. Companies also still struggle to manage the dynamics of a multigenerational workforce while keeping the turnover low. Although there's a focus on prevention and wellness programs, but premiums often cost more and plans can be complicated for employees to navigate. How to do this within a fixed budget? How do you manage their expectations while maintaining the cost? What is the new generation of workforce look for in a workplace? Where is the flexible wallet in EB?

Following the success of the 1st Asia Employee Benefits & Insurance Conference, we return with the theme of "Benefits Beyond Boundaries: The Smart Caring Employer". This will draw Employers, HR Managers, Insurers and Brokers into the EB dialogue more effectively to find lasting solutions for the future generations.