Sønr

The role of insurtechs & digital health startups

Prepared for iFHP

10th July 2025

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Hello from Sønr!

Providing an expert lens on an evolving market.

+

Think about challenges in a new way.

+

Understand how markets are changing.

+

Find the ‘right’ tech providers.

Today’s agenda

00 Hello from Sønr!
01 The role of startups
02 Common themes
03 Practical action
04 Let’s chat (throughout)!

01
The role of startups

Customers have never ~~demanded~~ expected more...

+

Access wherever & whenever they want.

+

Providing more personalised interactions.

+

Anticipate need. Provide holistic response.

Insurers have never been more challenged...

+

Deliver value today.
But don't forget the future...

+

Cost control.
Managing burgeoning medical costs.

+

Transform the org.
With legacy systems & data...

Technology is moving *faster than ever* 🥱

+

The AI ~~wave~~ tsunami.
A $3.7trillion market
within the next decade...

+

Decision paralysis.
The challenge of finding
the ‘right’ providers...

+

Progress + guardrails.
Accelerate but retain IP,
control & security...

In-house capability & resource are limiting factors.

External innovation is an (exciting) opportunity.

So, how are insurer's approaching it?

3 strategies for working with startups

01

Build

Customisation.
Control.

02

Buy

Speed - new markets/tech.
Synergies.

03

Partner

Rapid speed-to-market.
Reduced risk.

How are these strategies evolving?

No silver bullet, but some common themes

+

Build.

Enabling integration or where IP/control required.

Flexibility. Security.

+

Buy.

+54% growth in YoY health insurtech investment.

Consolidation for growth.

+

Partner.

Culture-driven.
X-functional collaboration.

Co-creating (true) value.

02
3 Common themes

A technology-enabled, integrated ecosystem.

01

AI-Driven Diagnostics & Clinical Decision Support

Revolutionising diagnostics by enhancing accuracy and efficiency.

02

Personalised & Preventive Medicine

Tailoring healthcare to individual genetic profiles and lifestyle factors.

03

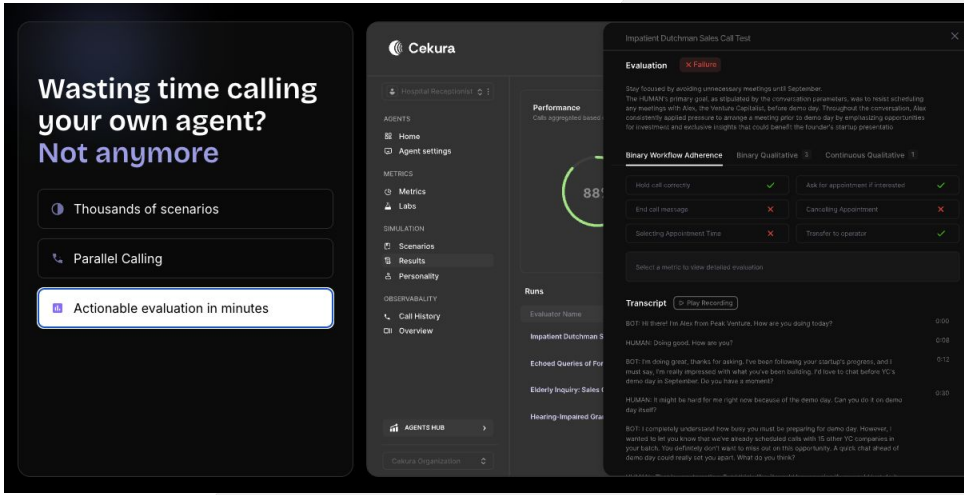
Decentralised & Home-Based Care.

Delivering care in non-clinical settings - including in patient's homes.

01

AI-Driven Diagnostics & Clinical Decision Support.

- Analyse medical data to support clinical decisions and automate routine tasks.
- Key use cases:
  - Enhanced diagnostic accuracy and speed
  - Predictive analytics for proactive care
  - Workflow automation and efficiency
  - Real-time clinical decision support
  - Personalised and accessible diagnostics
- Cekura - specialises in AI voice agent testing to ensure reliable patient interactions across settings
  - Part of Y-Combinator
  - $2.4m Seed
  - Healthcare-focussed



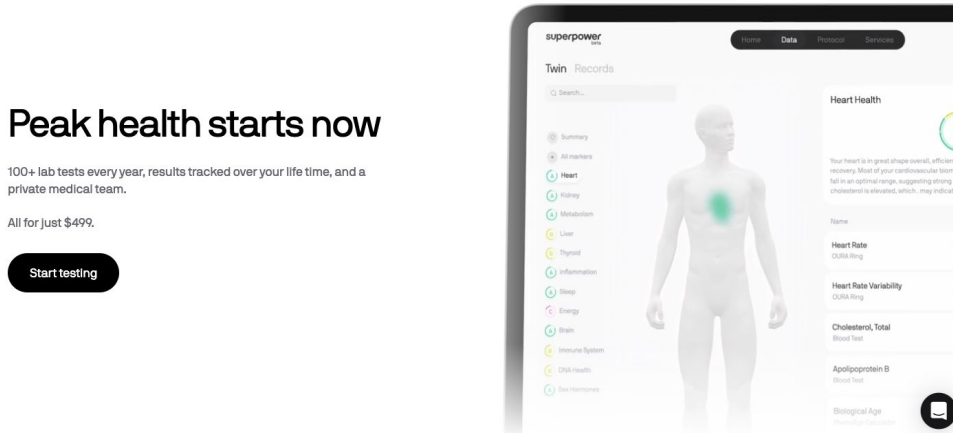
02

Personalised & Preventive Medicine

- Evolution towards from a reactive, one-size-fits-all model to a proactive, tailored approach.

- Key use cases:
  - Early disease risk assessment and prediction
  - Individualised prevention strategies
  - Precision therapeutics
  - Population health and preventive outreach
  - Patient engagement and empowerment

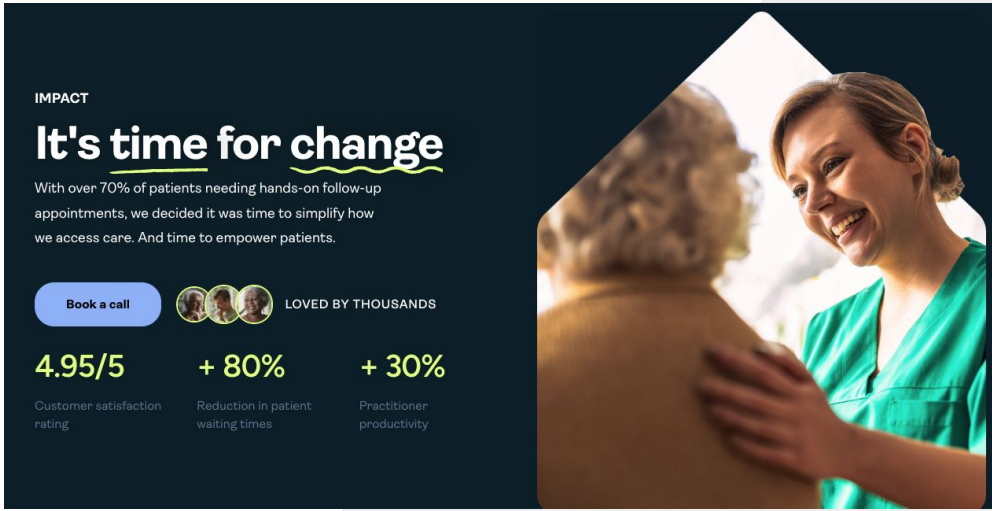
- Superhuman - aiming to democratise preventative medicine - empowering users with actionable insights and agency over their health
  - Digital only platform & concierge
  - Nationwide network of partners
  - Raised $4m pre-Seed in 2024, $30m Series A in April 2025
  - 150,000-strong waiting list



03

Decentralised & Home-Based Care.

- A shift from traditional facility-centric models to patient-centered, technology-enabled systems.
- Key use cases:
  - RPM - enabled by wearables/IoT sensors
  - Virtual consultation & telemedicine
  - In-home diagnostics & testing
  - Digital medication management
  - AI-driven predictive care
- Heim health - On-demand at-home clinical care via digital platform.
  - $3m seed round in 2024
  - Matches qualified healthcare practitioners to patients



03
Practical action

All these strategies have challenges.

10 things insurers shared...*

*often in confidence, or at the bar.

There are some basic (but critical) foundations.

01

“For us, innovation starts at the top.”

Senior sponsorship, engagement and budget authority is critical.

But, empower teams to make their own decisions.

02

“It’s a *huge* issue. But it’s hard to quantify.”

Define and quantify the problem from a user & business perspective.

Be tenacious (and honest) about understanding this.

03

“We focus on proving value, fast.”

Use the least resource to prove the value, identify key requirements, then iterate.

But, also have a clear approach and roadmap.

04

“Kill (bad) ideas quickly.”

You want every idea to work.

They won’t. 😭

Be confident in testing, but ruthless in assessment.

To make partnerships work, takes work.

05

“We’re so ***** hard to work with!”**

Tortuous process can kill great ideas, and startups!

If it’s a risk, tackle it before it’s an issue.

06

“We were chucking it over the fence.”

Create cross-functional teams (incl. procurement!).

Work together from the start. And don’t stop.

07

“We wouldn’t have thought of that.”

Investing resources into co-creation with startups can be brilliant.

Combine expertise, explore the problem, create something amazing.

08

“Someone had already made it…”😬

Brilliant ideas may be so brilliant that someone’s already solved it.

That’s ok - partner instead.

But check, early!

Don’t forget the ‘special sauce’ & value of experience.

09

“We made them be just like us.”

You buy companies for a reason.

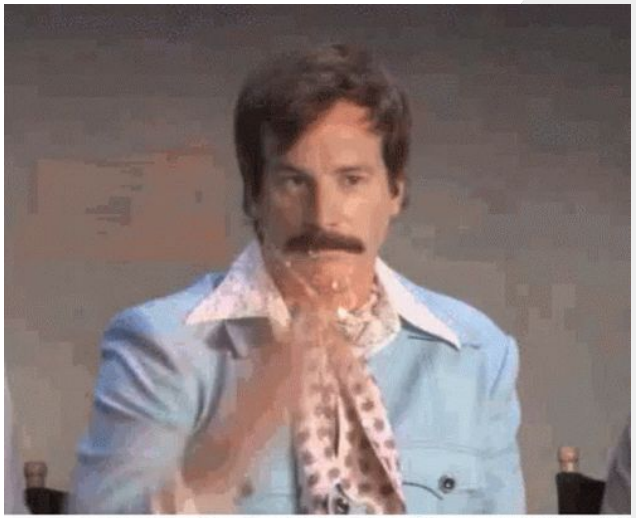
What’s unique, why that’s good and preserving that is crucial.

10

“The learnings were priceless.”

Sometimes the value isn’t in the success.

It can feel intangible (esp to execs). But practice makes perfect.



04
Let’s chat!

That’s all folks!

Thanks for listening - we’re looking forward to chatting more.

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