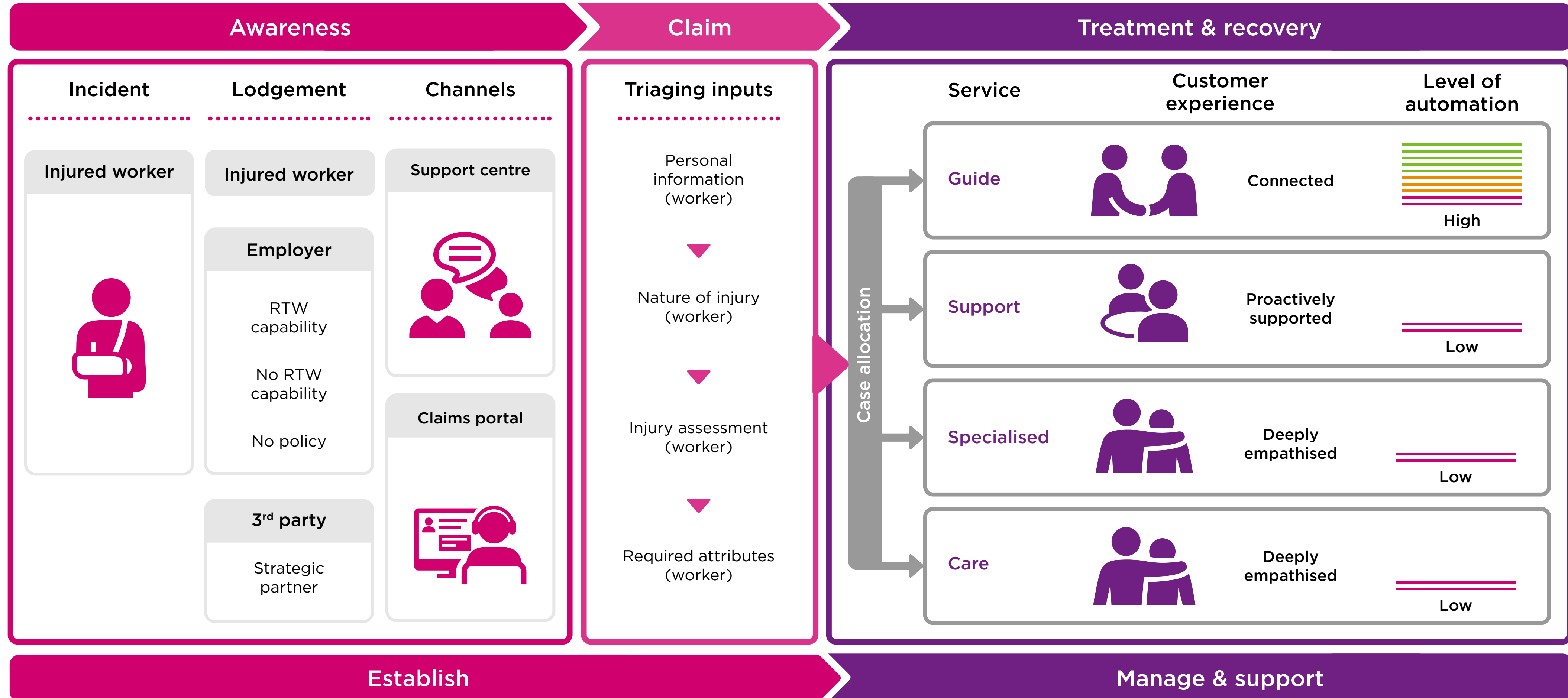


icare claims service model

icare's customer-centric claims service model illustrates the triaging logic and services, as well as the role of technology in the claims lifecycle.

Claims lifecycle (outside-in view)



By focusing on personal and physical needs, and diversifying the contact channels, a tailored experience can be delivered.