



# Case

**Insurance** 

# Partner Identification for a Health Insurance Company

## **Business Challenge**

A leading insurance major wanted to expand their market share in the Middle East, particularly in Dubai. Through an in-depth analysis the firm sought to evaluate the top 20 healthcare and medical insurance brokerage firms for a competency check to narrow down their prospective partners.

#### Solution

- Netscribes conducted an extensive study focused on individual health insurance providers operating in Dubai.
- First, we collated a comprehensive list of 200 brokers in this category based on market segmentation.
- Next, we conducted 100 primary interviews (CATI) to ensure advanced business profiling and capture individual data sets of the firm, its stakeholders, and customers.
- To support our analysis, we also conducted an extensive secondary research by examining verified online sources to confirm our market insights and underline industry developments.

#### **Results Delivered**

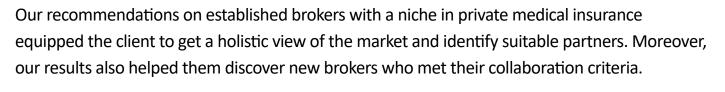
We provided a detailed report of actionable data to the client focusing on the following parameters:

- Ranking matrices
- Direct versus indirect sales ratio
- Profiles of brokerage firms which included aspects like year of establishment and portfolio, geographic presence, network strength, business model, engagement model, business units by customer segment, and market share by premium paid

### **Comparative Analysis for Medical Insurance Brokers in Dubai**

	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6	Competitor 7	Competitor 8	Competitor 9	Competitor 10
HQ in Dubai	0	0								
Presence in other Emirates	0	0			0	0		0		
Presence in multiple countries			•	•	0	0	0			
Years of expereinece (in Dubai)	0			•	0	•	0		•	
Employee strength		•			•					
International clients										
International Client Index (ICI)*	•	•	•	0	•		0	•		
Proportion of revenues from Medical Insurance				•	0	•	•		•	•

# **Benefit**



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