



# Case Study

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										
Presence in other Emirates										
Presence in multiple countries										
Years of experience (in Dubai)										
Employee strength										
International clients										
International Client Index (ICI)*										
Proportion of revenues from Medical Insurance										

Strong Weak

\* ICI is  $[(\text{International client} / \text{national client}) * 100]$

[N=30]

## Benefit

Our recommendations on established brokers with a niche in private medical insurance equipped the client to get a holistic view of the market and identify suitable partners. Moreover, our results also helped them discover new brokers who met their collaboration criteria.

**Create winning products with in-depth market and competitive insights**

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