



## Press Release

### **AAR Insurance named medical underwriter of the year**

**Nairobi, July 19<sup>th</sup> 2018....** AAR Insurance has been named the best medical underwriter of the year — group, and medical underwriter of the year — personal in this year’s Think Business Insurance Awards.

In insurance terms, underwriting is the process of evaluating and determining risk, then setting prices and establishing the insurance premium that will be charged in exchange for taking on the risk.

AAR’s win can be attributed to the company’s sound underwriting processes that put it at the top in the provision of medical insurance business in the country. The company has a medical underwriting team comprising trained medical nurses who vet clients based on their medical history, claims patterns and disease profile. The panel also consists of external senior medical consultants who play an advisory role.

“We believe that our adoption of innovative and profitable underwriting strategies is largely the reason for winning these two awards,” said Nixon Shigoli, AAR Insurance Kenya Managing Director.

He added that the company has put in place several underwriting strategies that have ensured proper assessment and pricing of risk while maintaining flexibility and responding to client needs.

Currently, majority of AAR Insurance business is in the medical underwriting at 95% with 5% focus on non-medical business. It has over 200,000 customers spread across the country

Mr. Shigoli added that the company’s unique product offering for individuals in the medical insurance business was mainly guided by market research, making it relevant to the market needs.

The awards are organized by Think Business Limited, a strategic research and publishing company, specializing in the financial sector data and information. They are designed to assess, recognize and celebrate innovation, prudence and stability in the sector by recognizing individuals and organizations that have exemplified outstanding performance in the Insurance sector over the past financial year. This year’s awards formed the 9th annual celebration of Kenya’ s Insurance sector achievements.



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## **About AAR Insurance**

When AAR started operating in 1984, its primary business was evacuation of Medical and accident casualties, both by road and air. As its membership increased, so did the needs of our clients, creating more opportunities to comprehensively provide healthcare packages for them. Its flexibility, innovation and readiness to respond to their needs made it the leading Healthcare Company in East Africa.

This response to emerging market opportunities therefore led it to evolve into two independent companies: AAR Healthcare limited which provided quality and affordable medical services through its clinic network, and AAR Insurance limited which offers a wide range of medical and non – medical insurance products.

Today, AAR Insurance is a licensed financial services provider in Kenya and a member of the Association of Kenya Insurers (AKI) with presence across the country through its intensive branch and broker network.

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