



Thailand's telehealth and insurance sectors amidst the rise of AI and the aging population

Market Research



Build Beyond As One.



Overview of Telehealth in Thailand



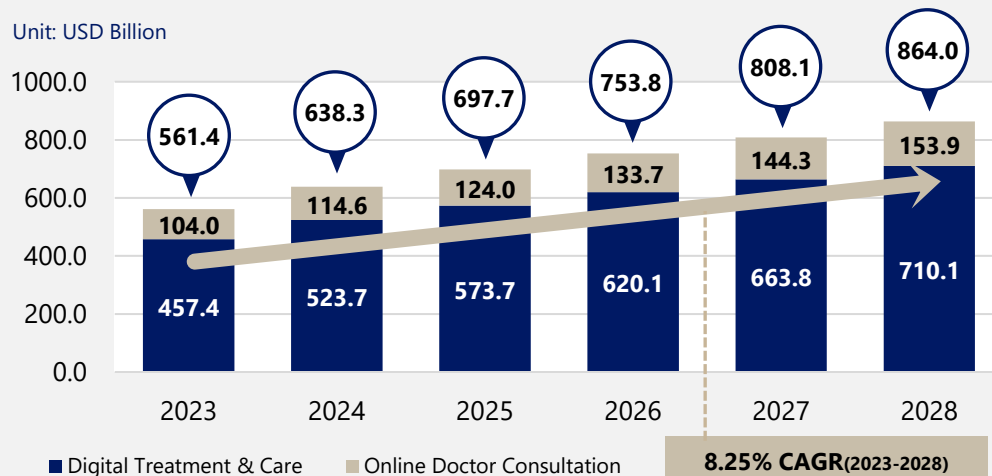
1. Healthcare Market Research

Telehealth | Market Overview

Telehealth market in Thailand is expected to **grow at CAGR 8.25%** during **2023-2030**.

The industry is regulated by **Thai Medical Council (TMC)** and **Ministry of Public Health (MoPH)**. Professionals **require local medical license to provide medical service** in Thailand.

Market size



Thailand telehealth industry is forecasted to grow at 8.25% CAGR until 2028. According to Grnad view research, Factors contribute to the growth includes country's rapidly aging population and increase in the number of initiatives by local players in terms of technological advancements (i.e., 5G, IoTs, AI and Big data).

Definition

Following is the definition of telehealth provided by 'The Medical Council of Thailand'

Telehealth **refers to the transmission or communication of modern medical content by medical practitioners** from public and/or private healthcare facilities from one location to another **by means of electronic** to provide consultation.

This also include advice providing from one medical practitioners to medical practitioners or any other person for medical operations within the framework of medical professional knowledge. According to the prevailing conditions and circumstances.

Regulation

In 2021, The Medical Council of Thailand have issued the '**Notification on Guidelines in respect to Telemedicine and Online Clinics No.54/2563**' to govern the medical practitioner on telehealth service

① Medical practitioner must possess medical certificate and follow the existing professional rules

- Professional Standards for Medical Practitioners 2012
- Criteria of Knowledge and Skills for the Assessment of License to Practice as Medical Personnel 2012

② Rights of service provider and patient using telehealth

- Patient has the right to be informed about the details of their treatment under the telemedicine service
- Service provider and the patient have the right to reject the use of telemedicine

③ Usage of IT system must be compliance with the regulations

- Personal Data Protection Act 2019 (PDPA)
- The Electronic Transactions Development Act 2019

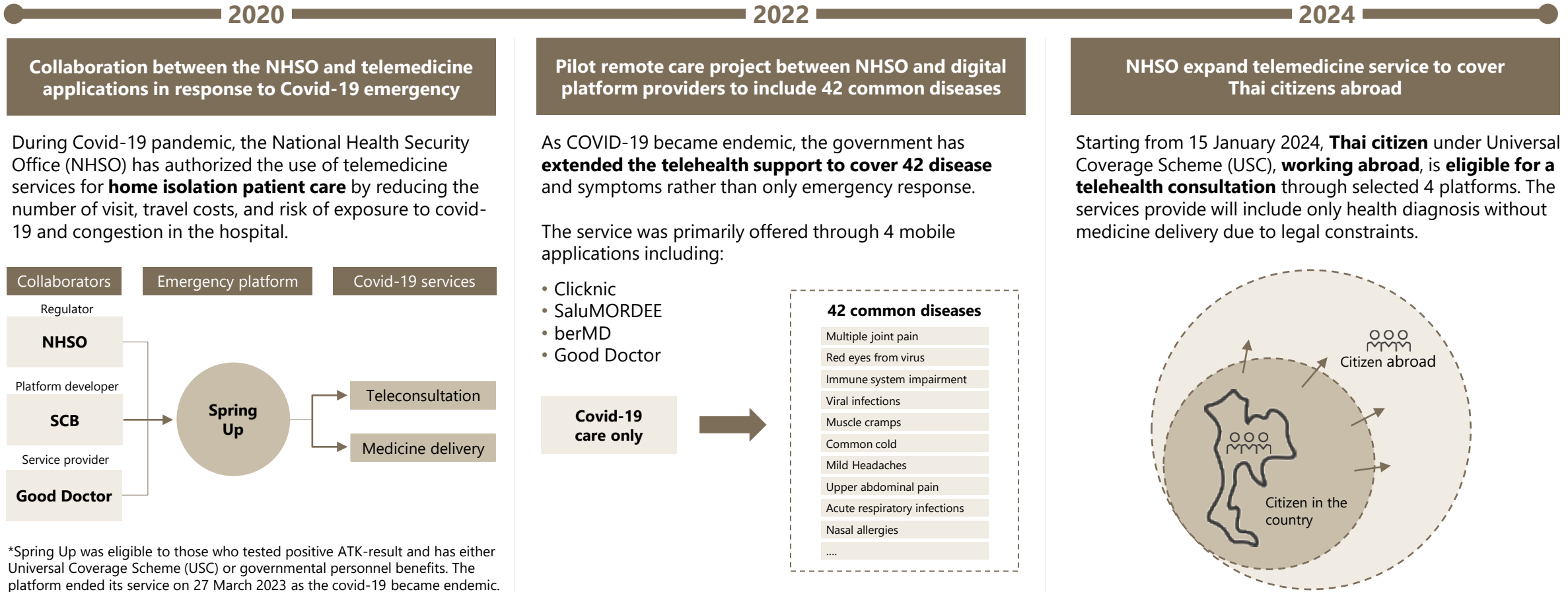
In addition, **a medical practitioner who wishes to operate telemedicine services must obtain permission from the MoPH** and the facility must be approved by the Medical Facilities Act B.E. 2541. Under MOPH notification:

- Ensuring that there are **proper registration and recording systems (HIS)** in place
- Facility is **sufficiently staffed** with skillful and experienced practitioners, appropriate telecommunication devices are used
- Telehealth services **must be provided by licensed doctors registered with the Medical of Council Thailand** and the **service must be operated through licensed clinics/hospitals**.

1. Healthcare Market Research

Telehealth | Government initiatives

Since Covid-19 pandemic, **Thai government has been consistently supporting the expansion of telehealth service** for Thai citizen both **within the country and abroad**. The coverage expanded from simple home isolation in 2020 to **covering 42 common diseases**.



Source: [Spring up - emergency telehealth platform](#) [Extended service to cover 42 diseases](#) [Telehealth for Thai citizen abroad](#)

1. Healthcare Market Research

Telehealth | Companies in Thailand

After Covid-19, large private hospitals in Thailand have expanded their services through online channel with several new telemedicine startups entering the scene.

Platform Name	Company Name	Business Types	Latest financial figure		Service offerings		
			Revenue (Mn USD)	Operating profit (Mn USD)	Teleconsult	E-Pharma	Others
Health at Home	Health at home Co., Ltd.	Online & offline	1.18 (2022 figure)	-0.09 (2022 figure)	✓	✓	Nursing home, Nurse academy, Hospital pickup, physiotherapy
Chiiwii	Chiwiborirak Co., Ltd.	Pure online	1.13	-0.29	✓	✓	-
Clicknic	Clinik Health Co., Ltd.	Pure online	0.70	-0.17	✓	✓	-
Raksa (Acquired by Doctor Anywhere in 2021)	Doctor Raksa Co., Ltd.	Pure online	0.68	-0.61	✓	✓	-
Doctor Anywhere	Docto Anywhere (Thailand) Co., Ltd.	Pure online	0.45	-0.74	✓	✓	Corporate employee benefits (Health screening, mental health)
Ooca	Telemedica Co., Ltd.	Pure online	0.33	-0.10	✓	-	Corporate employee benefits (Mental health only)
Mordee	Mordee Co., Ltd.	Pure online	0.01 (2022 figure)	-0.001 (2022 figure)	✓	✓	Corporate employee benefits (Health screening, mental health)
Doctor A to Z	Doctor A to Z Co., Ltd.	Online & platform developer	0.24 (2022 figure)	-0.15 (2022 figure)	✓	✓	Telehealth platform development for healthcare providers
SaluberMD	Saluber MD (Thailand) Co., Ltd.	Pure online	0.06	-0.07	✓	-	Corporate employee benefits (Health screening)
RelifNow	RelifNow Co., Ltd.	Pure online	0.01 (2022 figure)	0.01 (2022 figure)	✓	✓	-
Health me	Health Me Medical Technology Co., Ltd.	Pure online	n/a	n/a	✓	-	-
Good Doctor	Good Doctor Technology (Thailand) Co., Ltd.	Pure online	n/a	n/a	✓	✓	-
My B+	Bangkok Dusit Medical Service Plc.	Hospital	2,648.75	516.66	✓	✓	Other hospital services
Samitivej Virtual	Samitivej Plc.	Hospital	332.31	89.14	✓	✓	Other hospital services
9Care Virtual	Param 9 Hospital Plc.	Hospital	114.65	17.98	✓	✓	Other hospital services
Siriraj Connect	Faculty of Medicine Mahidol University	Hospital	n/a	n/a	✓	✓	Other hospital services
Dietz	Precision Dietz co., Ltd	Platform developer	0.46	0.25	-	-	Telehealth/Telemedicine platform development (Free for public hospital and small entry fee for private)

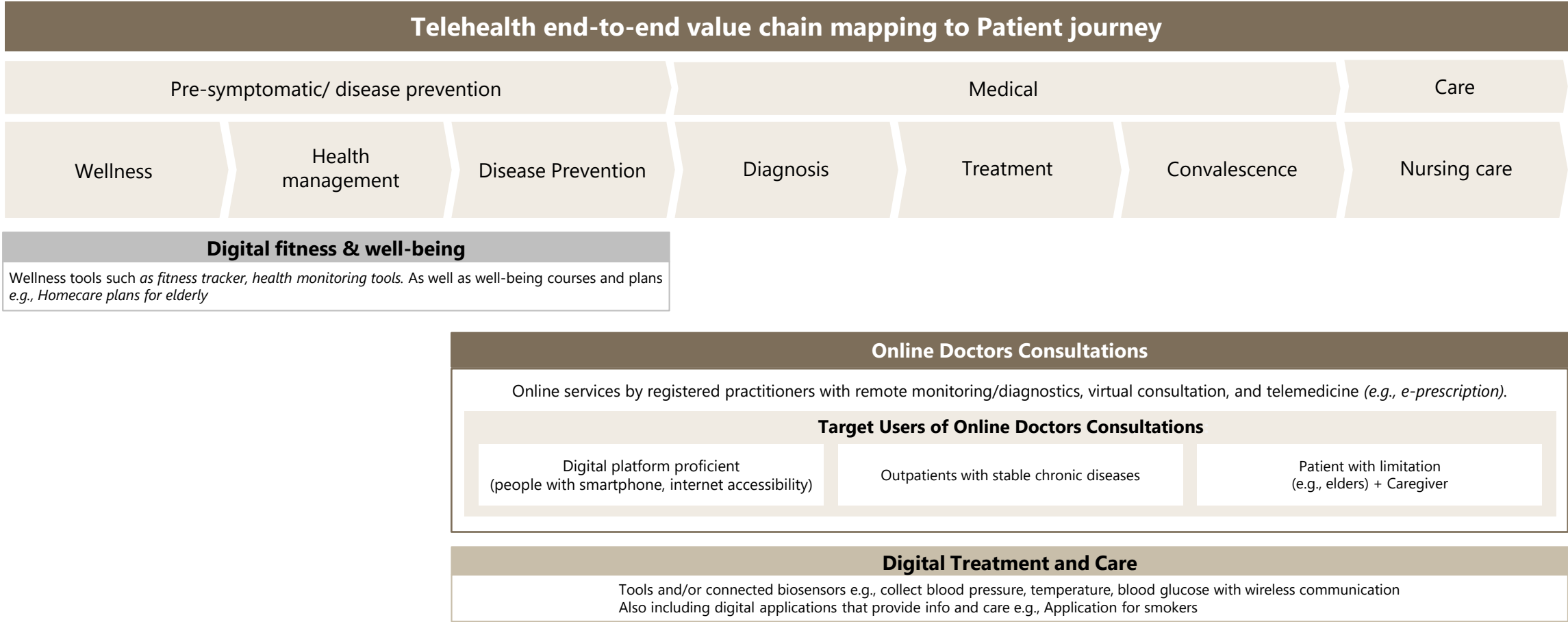
*Please be aware that the provided lists are not exhaustive and do not encompass all telehealth providers in Thailand. They serve as a highlight of the main players in the industry.

Source: [CBInsights](#) [Top telemedicine application in Thailand](#) [IOS Appstore](#) [Google play store](#) [DBD datawarehouse](#) [Samitivej 2023 annual report](#) [Praram 9 2023 FS](#) [BDMS 2023 FS](#)

1.Healthcare Market Research

Telehealth | Value chain

Telehealth, encompassing the broader digital health market, may cover the entire patient journey. With a focus on **online doctor consultations** for 3 target groups; **Digital platform proficient, Outpatients with stable chronic diseases and Patient with limitation.**



Source: ABeam Consulting creates the above table by referring to public information

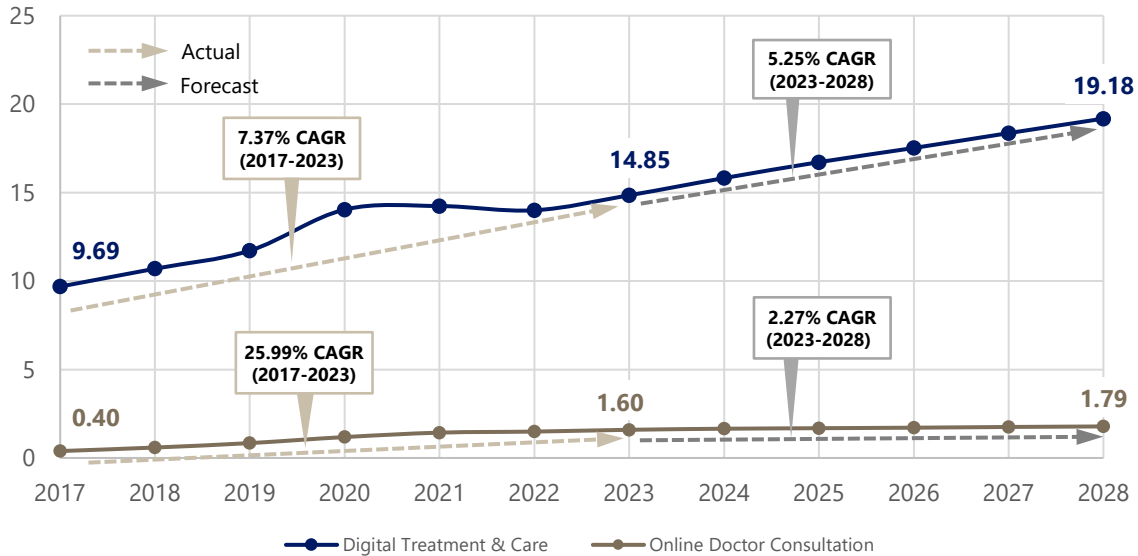
1. Healthcare Market Research

Telehealth | Customer (1/2)

There has been a growing adoption of telehealth services in Thailand, leading to a marked **surge in both user numbers and expenditure per user**, especially during the COVID-19 pandemic.

Telehealth users in TH

Unit: Million users



In terms of **user number**, the **digital treatment and care** segment is projected to grow at the **highest** rate at **CAGR 5.25%** as patients are looking for alternative ways to manage chronic conditions through IoT devices from the comfort of their homes.

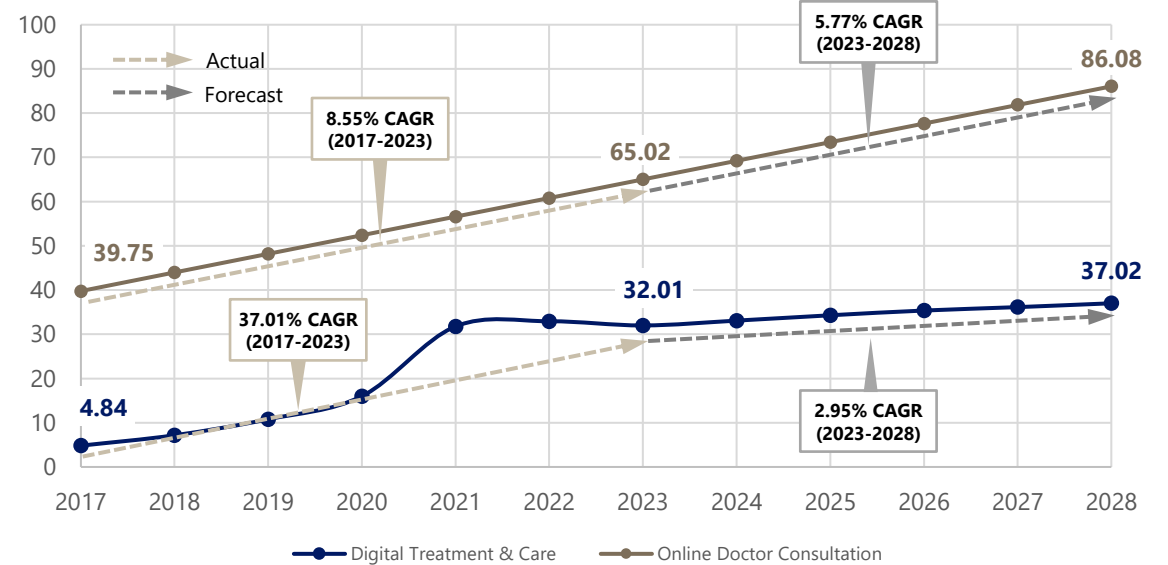
Definition:

Online Doctor Consultations: This market includes telemedicine and other digital tools that allow patients to consult with doctors remotely.

Digital Treatment & Care: This market includes digital tools that are used to diagnose, treat, and manage medical conditions. It includes the Connected Biosensors and Digital Care Management markets.

Telehealth Revenue per user

Unit: USD



In terms of **revenue per user**, the **online doctor consultation** segment is expected to experience the **fastest** growth at **CAGR 5.77%** from \$65.02 in 2023 to \$86.08 in 2028. This indicates a positive trend towards the amount people are willing to pay for online doctor consultations.

1. Healthcare Market Research

Telehealth | Customer (2/2)

According to research from **Chula Unisearch in 2023**, the **preferred point of contact** for healthcare services is **physical visit to hospitals**. Whereas **telehealth platforms are mostly utilized** for **advanced physical appointments** and **medicine delivery**.

Survey sample



Male

n = 466



Female

n = 534

Preferred point of contact for healthcare services

Point of contact	Number	% total
Physical visit	856	85.60%
Phone call	466	46.83%
Line application	325	32.66%
Mobile application	240	24.12%
Facebook page	132	13.27%
Email	63	6.33%
SMS	57	5.73%
Others (i.e., emergency call 1699)	3	0.30%

n = 995 (responses received)

Format of telehealth services

Telehealth services	Number	% total
Advanced physical appointment	325	32.5%
Medicine delivery	296	29.60%
Personal Identification (requested by hospital)	212	21.20%
Follow-up monitoring	202	20.20%
Online doctor consultation	200	20.00%
Online treatment	154	15.40%
e-Consent for medical treatment	12	1.20%
Treatment results	12	0.7%

n = 564 (responses received)

Please note that the % total will not add up to 100% as each participant may select more than 1 answer.



Overview of Insurance market in Thailand

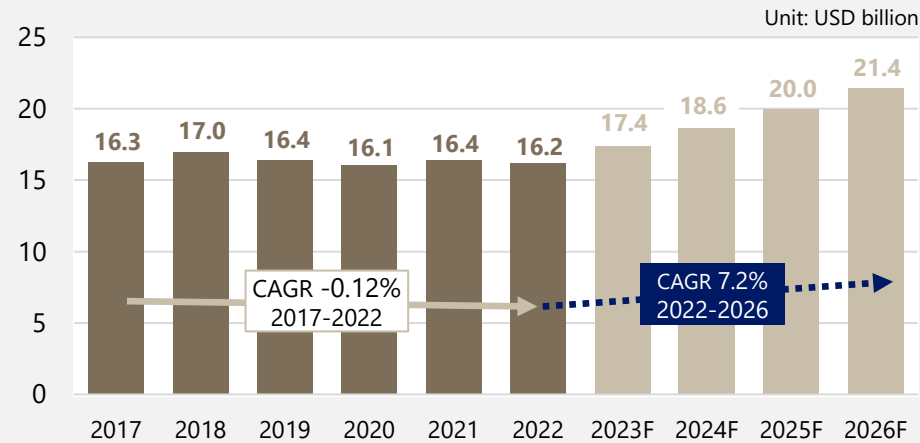


2. Insurance Market Research

Life Insurance | Market overview

Thai Life insurance is expected to **recover at the CAGR of 4.8%** during 2023-2027 – assisted by the popularity of **health insurance** along with the rise in **medical expenditure** and increasing **usage of AI**.

Market size



Life insurance segments

Proportion of key lines of business in 2022 based on net written premium

Life Insurance types	Value	Market share
	(USD billion)	(%)
Basic Ordinary life insurance		
Endowment	7.50	44%
Whole life	2.70	16%
Annuity	0.40	3%
Term	0.09	1%
Investment-linked life insurance		
Unit-linked	0.96	6%
Universal Life	0.08	1%
Others life insurance		
Group life	1.17	7%
Industrial life	0.12	1%
Personal accident (issued by life insurer)	0.12	1%
Riders (add-on benefits)		
Health rider (i.e., medical expenses, daily cash allowance)	2.57	16%
Accident Death/Disabilities rider	0.57	4%
Others	0.24	1%

Please note the value and percentage might not add-up to total figure due to rounding

Market Trends – Life

2017-2022

Insurance as tax deductible

In 2017, the government policy allowed policyholders to use life insurance premiums and health insurance premiums as personal income tax deductions.

Lower demand as consumer shift to other form of investment

According to the president of TLAA, the most popular segment of Thai life insurance is endowment product, which is sensitive to the change in yield curve – consumer were looking to invest in other low-risk investments including investment bonds that offered higher return on investment.

High premium insurance were replaced by low premium life insurance policy with health riders

During the covid-19 pandemic, many consumers were prioritizing non-investment products such as life policy that include health coverage (i.e., critical illness). According to the president of TLAA, the premium of these policy were 8-10 times cheaper than endowment insurance.

Outlook

According to Financia investment, **the life insurance market is expected to grow at 7.2% CAGR** from USD 16.2 billion in 2022 to approximately USD 21.4 billion in 2026 fostered by the following factors:

1) Continuing aging society with increased in medical expenditure (5-8% annually)

The Thai life association (TLAA) predicted as the country become aged society and the medical expenses rise, the awareness of insurance products especially health and annuity is expected to uplift the demand within life insurance industry.

2) Usage of AI in analyzing to improve business (i.e., Personalized customer experience)

The Thai government is actively engaged in formulating Thailand's National Artificial Intelligence (AI) Strategy Plan, with a vision to fortify the nation's economy and enhance the well-being of its people by 2027. Notable mention of AI usage by local players include:

- **Tokio Marine Life Insurance (Thailand)** collaborate with AmiVoice Thai to launch Virtual Agent solution by AmiVoice.
- **Thai Life Insurance** has adopted ALLFINANZ SPARK, a cloud-based automated underwriting solution that allows for faster risk assessments resulting in faster turn around time for customer.
- **Prudential Life Assurance (Thailand)** offers consumer with digital app called PULSE that utilize AI to perform health assessment such as measuring BMI with selfie upload.

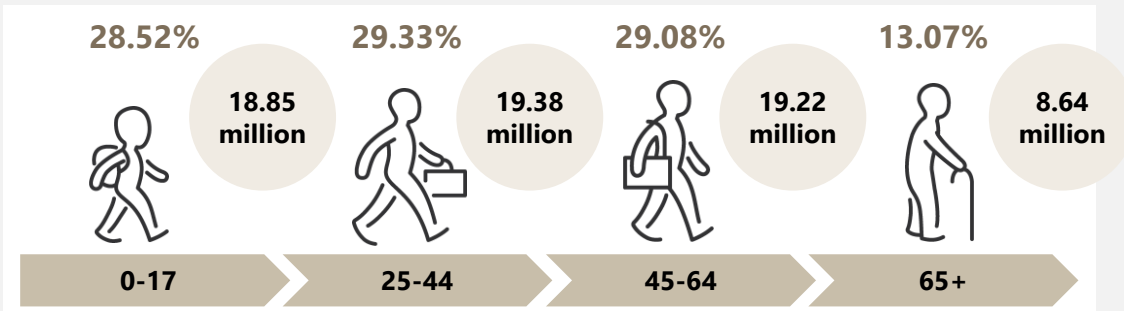
2. Insurance Market Research

Life Insurance | Consumer insight

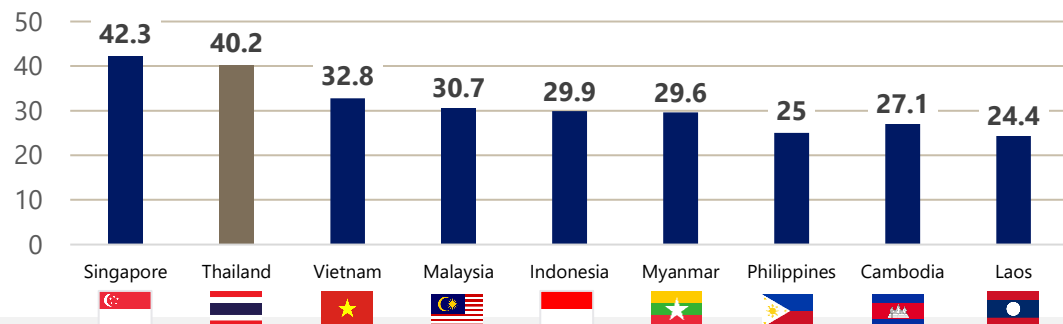
Thai consumer comprises of mature citizens – the country has **almost transition** from **aging society** to **aged-society** with 14% of population exceed 65+. With this, **there is a shift in consumer behavior to include healthcare benefits in life insurance policy**. In addition, medias are being used to compare insurance information

To-be aged population

According to National Statistic Organization (NSO), Thai population is the second highest in terms of median age when compared with other SEA countries. In addition, the country is on path toward aged society when the population of age 65+ exceeding 14%.



Median age comparison among SEA countries in 2023



Shift to health coverage benefits

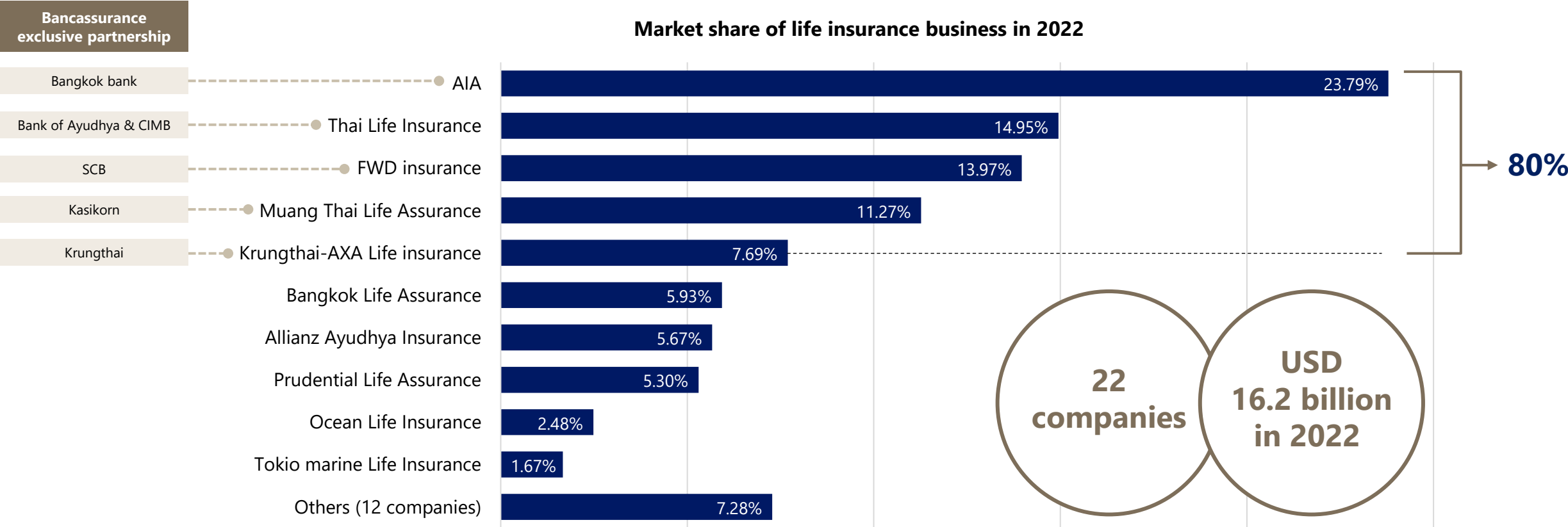
According to the research aim to study Thai consumer behavior of life insurance purchasing in the aftermath of Covid-19, there was a distinct difference in consumer behavior between pre-covid and after-covid in the following categories

	n=400 (Female 263, Male 137)	n=300 (Female 195, Male 105)
	Pre-covid (2016)	After-covid (2023)
Purpose of purchase	Purchased life insurance to secure themselves and their families from unexpected event and cost .	The primary purpose of purchasing insurance was to secure funds for healthcare (i.e., medical expenses). Apart from the main policy's coverage, one also expect to receive health coverage , or coverage for serious illnesses , or daily compensation when admitted to a hospital.
Influential factors in decision making process	Received insurance details mostly from insurance agents and consult with family members.	In addition to insurance agent, radio, television, or various media advertisements are being used to compared insurance benefits by the consumer. Still, agent remains the go-to channel for life insurance as it usually cover after-sale support.

2. Insurance Market Research

Life Insurance | Insurance players

Thai life insurance market is dominated by 5 players, accounting for 80% of the total premium in 2022; As a result of **exclusive partnership agreements with big banks** in Thailand and **strong network of agent** in the country.

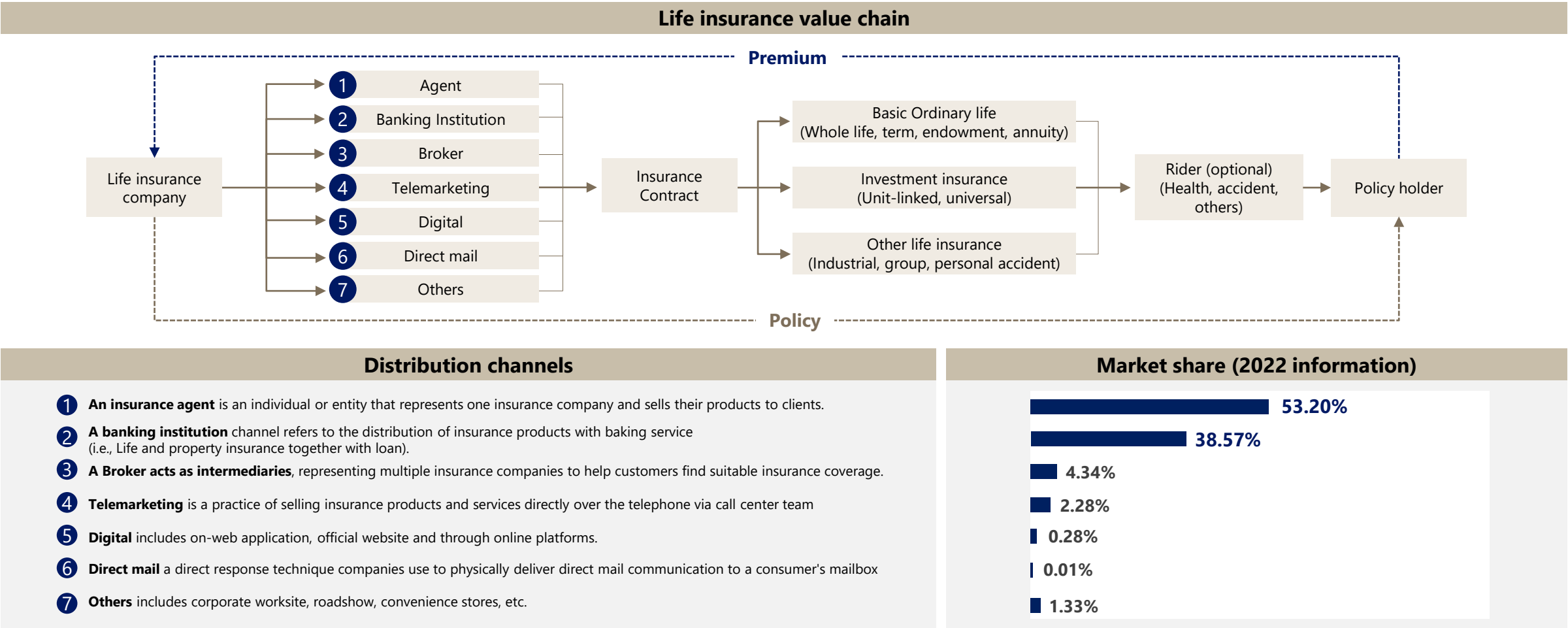


Source: [Market share](#) [Partnership](#)

2. Insurance Market Research

Life Insurance | Value chain

Insurance agent accounted for half of the marketing channel for life insurance products in Thailand as the country's life insurance business use non-price competition behavior where consumer sentiment focuses personal consultation. With this, several insurers also have dedicated department of wealth advisor for this purpose.



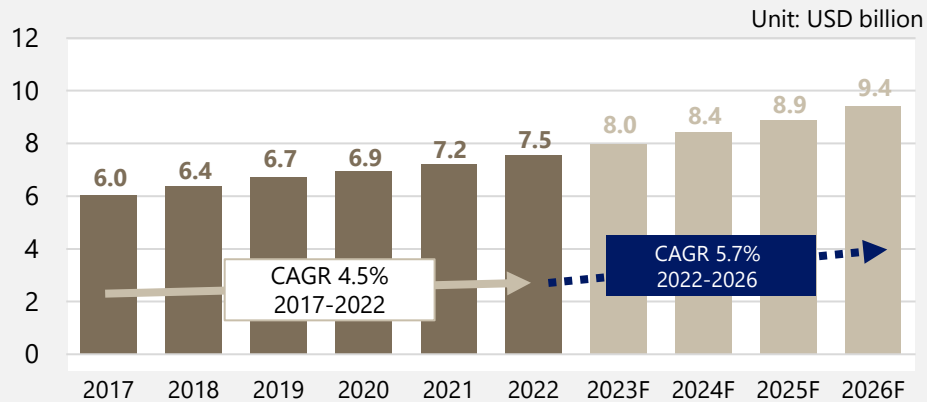
Source: [Proportion of distribution channel](#) [Other channel TLAA definition](#) [Why agent is popular](#)

2. Insurance Market Research

Non-life Insurance | Market overview

The non-life insurance market is **expected to grow at 5.7% CAGR during 2022-2026** – primary driven by system linkage in government compulsory insurance, EV-related insurance, beauty insurance and demand for property protection

Market size



Non-life insurance segments

Proportion of key lines of business in 2022 based on net written premium

Non-life insurance type	Value	Market share
	(USD billion)	(%)
Motor insurance		
Motor voluntary	3.73	49.51%
Motor compulsory	0.53	6.97%
Fire insurance		
Fire	0.27	3.60%
Marine insurance		
Marine	0.19	2.55%
Miscellaneous insurances		
IAR (Industrial All Risks)	0.91	12.10%
Public liability	0.10	1.36%
Personal accident (issued by non-life insurer)	0.86	11.44%
Health	0.43	5.77%
Other miscellaneous	0.51	6.70%

Please note the value and percentage might not add-up to total figure due to rounding

Market Trends – Life

2017-2022

- In 2017, OIC introduced the incentives for motor insurance purchasing where a consumer could purchase/renew insurance at a 5-10% discount when CCTV camera are installed in the vehicle.
- In 2020, PA & Health products were the highest premium contribution (8% increased) due to COVID and increased public awareness of long-term health issues. Still, many insurer faced financial difficulties, and some had to surrender their non-life insurance licenses and cease operations from insufficient funding reserve from high claim rate.

Outlook

According to Global Data, **the non-life insurance market is expected to grow at 5.7% CAGR** from USD 7.5 billion in 2022 to approximately USD 9.4 billion in 2026 driven by motor and property related insurances.

① Government ensure that all vehicles have compulsory motor insurance [Motor]

On April 21, 2023, the Office of Insurance Commission (OIC) and the Department of Land Transport jointly launched a digital data-linking system to verify compulsory motor insurance policies at the time of paying vehicle tax annually. The new system will increase compliance and support motor insurance growth in Thailand."

② Introduction of EV insurance (Battery) from increase sales in domestic EV sales [Motor]

Battery EV insurance in Thailand (Motor represented for significant part of Thai general insurance sales). EV fires occurring while charging or arising from battery faults. With an increasing market demand, the Office of Insurance Commission (OIC) now prescribes standard wording and premium rates for battery electric vehicles (BEVs).

③ Introduction of aesthetic insurance from rising trends in beauty industry in Thailand [Health]

Ministry of Health and OIC have approved Thailand's first ever aesthetic insurance, which will provide cover for loss resulting from plastic surgeries, medical liability, and professional liability

④ The recent Nat-cat events is expected to uplift the demand of property protection [Property]

In 2021, the total economic loss arising from floods amounted to THB19,186 million (\$600 million), which was last seen in 2011. Further, in 2022, 3,000 people were displaced due to several floods that affected 41,324 households and incurred an economic loss of around THB790 million (\$22.5 million).

Nat-cat refers to the natural catastrophe

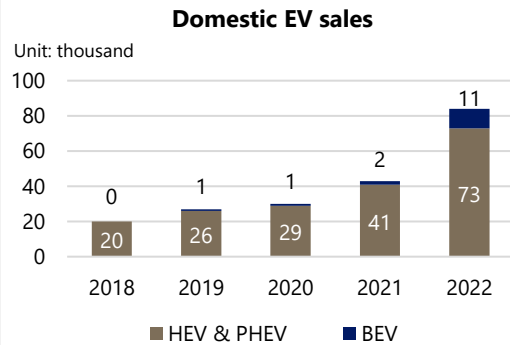
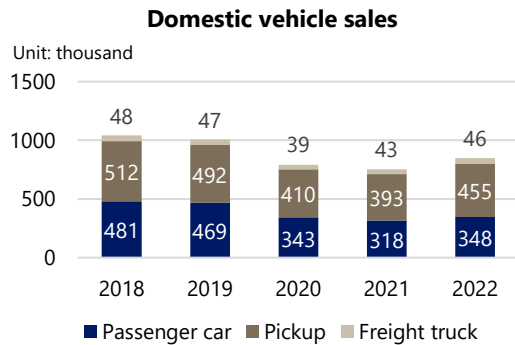
2. Insurance Market Research

Non-life Insurance | Consumer insight

In automotive industry, EV is the next best choice from consumer perspective. Health expenditure continue to increase as **Thai population** are **increasingly unhealthy**. As for the real estate, **young population prefers to rent over buying**, still the **foreign ownership is expected to increase from new condominium act**

1

Increase adoption in Electric Vehicle (EV)



Positive consumer perspective on EV

According to Ipsos survey, 84% of Thais say they are likely to buy an electric vehicle for their next purchase due to "Cost saving on petrol" and "positive impact on the environment"



Continue government incentive on EV (EV 3.0 in 2023 and EV 3.5 in 2024)

Under the proposed EV 3.5 policy, the government is expected to subsidize EVs at a rate of roughly 100,000 baht per vehicle and will mandate car makers set up EV manufacturing facilities in Thailand proportional to the number of imported EVs.



Manufacturer introduced commercial electric vehicle (market expansion to larger segment)

Producer introduces EV for commercial vehicle (a major portion of country vehicle sales)

Example includes

1. Isuzu Motors is scheduled to launch its first D-max pickup truck in Thailand in 2025.
2. Toyota plan to mass-produce Hilux EV in Thailand by 2025.

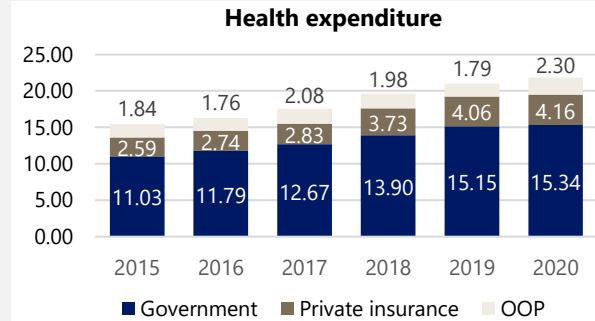


Improve charging infrastructure (supporting consumer concern and raise adoption)

PTT Oil & Retail Business Plc plans to install 7,000 charging stations by 2030, up from 139 as of January 2023. PTT operates 2,500 petrol filling stations, which will be the foundation for its entry into EV charging.

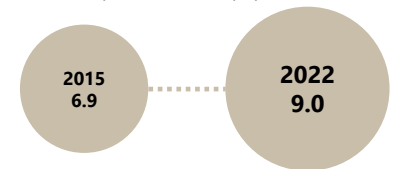
2

Increase health expenditure as population becomes unhealthy



Increase in morbidity rate

Unit: per 1 thousand population



Top 3 leading causes of death in 2022 :

1. All cancer ~82,500
2. Stroke ~38,000
3. Pneumonitis ~36,000

Like global trend, Thai health expenditure has been increasing over the past few years. In addition, morbidity rate has also gone up by 56% from 2015 to 2022 – indicating that Thai population is increasingly becoming unhealthy

3

Yong locals prefer renting, while government open housing to foreigner



Gen Z prefer renting over buying

Thai house-hold dept remain elevated, encouraging lenders to tighten credit conditions for locals. According to TTB analysis, with the constraint on income level and different perspective on job hopping, Gen Z (age 14-28)



Change in condominium act assist foreign buyers

The Government is in the process of increasing of the foreign ownership in condominium unit from the cap of 49% of the total building.



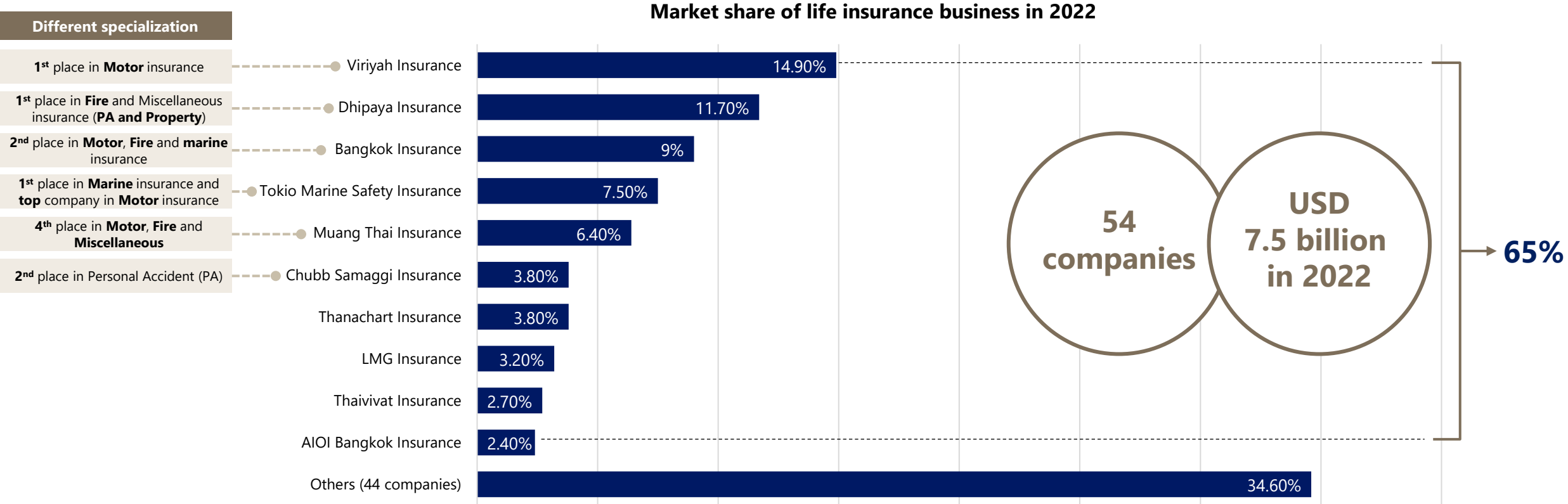
Mortgage fee reduction

The fee for registering transfers of ownership of a property has been cut from 2% to 1% of its value as well as the charge for registering mortgages has been reduced from 1% to 0.01% of the property's value for both newly and previously built properties with a value of not more than THB 3 million.

2. Insurance Market Research

Non-life Insurance | Insurance players

Competition landscape of non-life insurance is **highly competitive** with top 10 companies owning just 65% of the market share. Although **top companies** in non-life general insurance **specialized in different business categories, majority of them excel in offering of motor insurances.**

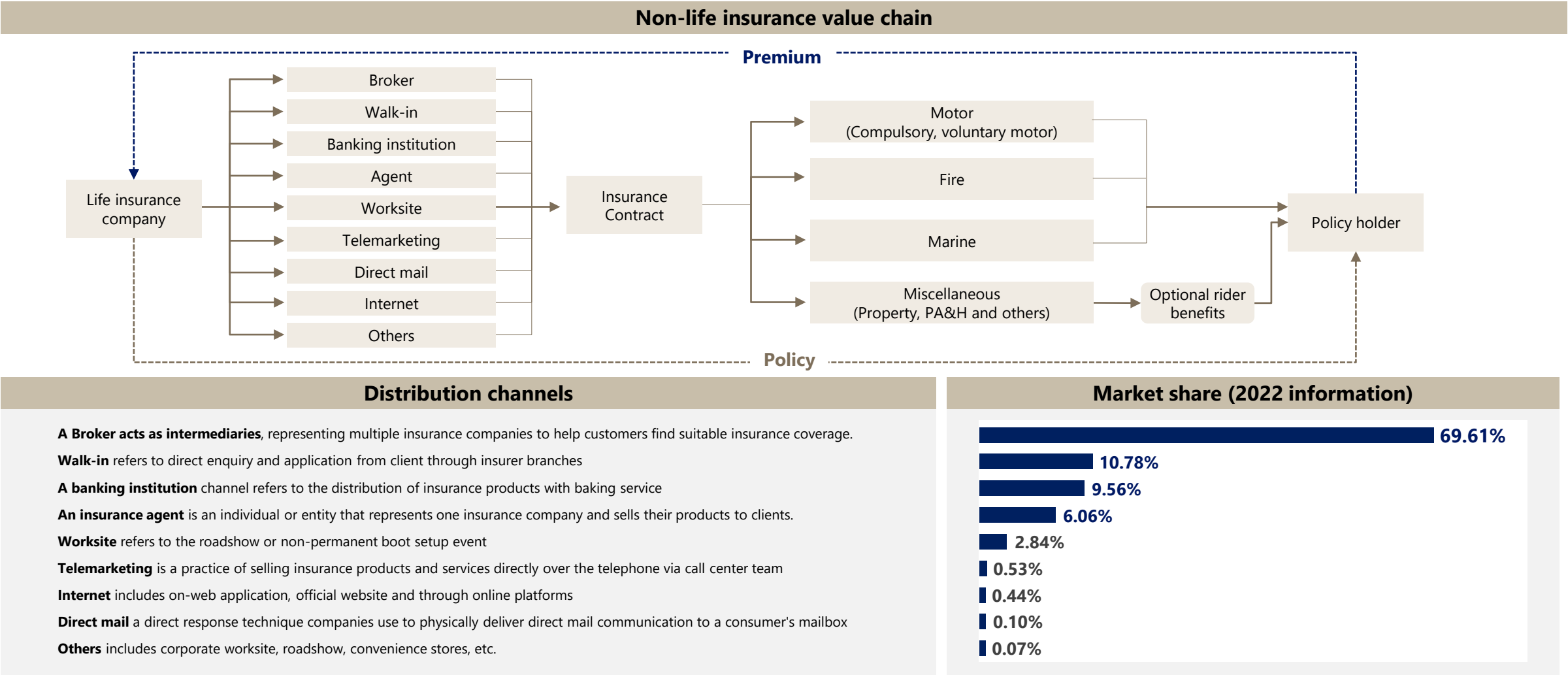


Source: [Market share](#)

2. Insurance Market Research

Non-life Insurance | Value chain

The **non-life insurance product** in Thailand is **majorly sold through insurance brokerage firms** as brokerage firms could **offer lower insurance prices** by **leveraging bulk purchase** from insurer.

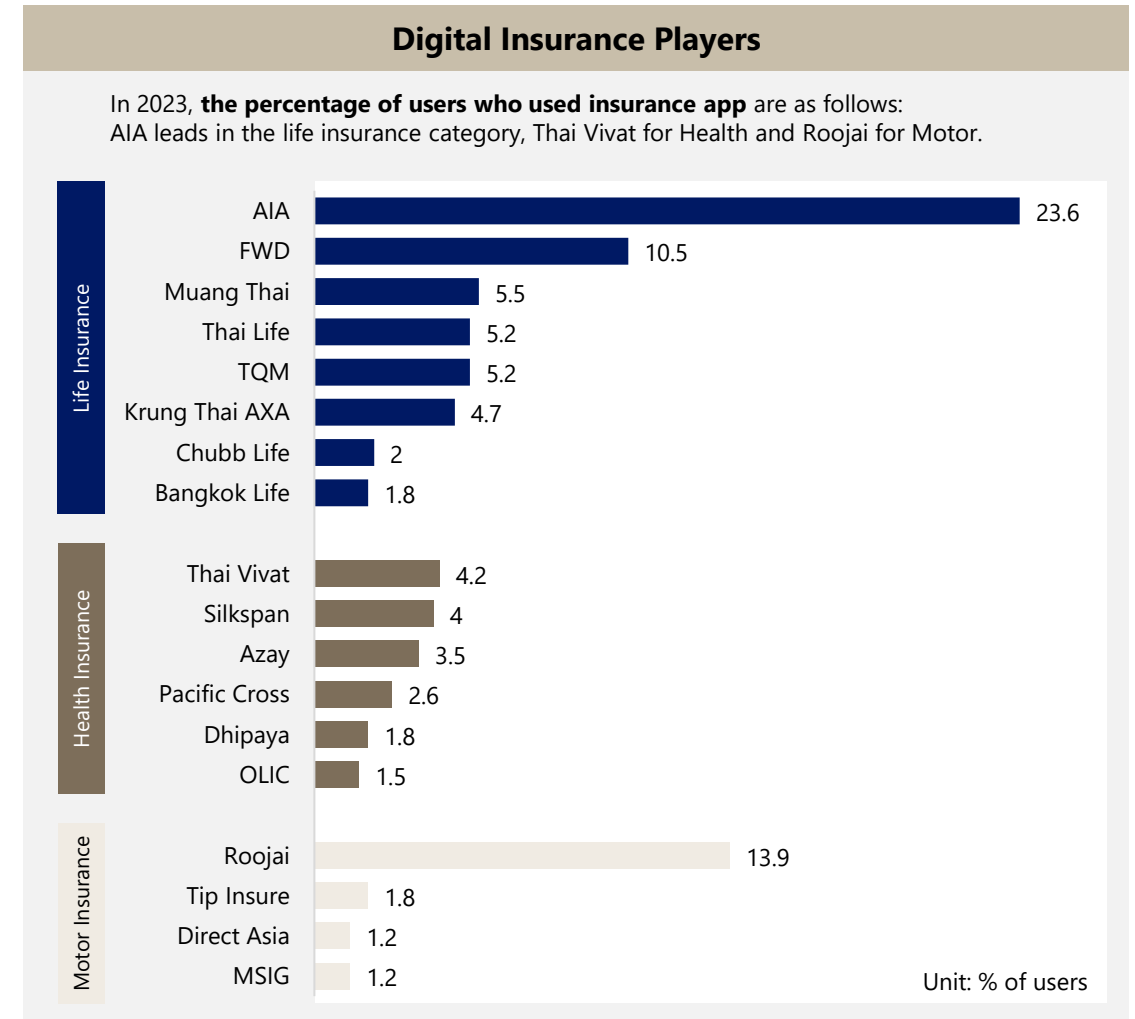
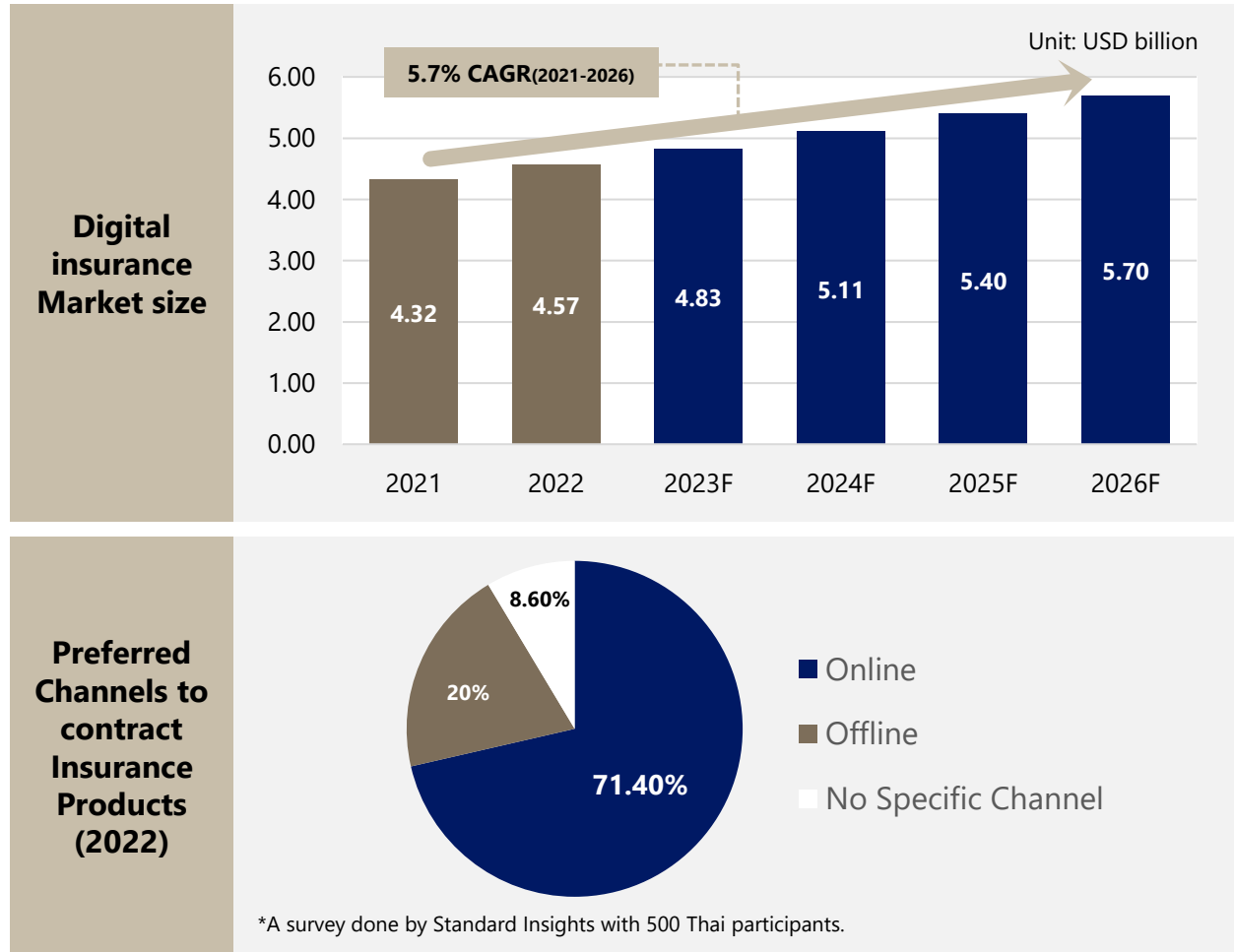


Source: [OIC - Proportion of distribution channel](#) [Bulk purchasing](#)

2. Insurance Market Research

Digital Insurance Market | Overview & Players

Digital Insurance market size was estimated to grow with **CAGR at 5.7% from 2021 to 2026**. With the trends of increase in users preferring online channels and various players in the market.

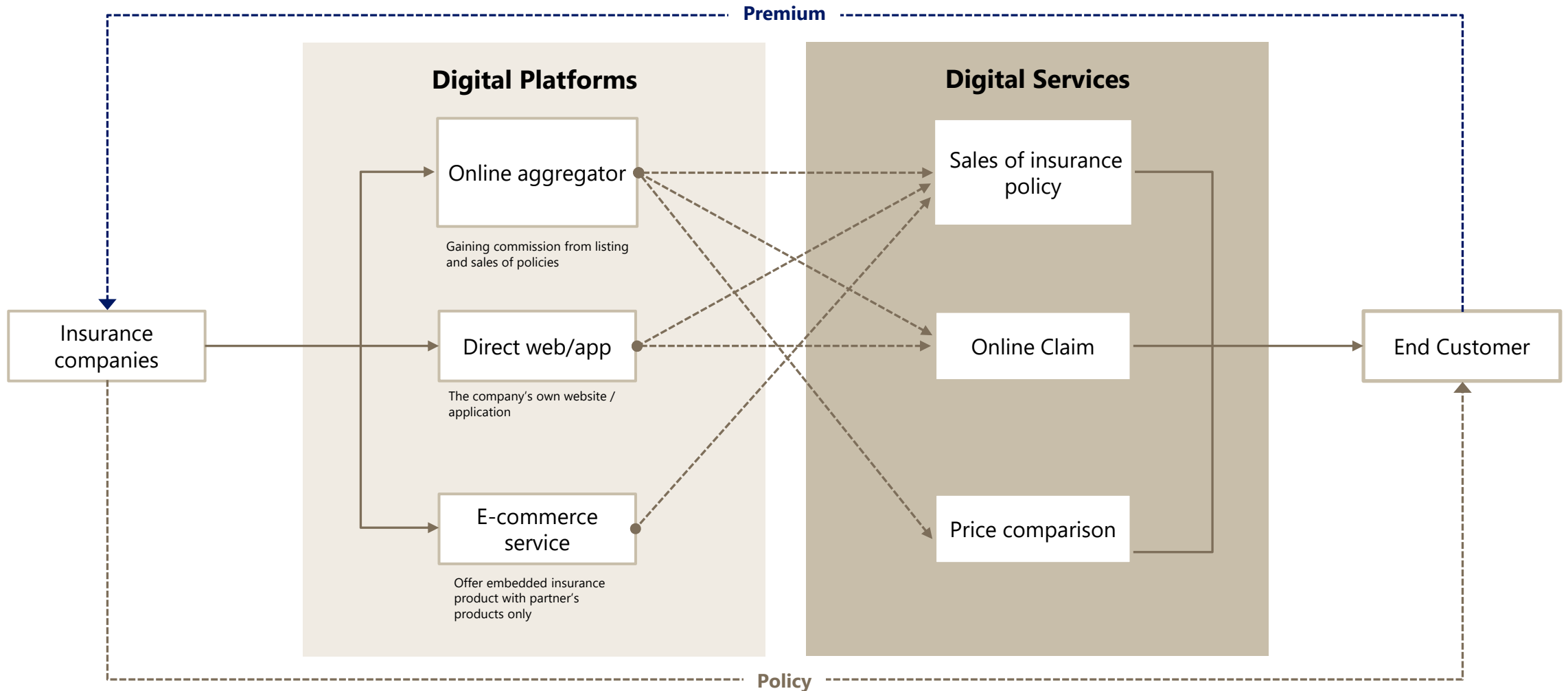


Source: [Market Size](#) [Standard Insights](#) [Percentage of App Users](#)

2. Insurance Market Research

Digital Insurance Market | Value Chain

Insurance companies are now partnering and offering insurance services on **digital platform** to reach more end-customer and meets the demand.

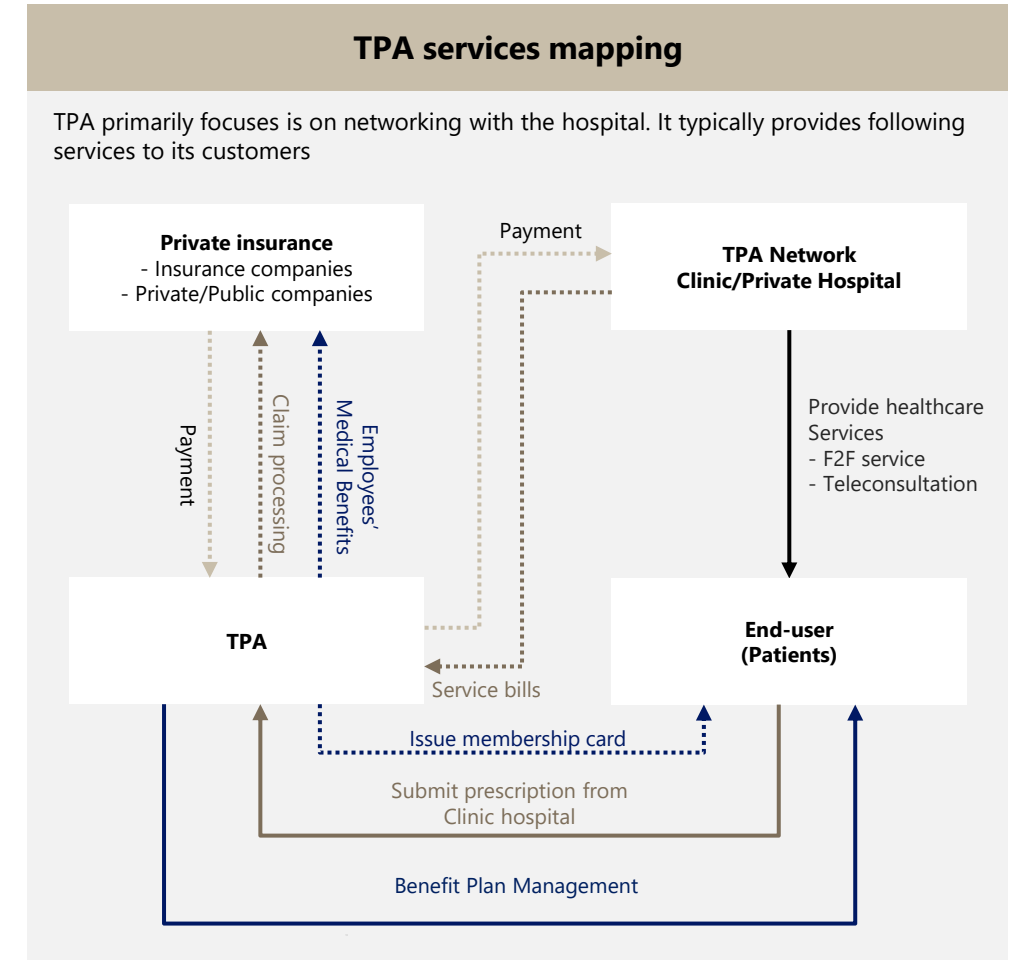
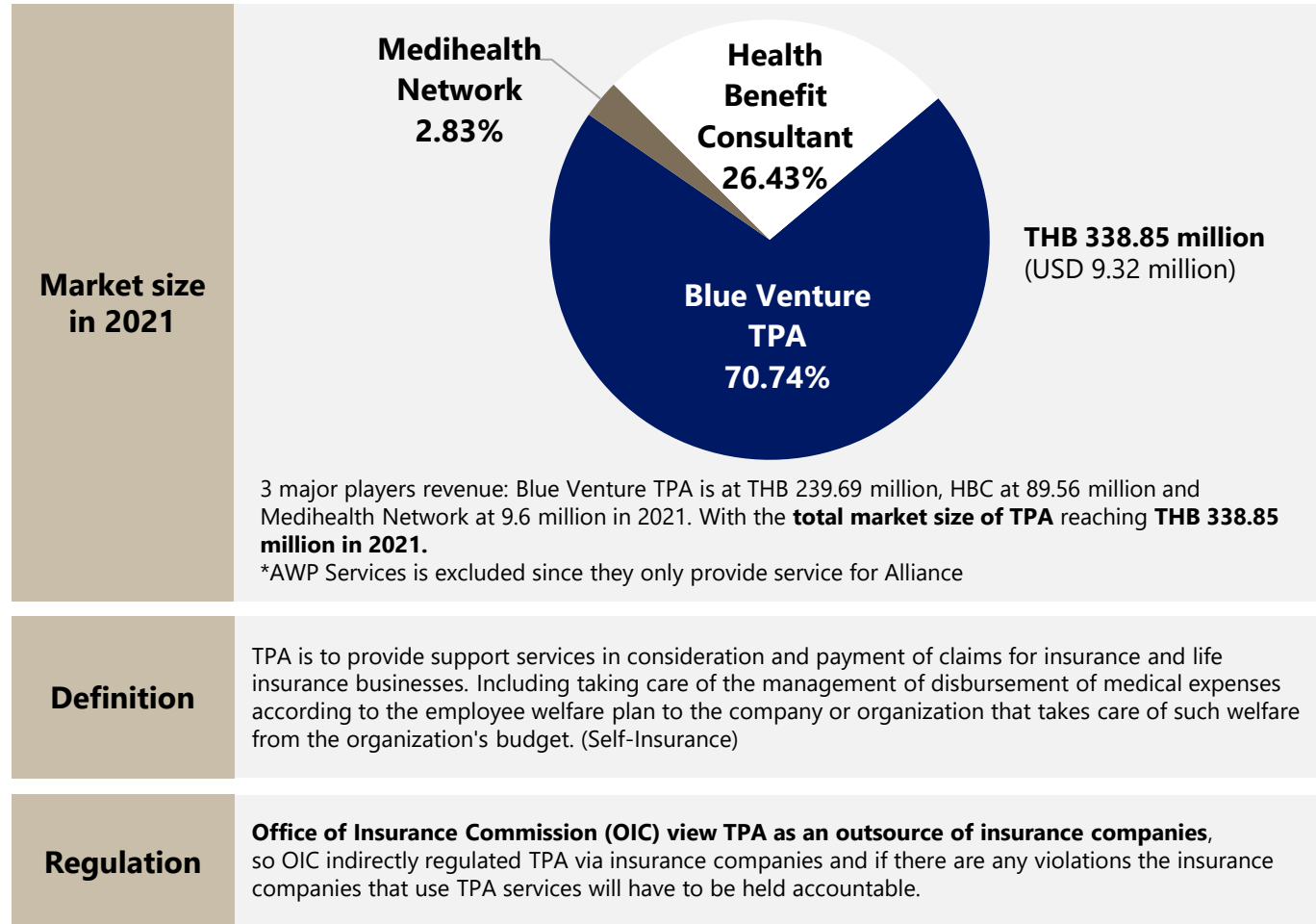


Source: ABeam created by referring to public information

3.TPA Market Research (for health insurance)

TPA | Market overview – Players in Thailand

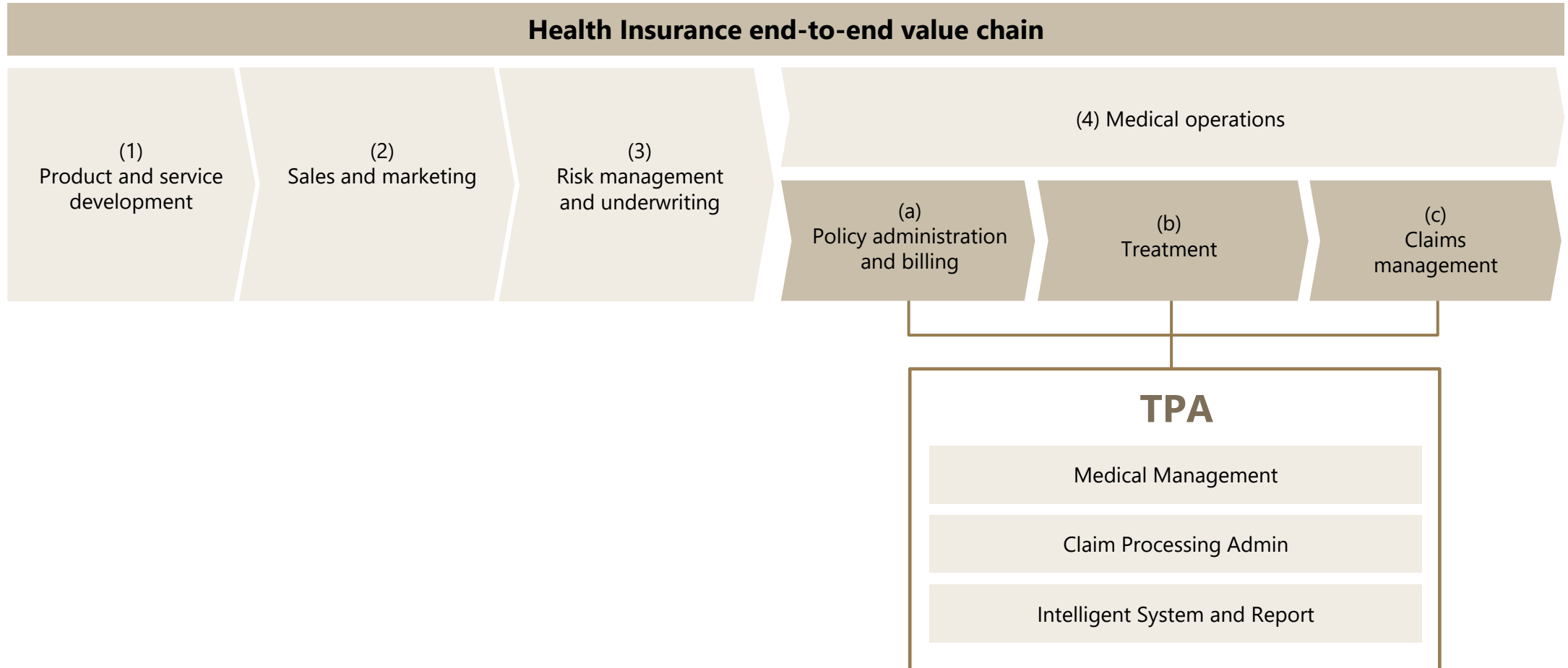
There are **3 main players in Thailand TPA health insurance market** in 2021. These TPA players are the ones that provides medical management, claim processing administration, and intelligent system & report.



3.TPA Market Research (for health insurance)

TPA | Value chain

Generally, The TPA's main responsibility lies in administrative operations, including transactional, claim management, and reporting while in **Thailand there are only a few TPA companies that provided services** (managed care services are excluded since it is not available in Thailand).



Source: [End-to-End value chain](#) [Emerging Business Across Insurance Value Chain](#)



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