



## **PAI Health Teams Up With Gen Re To Improve Health Outcomes And Reduce Risk**

*PAI metric will help to drive customer engagement and reduce the risk of cardiovascular disease and lifestyle risk*

**VANCOUVER and LONDON** – April 9, 2018 - PAI Health (formerly Mio Global), a health technology company with proprietary science-based algorithms that prescribe exercise for optimal health, has entered into a collaboration with reinsurer Gen Re.

PAI (Personal Activity Intelligence) is a motivational heart-rate based activity metric proven to reduce cardiovascular disease and lifestyle risk. PAI technology offers insurers advanced behavioural insights and the measurement of individual and population rising risk and health trends.

PAI will work with Gen Re to develop insurance solutions for life and health clients in the global market that drive customer engagement and reduce risk.

"It is significant to be working with Gen Re, a global leader in the insurance industry," said Peter Taylor, CEO of PAI Health. "Our combined expertise is a powerful collaboration to realize the full potential of PAI, improving consumers' health and reducing healthcare and insurance costs on a global scale."

Ross Campbell, Chief Underwriter, Gen Re International Life/Health Research and Development, comments "Collaborations offer a way for insurers to develop digital solutions that will provide policyholders with added value. We see potential for PAI in risk selection and promoting improved health among insurance customers. Working with PAI underlines Gen Re's commitment to innovation."

### **About PAI Health**

Personal Activity Intelligence (PAI) is the first scientifically validated metric that provides personalized guidance on how much exercise is needed for optimal health. PAI Health is the new company formerly known as Mio Global, a successful pioneer in heart rate technology and wearables. PAI helps insurers to better manage risk and reduce costs through rising risk indicators of member health. To learn more visit: [www.paihealth.com](http://www.paihealth.com)

### **About Gen Re**

Gen Re is one of the leading reinsurers in the world, with a strong focus on health and life insurance. With \$13 billion in capital and approx. \$5.6 billion in premiums, it is one of the leading reinsurers in the world with a global network of offices in key reinsurance markets. To learn more visit: [www.genre.com](http://www.genre.com)



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