



Case Study

Private Health Insurance in Ireland

Delivering a better customer experience while reducing telemedicine spend.



Challenge

Ireland is a €3 billion health insurance market with four insurers competing for 2.5 million customers. Our client is the only company providing unlimited virtual care, but this point of differentiation was becoming unaffordable post-Covid.



Solution

Rather than immediately displacing their existing telemedicine provider, we started by adding our most efficient services: text consultations and form-based prescriptions, both embedded into their existing digital health platform.



Impact

- Wait times reduced from 2 days to 14 seconds
- 2x the number of consultations per month
- Total virtual care programme cost reduction of >30%