

## Religare Health Insurance launches customer awareness campaign

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**The campaign is titled – ‘The Moment of Truth’**



Religare Health Insurance (RHI) has taken the initiative to drive awareness among its customers and public at large on the various Do's & Don'ts that help a customer in utilizing their policy better.

The campaign is titled – ‘The Moment of Truth’ since it endeavours to simplify a customer's experience at the time when they need their insurer the most, i.e. claiming on their Health Insurance Policy.

Sharing his thoughts on the company's initiative, Anuj Gulati, MD and CEO, Religare Health Insurance said, “Health Insurers are often faced with situations wherein there is a gap between customer's understanding of the product, terms & conditions and their expectations. We believe it is our responsibility to build trust & confidence for the industry among consumers & prospect, and therefore the objective of this campaign is to inform people at large about the significance of having.”

Sharing his thoughts on the campaign, Raghu Bhat, Founder, Scarecrow M&C Saatchi said, “Trust is the holy grail for any health insurance brand. Educating and empowering the consumer with relevant information that helps him gain access to quality healthcare – is a great way to earn that trust. But this intent has to be backed with the right execution. We are happy that instead of being preachy, Religare Health Insurance has chosen the path of storytelling, through engaging and entertaining videos”

As a pro-active effort to educate consumers, the company targeted not just its customers but also public at large. The campaign also highlights the company's key strength – Fast and Paperless Claim Settlement Process via technology interface – Claim-genie which facilitates intimation of a claim via online submission of documents.