



● **MetLife** and **AXA** in partnership

MAXIS GBN IN THE MIDDLE EAST AND AFRICA

Growth and stability



Understanding the challenges for your region

We know that no two regions are the same. The healthcare and employee benefits challenges you face are different to those faced anywhere else in the world, so it's important that you work with a network provider that not only understands these challenges, but can help you address them. Through our network of local insurers across the region, we have an in-depth understanding of the trends in the Middle East and Africa and the impacts they can have on your organisation, not just locally or regionally, but globally.

As your region's total population increases, so does its number of elderly people and with it, a health burden that has important implications for the cost and configuration of health systems. The elderly population of Egypt (60 years and older) is expected to grow from 4.3 million in 2000 to 23.7 million in 2050¹. Similarly, in Saudi Arabia the elderly population is expected to grow from 1 million in 2000 to 7.7 million in 2050. The same can be said for Nigeria, with the ageing population also expected to rise. Caring for older relatives is a value which is culturally rooted in Nigeria, yet in recent years we've seen a shift away from the traditional family, due to economic problems, migration and foreign culture influence, increasing the burden on the health systems.²

The working-age population is also growing rapidly as the children of Generation Z reach adulthood. The growth of a young and dynamic workforce is attracting multinational companies to invest in the Middle East and Africa regions. While this is good news, it also creates challenges. One of the most significant is the need to both attract and retain the best talent in an increasingly competitive labour market. Providing effective employee benefits programmes can help multinationals employ the people they need to grow and develop their businesses.

Consequently, employers in the Middle East and Africa regions have been investing in shaping their benefits to fit the changing needs of their employees both today and in the future, offering broader benefits, with a focus on inclusion and diversity and wellbeing,

As well as a competitive salary, employees value investment by their employers in health and wellness programmes, above almost all other benefits. So, while keeping employees happy is important, it's vital to be able to help them stay healthy too. Our local insurers can offer you local insight, knowledge and market experience and will partner with your human resources teams to drive the implementation of practical health and wellness programmes, targeting specific health issues and cost drivers.

The growth of digital technologies and e-commerce is also changing the way we live and work, and businesses are having to adapt to keep up. Many of our local insurers have transformed their digital offering to include e-services portals (via websites or mobile apps, for online claims management) as well as SMS/text notifications for pre-approvals and claims processing.





Three key trends are shaping change in the region

1

Rising benefits costs

According to Willis Towers Watson's 2019/2020 Benefits Trends survey³, employers are worried about the rising cost of benefits. In the Middle East and Africa 60% are expecting an increase – the highest percentage across all regions by some distance.

Medical trend varies widely from country to country – with UAE at 7.9% and South Africa at a lower rate of 4.6%, but with an average gross rate of 12.2%⁴ in the Middle East and Africa, it's not surprising this ranks as a key challenge.

The elimination of the leveraging effect caused by introducing value added tax (VAT), to supplement medical plans means there has been a drop in real Medical Trend Rates in the past few years. Even with this decrease, the regions continue to see the highest Medical Trend Rates. These rates are continuing to grow faster compared to general inflation.⁴

Looking ahead, the concern is the cost of medical care in the future. Pharmacy costs are rising as well as some practitioners overprescribing or recommending that policyholders use too many services. Managing your costs is vital. One method used is the cost sharing approach with 70% of people finding them to be the most effective.²

2

Data management, security and regulatory changes

To make well-informed decisions in managing rising benefits costs and ensuring the ongoing relevance of programmes, employers need to be able to use data-driven analytics and insights.

Therefore, global multinationals have had to invest heavily in technology in recent years. And this, in turn, has brought its own challenges. Ineffective implementation of technology can increase cyber security and operational risks, so regulators have been trying to mitigate this with tighter regulation.

And this investment in the technology that enables employers to shift towards automation in administering their benefits, along with an increase in the use of big data, is putting pressure on many employers. They are dealing with operational challenges in an environment made stricter by GDPR and other global data protection regulations and must avoid data breaches.

While technology continues to advance, remote diagnosis and treatment of patients is not yet proving to be an effective method of cost management. Only 10% of insurers consider remote diagnosis and treatment effective.³ So there is still a way to go in these regions.

3

Delivering effective benefits to a multigenerational workforce

One of the key challenges employers must address today is delivering effective benefits to a multigenerational workforce. What employees expect from their benefits is changing and only a minority consider their benefits to be truly effective³.

Traditionally, employers looked to use benefits to address core health and retirement needs, yet now they are expected to include workplace culture, inclusion and diversity (I&D), corporate social responsibility (CSR) and flexible working policies³.

Many companies now have up to four generations in their workforce, each with specific needs and expectations. To make their EB plans truly effective, employers need to offer a wider range of benefits than ever before, giving more flexibility and choice.

Benefits packages that can be personalised to an employees' life stage will help multinationals attract and retain employees from multiple generations.

Employers must therefore place a higher priority on employees' choices and wellbeing, moving beyond the physical and emotional to include financial and social wellbeing, too.

1 FARZANEH ROUDI-FAHIMI, Population trends and challenges in the Middle East and Northern Africa <https://www.prb.org/populationtrendsandchallengesinthemiddleeastandnorthernafrika/>, (sourced July 2020).
2 O. Ajomale, Country report: ageing in Nigeria – current state, social and economic implications, <https://www.eldis.org/document/A42024> (sourced Aug 2020).
3 Anon, Willis Towers Watsons Global Medical Trends survey report 2019 <https://www.willistowerswatson.com/en-US/Insights/2019/11/2020-global-medical-trends-survey-report>, (sourced July 2020).
4 Anon, The 2020 Global Medical Trend Rates Report <https://www.aon.com/2020-global-medical-trend-rates-rising-health-plan-costs-risk-factors/index.html>, [https://healthresources.aon.com/resources/2020-global-medical-trend-rates-report?utm_="](https://healthresources.aon.com/resources/2020-global-medical-trend-rates-report?utm_=) (sourced July 2020).



LOCAL EXPERTISE WITH GLOBAL INSIGHT

Who are we?

Co-founded by MetLife and AXA, MAXIS Global Benefits Network (MAXIS GBN) is a leading international employee benefits network, delivering world-class employee benefits perspectives and solutions for global multinationals.

Our size, strength and stability set us apart, but our real point of difference is our people. Our dedicated, international team, based in 12 offices around the world, are committed to playing a central and significant role in the transformation of employee benefits. We work closely and collaboratively with our partners along the supply chain to ensure we deliver the services that your employees deserve and that help you meet your strategic goals.

What can we do for you?

We offer core global benefits solutions and other key services:

- **MAXIS Global Preferred Data Solution** provides you with comprehensive financial data analysis of your local policies as an annual stand-alone service, at no extra cost.
- **MAXIS Global Pool** enables you to achieve stronger global governance and execute your global employee benefits strategy. You can receive pool payments/dividends on an annual basis depending on the performance of your pool.
- **MAXIS Global Risk Solution** leverages centralised decision-making and reinsurance to secure better terms and conditions and annual reporting.
- **MAXIS Global Captive Solution** helps you set up new employee benefits captive programmes or get the most out of your risk benefits financing. Reported on quarterly.
- **MAXIS Mobility Solutions** helps meet the diverse benefits needs of your globally mobile employees and can be integrated into your existing global programme.
- **MAXIS Global Wellness** is powered by several years of global health data analytics and provides you with the tools you need to address your healthcare cost drivers across multiple markets.



MAXIS GBN is a leading international employee benefits network providing global service capabilities and offering world-class, forward-looking employee benefits solutions.

4.4m

MAXIS GBN COVERS OVER **4.4 MILLION** EMPLOYEES WORLDWIDE*

140

ALMOST **140** LEADING LOCAL INSURANCE CARRIERS WITH DEEP LOCAL CAPABILITIES IN **OVER 120** MARKETS

250+

WE WORK IN PARTNERSHIP WITH **OVER 250** MULTINATIONAL CLIENTS TO DELIVER THE SOLUTIONS THEY NEED

30

IN DEPTH HEALTH AND WELLNESS DATA FROM **OVER 30** COUNTRIES WORLDWIDE

180

MAXIS MANAGES **OVER 180** MULTINATIONAL POOLS

50

MAXIS WORKS WITH **OVER 50** CAPTIVES

2

BACKED BY **TWO** OF THE **WORLD'S LARGEST** INSURANCE COMPANIES, METLIFE AND AXA



Experience

Our experience helps multinational companies take control of their global employee benefits programmes.



Scale

The scale of our network enables multinational companies to align their global and local priorities.



Structure

Our structure offers a single point of contact and dynamic three-tier account management – global, regional and local.

*Calculation method: Sum of max. number of employees, across each unique policy number, under each client and each ceding company



We bring you expertise that's truly local

We operate in 33 countries across the Middle East and Africa.

Middle East

Country	Local member	Life	Accident ¹	Disability ²	Medical ³	Pension
Bahrain	AXA Gulf	•	•	•	•	
Bahrain	MetLife Bahrain	•	•	•	•	•
Jordan	MetLife Jordan	•	•	•	•	•
Kuwait	MetLife Kuwait	•	•	•	•	•
Lebanon	AXA Middle East	•	•	•	•	•
Lebanon	MetLife Lebanon	•	•	•	•	
Oman	AXA Gulf Oman	•	•	•	•	
Oman	MetLife Oman	•	•	•	•	•
Qatar	AXA Gulf Qatar	•	•	•	•	
Qatar	MetLife Qatar	•	•	•	•	•
Saudi Arabia	AXA Cooperative	•	•	•	•	
United Arab Emirates	AXA Gulf UAE	•	•	•	•	
United Arab Emirates	MetLife UAE	•	•	•	•	



Africa

Country	Local member	Life	Accident ¹	Disability ²	Medical ³	Pension
Algeria	AXA Algeria	•	•	•	•	
Benin	SUNU Benin	•	•	•	•	•
Burkina Faso	SUNU Burkina Faso	•	•	•	•	•
Cameroon	AXA Cameroon		•		•	
Cameroon	SUNU Cameroon	•		•		•
Central African Republic	SUNU Centrafrique	•	•	•	•	•
Chad	SUNU Cameroon	•		•		
Republic of Congo	AGC Congo	•	•	•	•	•
Egypt	MetLife Egypt	•	•	•	•	•
Egypt	AXA Egypt	•	•	•	•	•
Gabon	AXA Gabon		•		•	
Gabon	SUNU Gabon	•	•	•	•	•
Gambia	SUNU Senegal	•		•		
Guinea	SUNU Guinee	•	•	•	•	•
Ivory Coast	AXA Ivory Coast	•			•	
Ivory Coast	SUNU Ivory Coast	•	•	•	•	•
Liberia	SUNU Liberia (Equity Assurance Company Liberia Limited)		•			
Mali	SUNU Mali	•	•		•	
Mauritania	SUNU Senegal		•		•	
Mayotte	AXA France	•	•	•	•	•
Morocco	AXA Morocco	•	•	•	•	•
Niger	SUNU Niger	•	•	•	•	•
Nigeria	AXA Mansard	•	•	•	•	
Reunion	AXA France	•	•	•	•	•
Senegal	AXA Senegal		•		•	
Senegal	SUNU Senegal	•	•	•	•	•
Sierra Leone	SUNU Guinee	•	•	•	•	
South Africa	Capital Alliance / Liberty Group Limited	•	•	•		•
Tunisia	Comar	•	•	•	•	
Togo	SUNU Togo	•	•	•	•	•

All products and services refer to Group Employee Benefits and Pension; companies may offer individual solutions as well.

1 Accident = Accidental Death & Dismemberment / Group PA.

2 Disability = Includes TPD, STD, and LTD.

3 Medical = Consists of medical insurance. Dental, vision, and/or medical expense reimbursement is also available in certain locations.

Many countries allow for the integration of local risk solutions into a global benefits programme such as a Pooling or Captive Arrangement.

The companies listed above are licensed to transact business in their respective countries. An insurance policy issued by each insurance company is an obligation of the issuing company and may contain exclusions, limitations and terms for keeping coverage in force. Contact a MAXIS representative who can arrange for you to receive complete details of the coverage.

How we help you

We are always looking ahead trying to anticipate your future needs and those of your clients.

The Middle East and Africa are dynamic regions for healthcare, due largely to an ageing population and the impact of lifestyle-related conditions. Growth in this area is the highest anywhere in the world.

This rising incidence of various health disorders, especially chronic and infectious diseases, along with increasing disposable income in urban areas, is a key driving factor in the regional growth of the home healthcare market. There is a growing preference for personalised treatment and pregnancy care due to the rise in prenatal problems. But there are challenges to this growth – specifically a lack of coverage in insurance policies.⁵

We have a dedicated Health & Wellness team to help you understand your employee health data and put in place proactive programmes to address your biggest cost drivers. Our two-step approach to health and wellness – diagnostic and prescriptive – helps you to do just that.

Step 1: Diagnostic - Analytical solutions

- Identifies cost drivers, trends, and areas of greatest financial changes
- Available in over 30 markets
- Rolling 12-month analyses with year over year changes
- A suite of four annual reports: Paid Claims, Country Benchmark, Population Health and Risk Stratification and Incurred Claims

Step 2: Prescriptive - Global wellness solutions

Our network of local insurers provide wellness programmes in their local market. These services are detailed in our Wellness Capabilities Grid.

MAXIS Global Wellness complements these programmes and enables you to tackle your cost drivers by giving you access to:

- MAXIS WIT (Wellness Intelligence Tool): a state-of-the-art analytics tool that helps our captive clients calculate the potential cost savings they could make by implementing targeted wellness campaigns.
- our wellness technology marketplace – carefully selected third party suppliers of digital wellness solutions that can be managed globally.
- health and wellness toolkits – topic specific, educational campaigns designed to help you implement a programme of wellness awareness and education to employees worldwide, effectively driving global-to local health management strategies.



Once we've helped you to set up your employee benefits programmes, we are there to act as a sounding board, to offer innovative problem solving and an extra point of escalation if this should ever be required.

Your employee benefits programme can help you:

- satisfy the insurance needs of your business and workforce
- gain competitive edge to attract and retain talented employees
- demonstrate long-term commitment to employees
- reward long-standing employees with a secure future
- provide financial protection to employees and their families.

The MAXIS approach:

- our global programmes are aligned to suit your organisation's structure
- local execution is key and the focus of any engagement
- we collaborate with clients to design global and/or regional support as necessary
- we support local insurance partners wherever required.

The MAXIS checklist:

- client strategy
- priority countries
- customise requirements
- implementation team expertise
- reporting and procedures
- communications package
- protocols and timelines
- professional and accountable service.



Our global, regional and local model to help you deliver your employee benefits worldwide



We are committed to helping you successfully manage your global employee benefits programmes on a local level, enabling you to care for your people while meeting your strategic goals.

Global HQ

Through our teams based in our London headquarters, we offer:

- overall global relationship and account management
- proactive management of your global programme
- underwriting, reporting and reinsurance support.

Regional business

We are organised into four regions, with several offices in each, in order to:

- provide a holistic view of your group employee benefits
- assist in driving and aligning your group employee benefits philosophy
- provide updates on local trends.

Local team

Our teams are structured to ensure we are able to offer you:

- local insights into market practices and costs
- local operational function and services
- a dedicated multinational specialist per country.





Our vision

We play a vital role in the delivery of health and financial security to employees and their families, wherever they are.

We strive to be the most trusted, collaborative and innovative partner, providing data-driven, sustainable solutions, enabling multinational employers to shape their local employee benefits offering.





● For more information about how we can support your business in the Middle East and Africa, please contact your local MAXIS GBN representative.

● Visit [maxis-gbn.com](https://www.maxis-gbn.com)

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