

## 'Hack for Health' challenge explores innovations for health protection

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**AXA Hong Kong and Macau host its first Hackathon to attract close to 100 participants in 19 teams from more than 10 nationalities who tackled two major pre-defined health challenges.**



AXA Hong Kong and Macau successfully completed its first Health Data Hackathon, "Hack For Health" ("the Hackathon"), from 18-20 October 2019 at the Microsoft office in Cyberport in Hong Kong. The Hackathon attracted close to 100 participants in 19 teams from more than 10 nationalities who tackled two major pre-defined health challenges. In addition to winning amazing prizes, the winning solutions may have a chance to be implemented in AXA's solutions and services.

InsurTech is playing an important role in the development of the insurance industry. In recent years, AXA Hong Kong and Macau have invested heavily in InsurTech to build the technological backbone for more personalised and intuitive products and services. AXA Hack for Health was a first-of-its-kind hackathon event that challenged participants to use data and artificial intelligence (AI) to tackle health-related problems. It is expected that the Hackathon will inject new and innovative ideas into AXA's health business and inspire the health business team to drive more product innovations and to humanise the customer experience.

"At AXA, we strive to be our customers' health partner along their life journey. The Hack for Health challenge provides the nurturing ground for exciting new ideas around illness prevention and health protection which helps us further fulfil our commitment to customers. We are greatly impressed with the participant's energy and product quality demonstrated at the Hackathon. Going forward, we will continue to foster partnerships and build the ecosystem for delivering more superior protection for our customers," said Sally Wan, Chief Executive Officer, AXA Hong Kong and Macau.

During the 42 -hour Hackathon challenge, AI, data, and tech enthusiasts, as well as medical talent, came together to develop innovative solutions for illness detection and lifestyle management. The participating teams had to come up with a solution focusing on how best to detect customers at risk and propose early interventions, or how to proactively engage customers and offer health support as their lifelong partner. After an ideation process, the teams presented concepts and demos of their design prototypes to a panel of professional judges.

Axathioprime, a team of medical doctors, students and AI experts, emerged as the winner of the Hackathon. They developed an AI solution with a community element and with a wide range of potential applications.

Team Blackwater won the Most Innovative Award. This team of students developed an innovative service that can detect some medical condition earlier.

The Champion was awarded an HK\$50,000 cash prize plus an Anafi Drone for each team member.

The award winners are as follows:

Champion	Axathioprime
Second place	Error 404
Third place	AXActly
Most Innovative Award	Blackwater
Best Teamwork Award	Axathioprime