

Digital health dissected

Digital healthcare is skyrocketing in every aspect. From artificial intelligence (AI) to apps, and video calls to virtual reality. At CFC we've seen 75% of claims coming from emerging areas, so now is the time to get clued up on digital health and see how our eHealth policy comes into play.

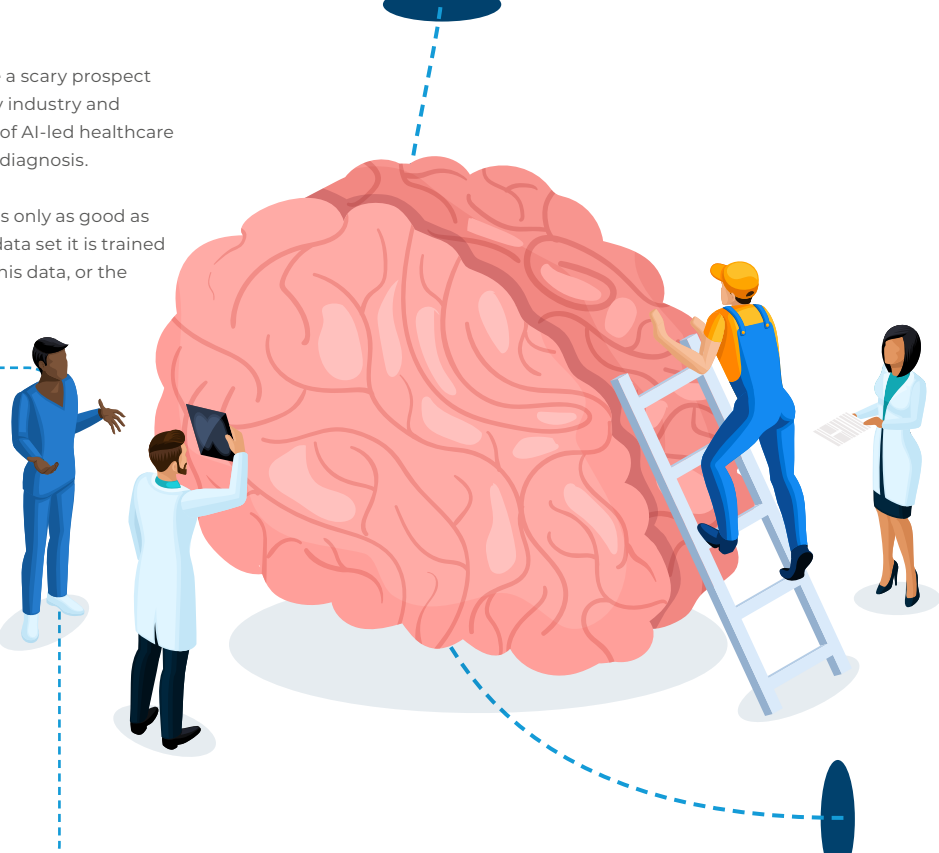
Artificial intelligence

A computer that thinks and learns for itself? It used to be a scary prospect but is now a common reality. AI is making strides in every industry and healthcare is not immune to this. There are a wide range of AI-led healthcare tools, including triaging patients, chat bots and assistive diagnosis.

All this sounds hugely beneficial and progressive, but AI is only as good as its human input. Whether it's the size and quality of the data set it is trained from, the medical expertise of the individuals inputting this data, or the ongoing monitoring for errors in the AI code.

Think about – AI is increasingly raising profound questions regarding medical responsibility. Normally when something goes wrong, the source of the blame can easily be traced. However, with AI this line is becoming extremely blurred. The AI could be perceived as a technology tool, but it does have a huge amount of human input too.

CFC's eHealth policy provides bodily injury cover from both healthcare services and technology errors to avoid confusion if a claim occurs from an ambiguous cause. This bodily injury coverage is written in clear language which eliminates any confusion in the event of a claim - a key distinction of our form compared to others in the market.

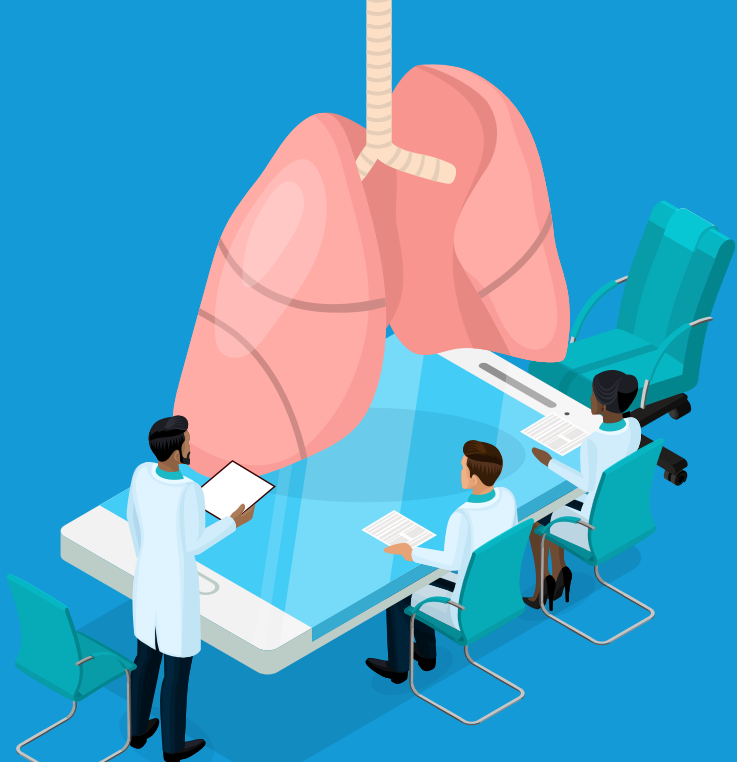


Fitness and recovery applications

Companies are breathing new life into healthcare mobile apps, with around 350,000 health and fitness apps available on the app store alone. Fitness and recovery apps can guide users on correct exercises, stretch or movements and some utilise medical professionals for advice on content. The lack of regulation over apps, also create uncertainty on which ones can be relied on. Not only do they have a bodily injury exposure from the advice given, but these apps rely on their technology to function and require regular updates throughout the year. Downtime due to a failure in software update can be very costly.

Think about – Some app exposures can seem low risk, but a number of these apps are now being used post-surgery. If the app experienced a software failure, not only would this cause costly downtime, but this could also affect a patient recovery time and quality of recovery potentially leading to bodily injury or financial loss.

CFC's eHealth policy provides financial loss for technology E&O and bodily injury cover from healthcare advice and technology events.



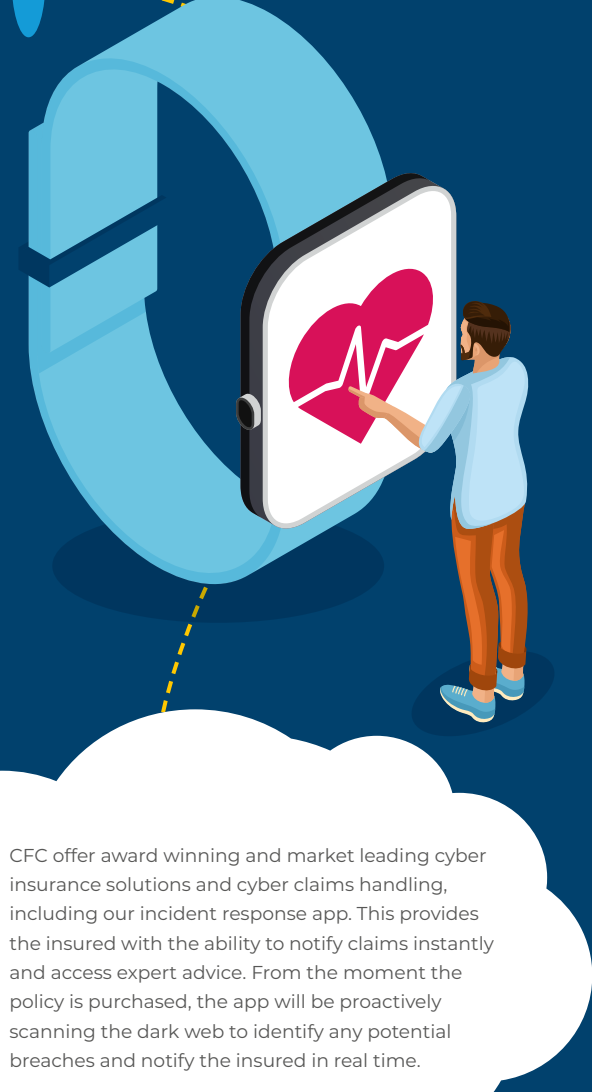
Remote patient monitoring (RPM)

A hands-off approach to monitor patients from their home saves both the provider and patient precious time and stress, particularly for conditions that requires ongoing monitoring. There are various wearable devices that can be used, such as a watch to monitor electrocardiogram data and even monitor a dementia patients' location. RPM also includes glucose monitors and pacemakers which allow a constant flow of data to the practitioner so they can assess when the patient needs to be seen next for in person care.

This health data can be transmissible either via the patient inputting readings into a system, or via the device automatically being connected.

Think about – RPM is heavily reliant on the devices being used to take the readings. What would happen if the device produced an incorrect reading, or if a patient's fall wasn't detected? In addition, at home technology increases the possibility of cyber-attacks, with an RPM provider allowing large amounts of data to flow from outside of the organisation or from patients who might not be as savvy to cyber security.

CFC's eHealth policy not only provides cover for the healthcare services, but also for products failing to perform, technology and cyber events, including ransomware.



CFC offer award winning and market leading cyber insurance solutions and cyber claims handling, including our incident response app. This provides the insured with the ability to notify claims instantly and access expert advice. From the moment the policy is purchased, the app will be proactively scanning the dark web to identify any potential breaches and notify the insured in real time.

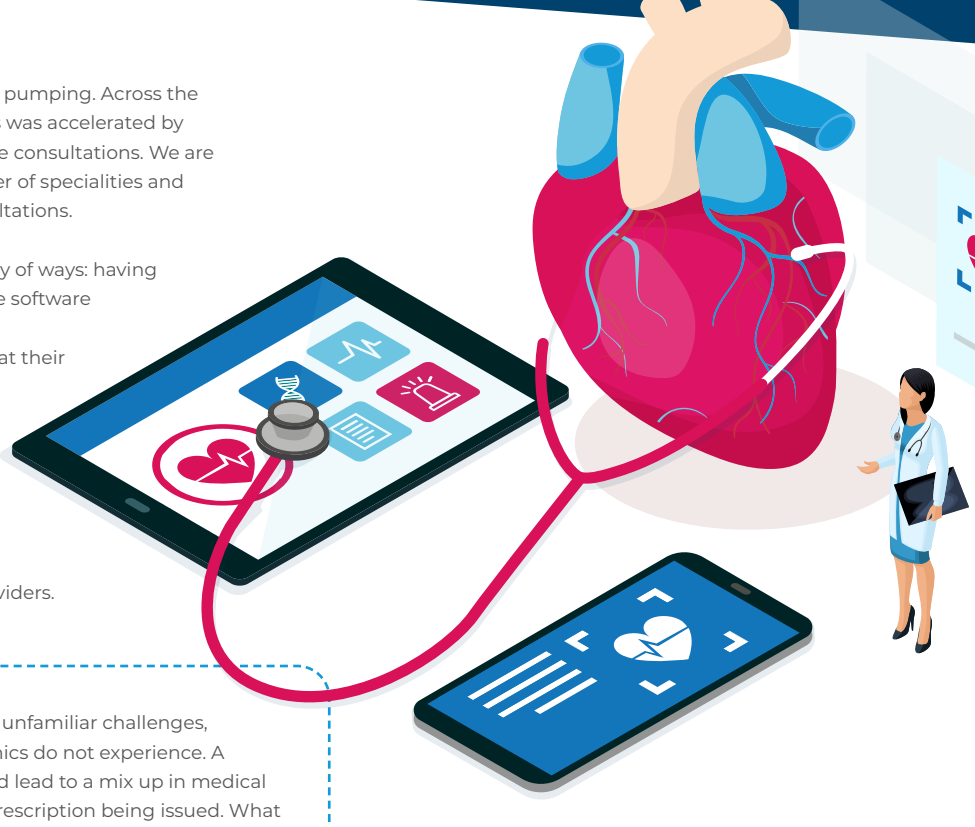
Telehealth

Telehealth is keeping the digital healthcare sector pumping. Across the globe telemedicine has been widely adopted. This was accelerated by the pandemic which expedited the need for online consultations. We are now seeing an increase in the accessibility, number of specialities and technological capabilities of real time video consultations.

Telemedicine entities can be structured in a variety of ways: having providers performing consultations, or offering the software and/or platform for consultations. It's a common misconception for telehealth entities to believe that their providers carry their own insurance and perhaps operate as a contractor, so they don't have liability. However, it's important to consider this from the patient's point of view: if the provider perceived to operate under the insureds or the insured provides the technology and services for the consultation, they have a huge contingent risk to all services delivered by the providers.

Think about – Offering services online creates unfamiliar challenges, including introducing risks that traditional clinics do not experience. A technology failure, or ransomware attack could lead to a mix up in medical records. This in turn can lead to an incorrect prescription being issued. What would the proximate cause be in this instance?

CFC's eHealth policy provides blanket coverage for professionals providing services on behalf of the first named insured. This ensures suitable protection should an individual's policy not respond for any reason or if the first name insured is jointly named.



Augmented reality (AR) and virtual reality (VR)

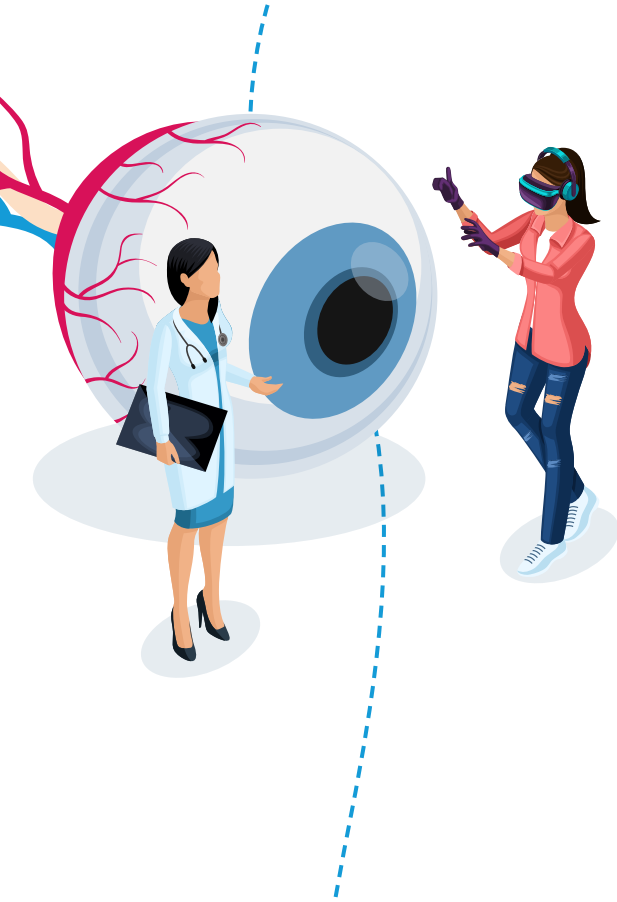
An eye watering amount of investment into AR and VR technologies is helping to develop new tools in various industries. Within healthcare, AR and VR are being prescribed for patients with attention deficit hyperactivity disorder, as well as other conditions such as depression and post-traumatic stress disorder.

We're also seeing AR and VR being used within surgical rooms to enable surgeons to see key indicators on their headset, instead of looking back and forth to a screen.

Think about – Although the technology could be seen as assistive, an error in this technology could lead to serious bodily injury, with the crossover between healthcare and technology never being so evident. AR and VR developments continue to grow and the increased financial backing behind these technologies means the opportunities here are endless.

There are a significant number of AR and VR technologies introduced to the market every month, with names and ideas becoming common. A company might think their idea or name is unique, but there might be several other similar companies. It is key for innovative companies to carry protection in case they are accused of copying other companies' intellectual property.

CFC's specialist healthcare underwriters understand the unique exposures of digital health companies. Our eHealth policy offers insurance for bodily injury cover from technology errors as well as intellectual property as standard.



Online health platforms

Put your best foot forward! A well-run healthcare entity will use a variety of online tools and IT systems. Using an online platform to book and manage patients allows a faster and easier organisation of workflow. Providers can locate a patient's appointment, as well as access images, such as x-rays and Magnetic Resonance Imaging scans. Sometimes this technology platform can even prioritise patients and highlight the most relevant information for the consultant.

To be able to operate, it's sometimes necessary for healthcare entities to integrate within and have access to third party records and images. This does make them a prime target for cyber-attacks due to the high value of patient records. Not only do all healthcare entities have a duty to protect their patients' personal records, they could face huge financial penalties due to breaches in data protection regulations.

Think about – If the healthcare clinic is unable to access online bookings or records it could cause delays in vital patient care. Technology failure, including slow transfer of images or distortion of images could also lead to incorrect diagnosis.

CFC offers a separate limit for each insuring clause and as such, the insured is not limited to an overall aggregate on the policy. Our cyber includes both first and third party coverage, protecting the insured from their own losses and any third parties.



CFC's market-leading eHealth insurance policy provides insurance solutions for digital health businesses and healthcare providers using technology for patient care. The eHealth policy is tailored to the unique risk profile of companies operating in this sector and ensures there are no gaps in cover, like a traditional healthcare or technology policy might have.

Find out more by visiting [our website](https://www.cfcunderwriting.com), or you can ask us a question at healthcare@cfcunderwriting.com.