



# Critical Illness Insurance In Aging Societies

Actuviv Partners Roundtables

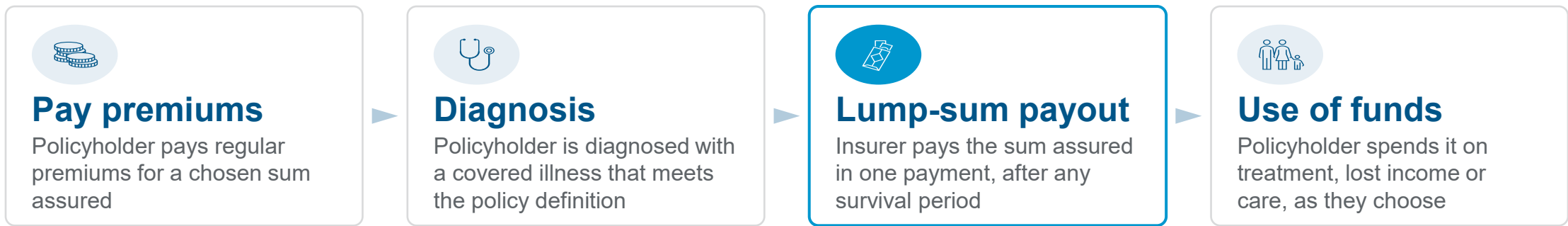
Samuel Lim · CI Analytics · Gen Re Life/Health Asia

2026

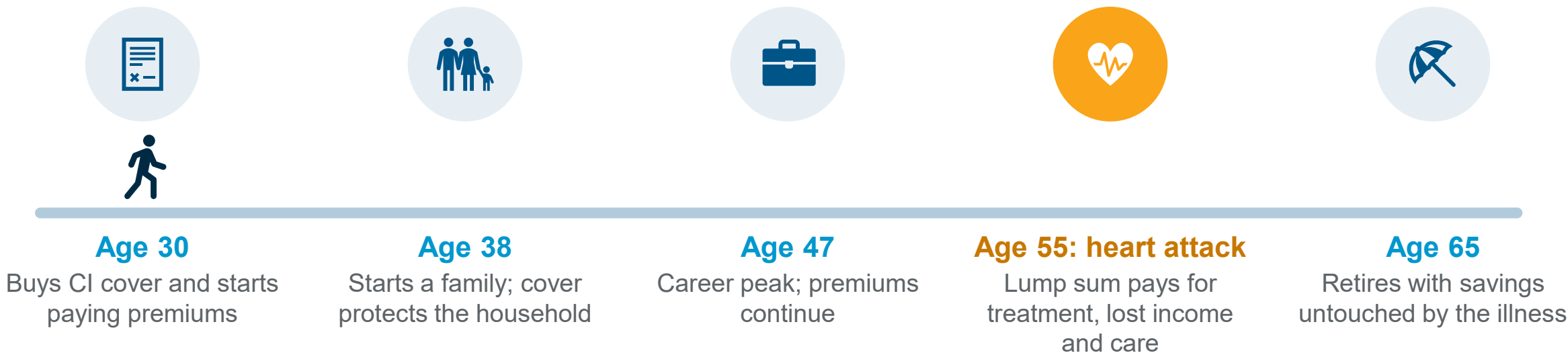
# What is Critical Illness Insurance?

How a critical illness (CI) policy works

Full sum assured paid as a lump sum



Illustrative policyholder journey, age 30 to 65



# An Aged Society Works Longer and Needs More **Protection**

What changes as the share of people aged 65+ grows



## Retirement age rises

Retirement and re-employment ages go up, so more people are still earning in their 60s and 70s



## More income to protect

Illness late in a career can end earnings early, leaving little time to rebuild savings



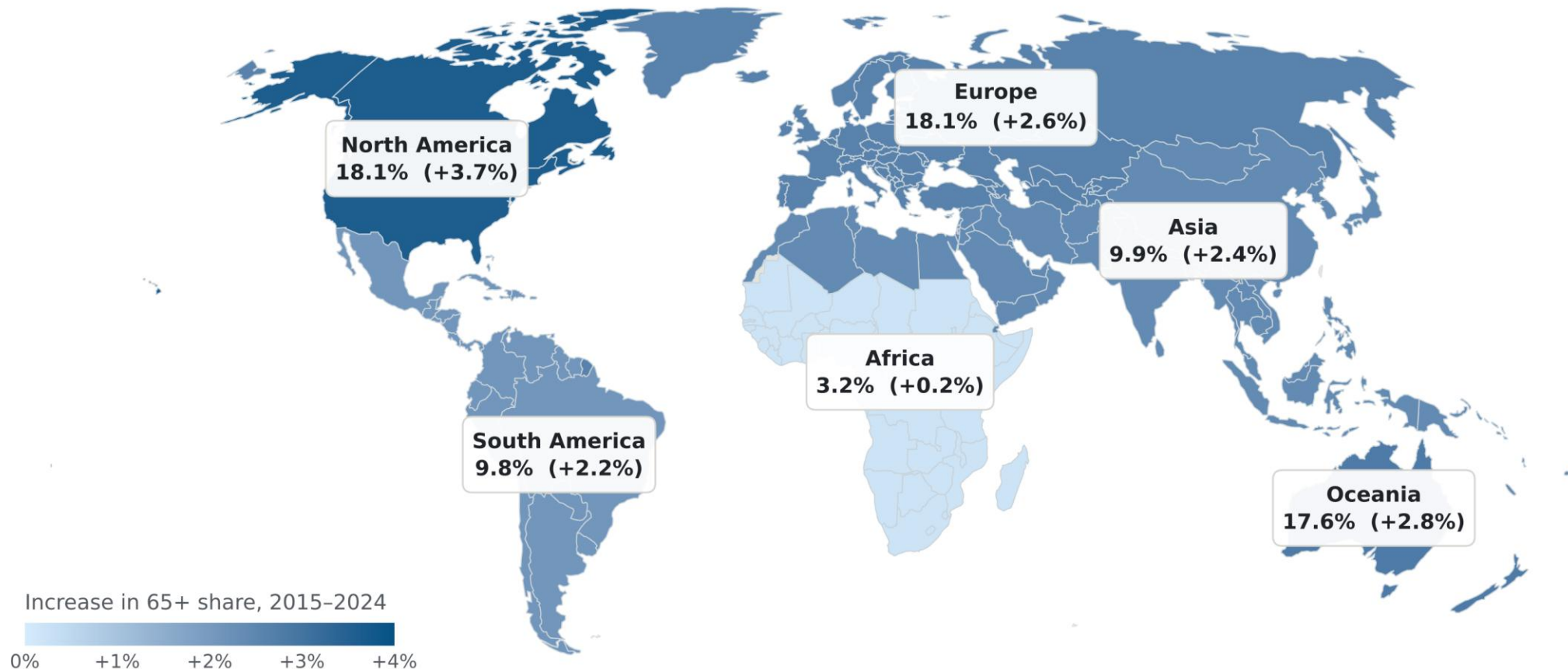
## Illness strikes more often and differently

Critical illness claims become far more common with age

**Each change widens the gap a critical illness lump sum is designed to fill**

# Continents around the World are Growing **Older**, Every Single Year

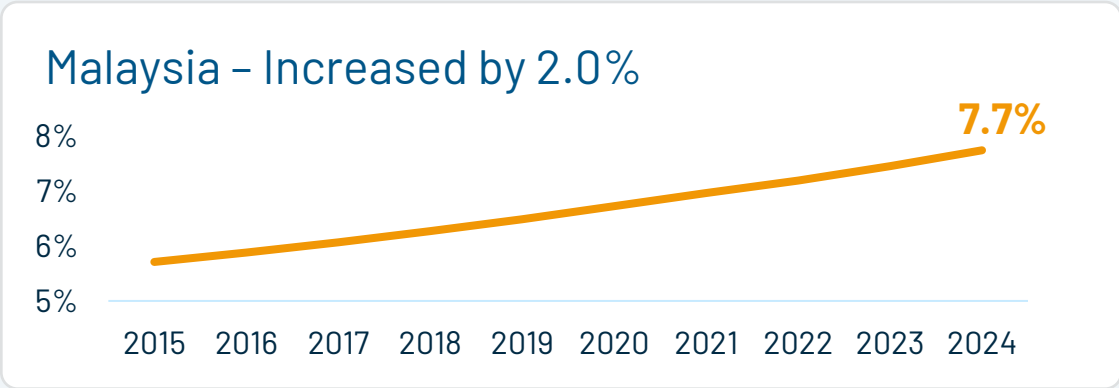
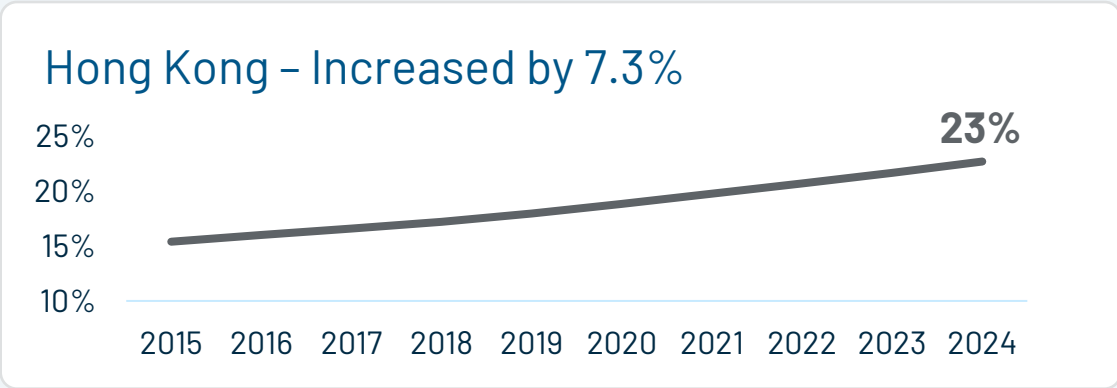
Proportion of Population Age 65+ and its trend between 2015 and 2024



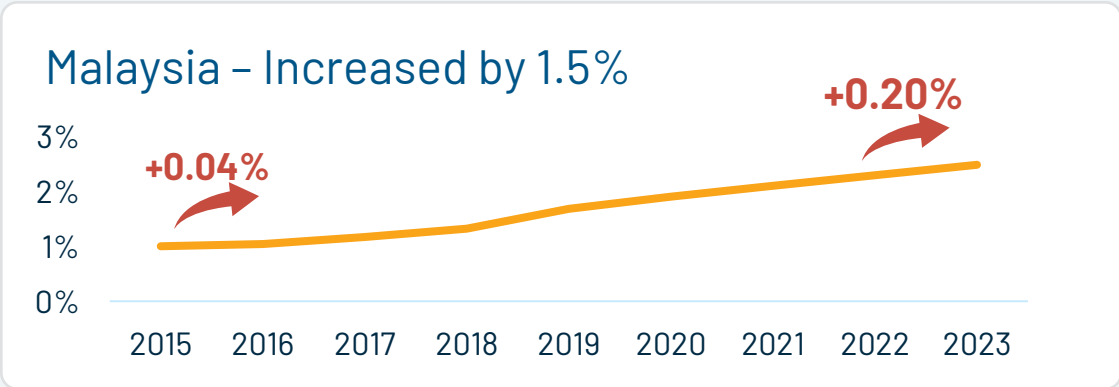
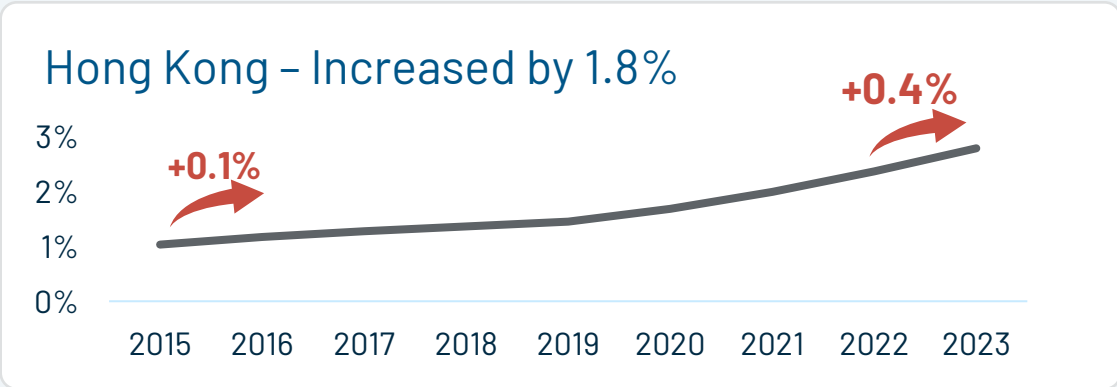
Sources: World Bank WDI (UN WPP 2024) - <https://data.worldbank.org/indicator/SP.POP.65UP.TO.ZS>

# Asian Population and Insured Portfolios are Growing Older

Asia Markets Age 65+ **Population** Proportion Trend between 2015 and 2024



Gen Re CI Data Insights (**Insured Lives**) Age 65+ Proportion Trend



Sources: World Bank WDI (UN WPP 2024) – <https://data.worldbank.org/indicator/SP.POP.65UP.TO.ZS>  
Sources: Gen Re CI Data Insights Hong Kong, Malaysia 2015 – 2019 & Hong Kong 2019 – 2023, Malaysia 2019–2024.

**Increase in proportion growing faster in the most recent year!**

## Unsurprisingly, We are also Paying More Claims for this Group!

Gen Re CI Data Insights Age 65+ Accepted Claims Proportion – Focusing on newer market study only

Hong Kong

Malaysia

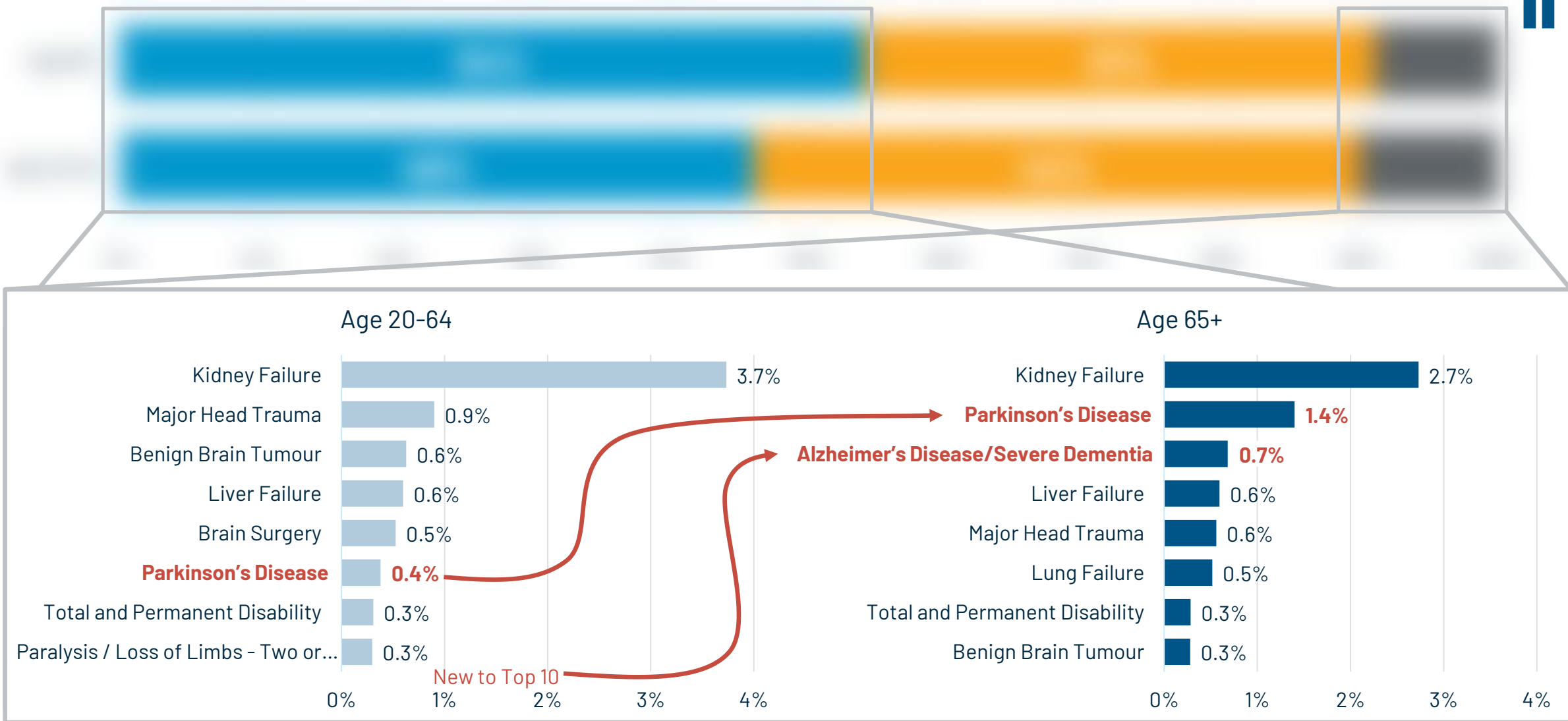
# What claims are we paying for?

43%

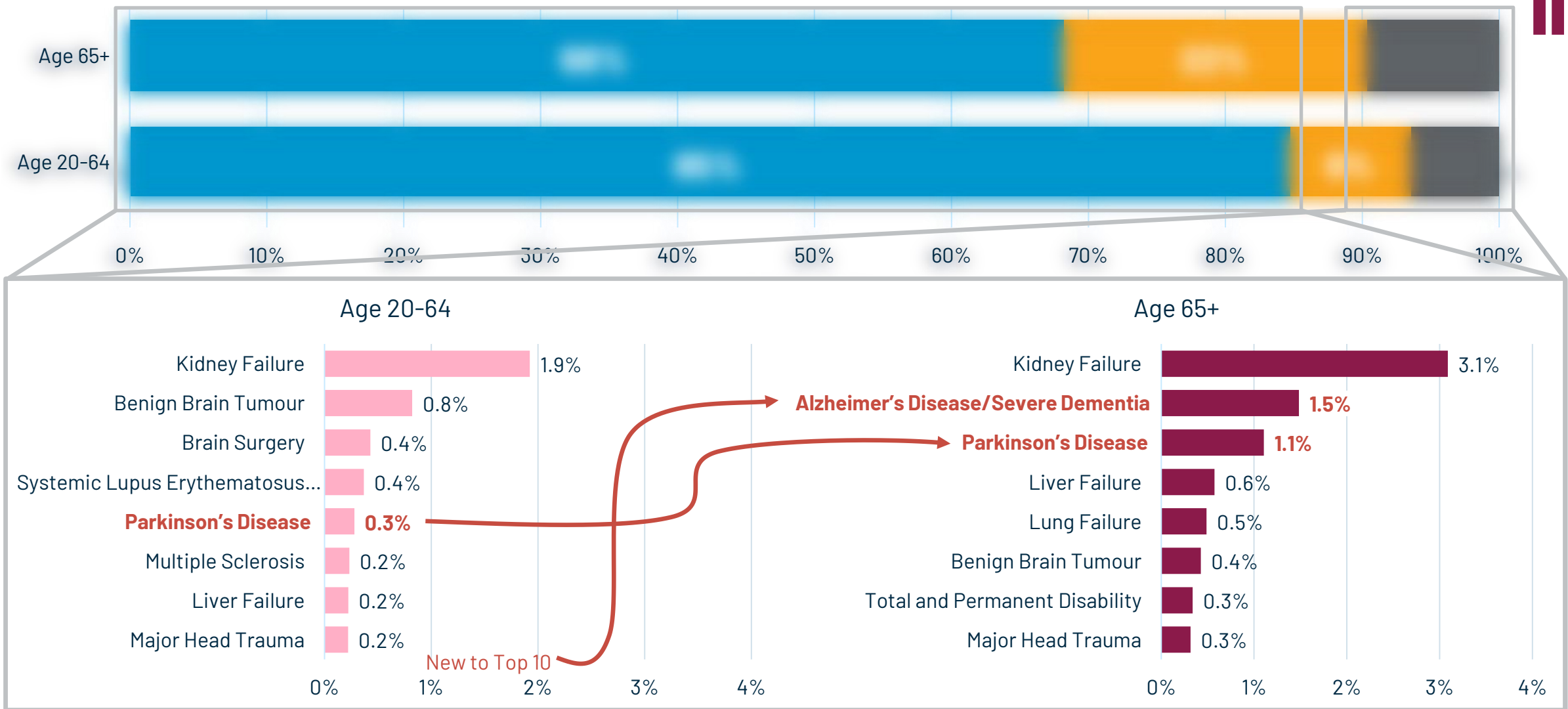
# How will the future look like?

Sources: Gen Re CI Data Insights Hong Kong and Malaysia 2015 – 2019 & Hong Kong 2019 – 2023 & Malaysia 2019–2024.

# Alzheimer's and Parkinson's Climb the Ranks 65 Onwards



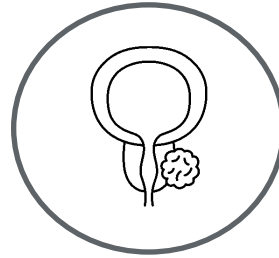
# Alzheimer's Overtakes Parkinson's at Age 65+ for Female



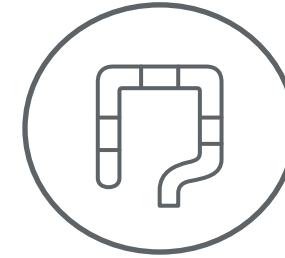
## Looking Closer at Conditions that Surface after Age 65



**Alzheimer's/  
Severe  
Dementia**



**Prostate  
Cancer**

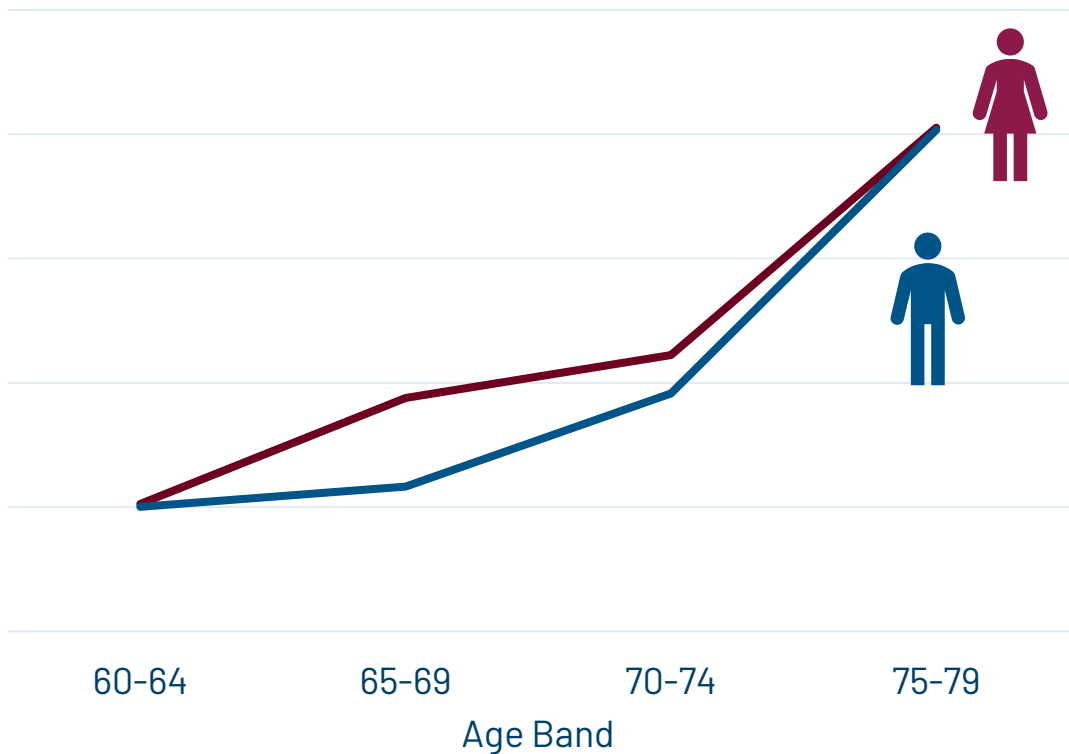


**Colorectal  
Cancer**

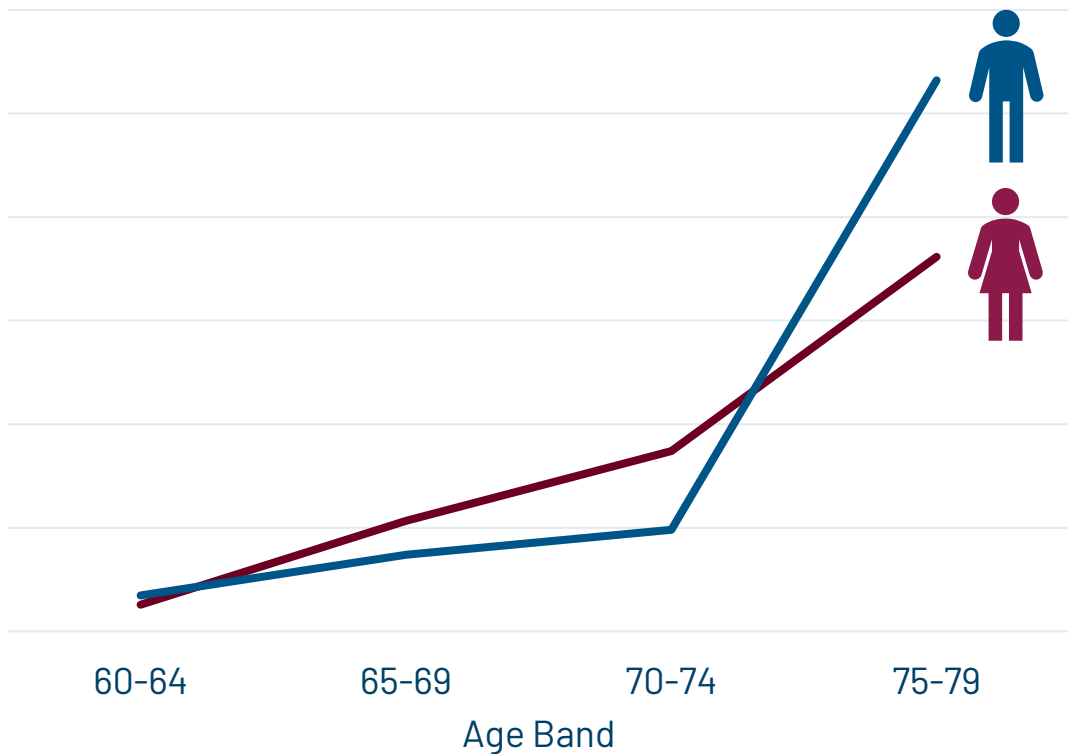


# Alzheimer's / Sever Dementia Incidence Rates Increases with Age

Hong Kong



Malaysia





# Future of Alzheimer's and Dementia?

## HEALTH & SCIENCE

Friday, 21 August 2026

WashU Medicine

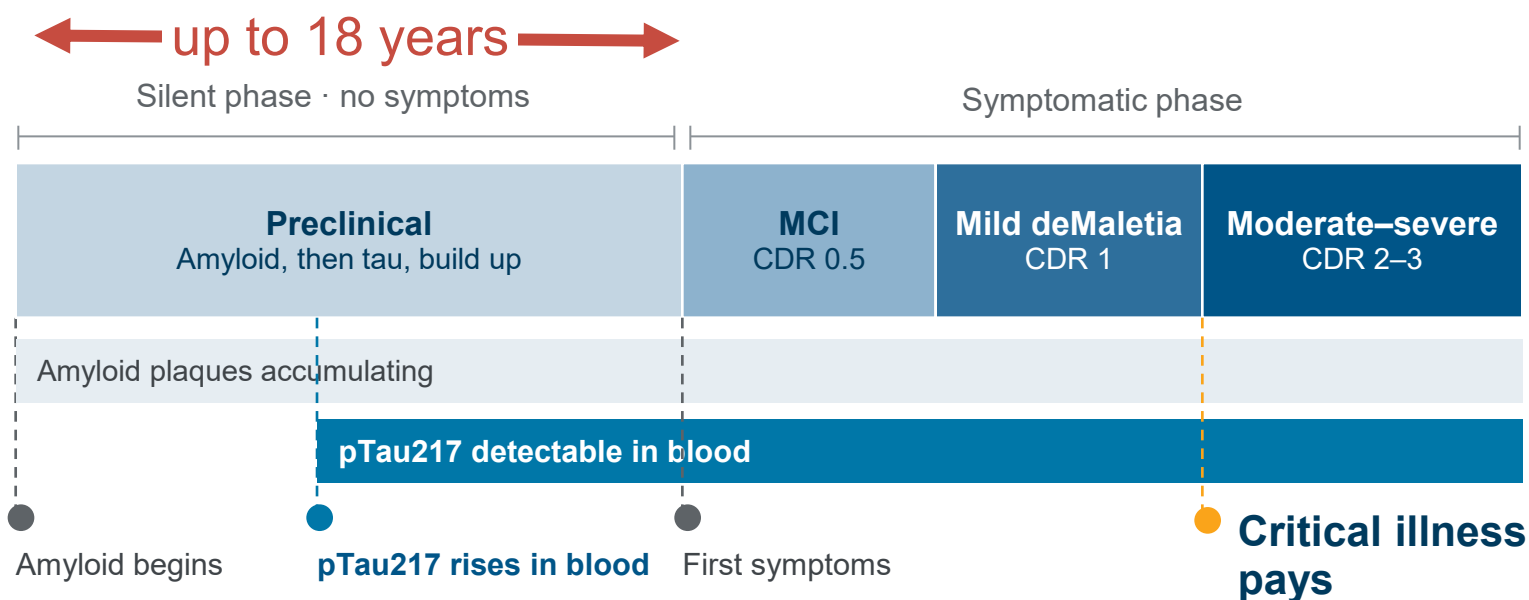
### FDA clears blood test to aid evaluation for Alzheimer's disease

*PrecivityAD2 reads amyloid and pTau217 from a single blood draw*

**>90%** accuracy, on par with spinal taps and brain scans

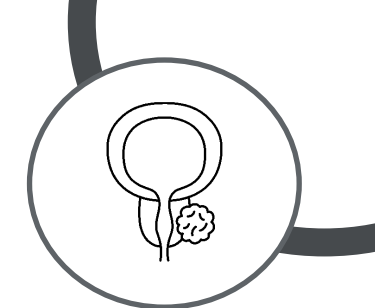
Clearance allows broader clinical use and can facilitate insurance coverage.

## Development timeline for dementia



## Anti-selection? How do we underwrite?

Sources: National Pharmaceutical Regulatory Agency (NPRA), The Dementia Action Plan 2023-2030, Ministry of Health Malaysia, Dementia cases set to rise 312 per cent by 2050 – Alzheimer's Disease Foundation Malaysia, Eisai Introduced Malaysia's First Disease-Modifying Treatment For Early Alzheimer's Disease, FDA clears blood test to aid evaluation for Alzheimer's disease – WashU Medicine, 21 Aug 2026



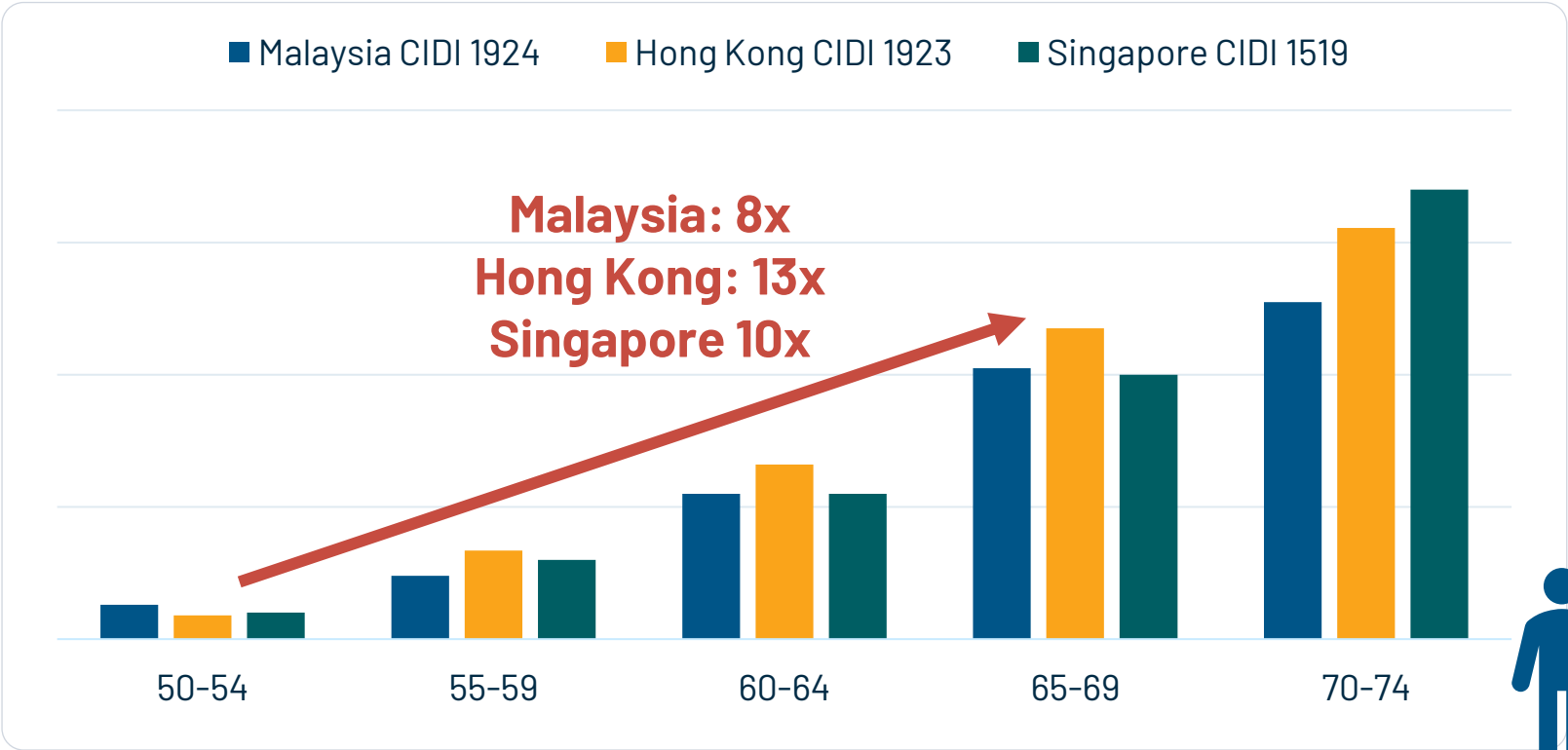
# Prostate Cancer Claims Start at Age 50 and Rise Up to 13× at Age 65+

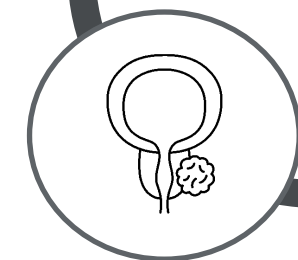
## GEN RE CIDI PROSTATE CANCER ASIR AGE 20-59

|                  |       |
|------------------|-------|
| Hong Kong – 1923 | 0.065 |
| Singapore – 1519 | 0.064 |
| Malaysia – 1924  | 0.062 |

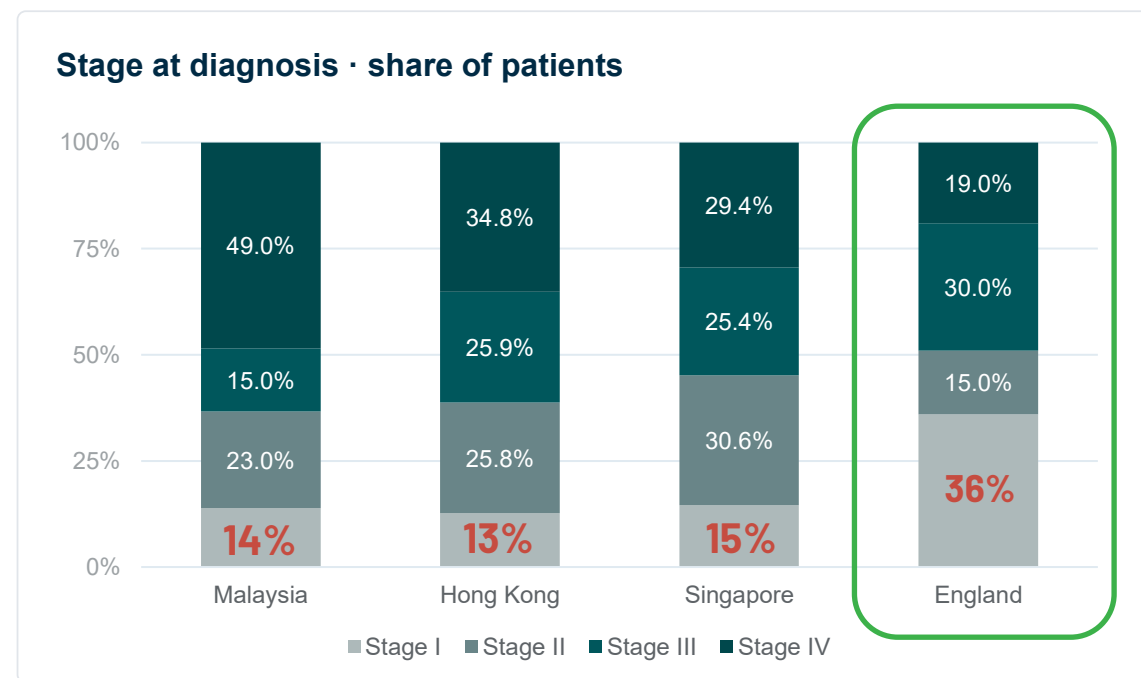
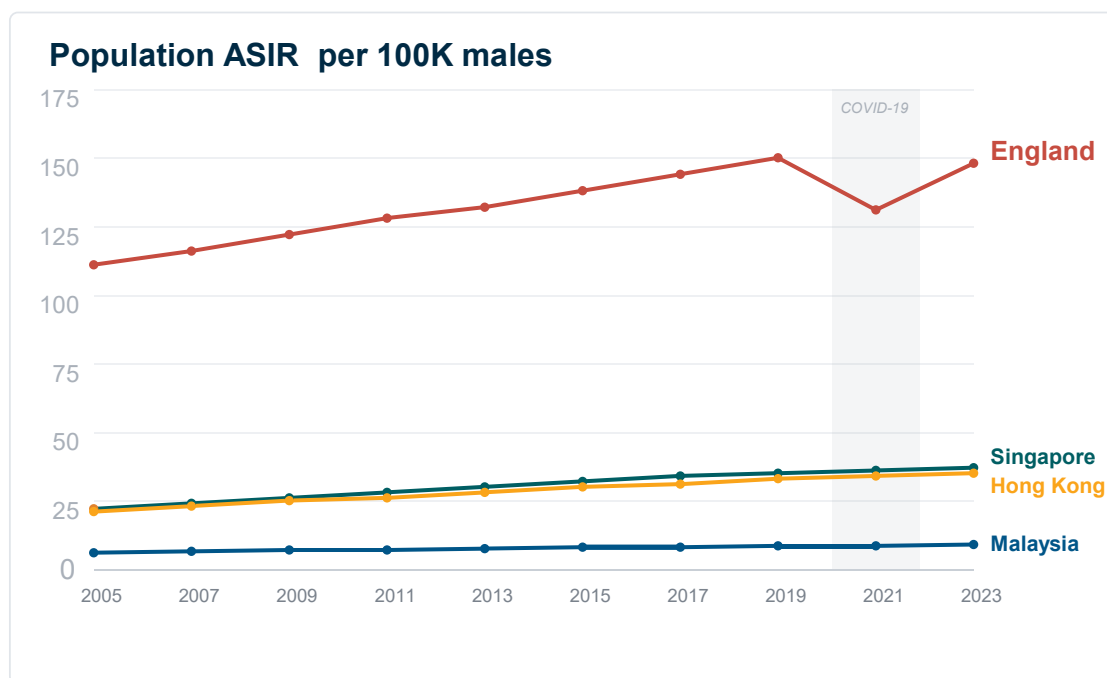
## GEN RE CIDI PROSTATE CANCER ASIR AGE 50-74

|                  |      |
|------------------|------|
| Hong Kong – 1923 | 1.23 |
| Singapore – 1519 | 1.13 |
| Malaysia – 1924  | 1.05 |

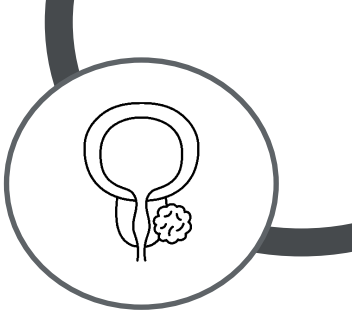




# Increasing Trend Seen in Population Prostate Cancer – with England having Much Higher Incidence than Asian Countries

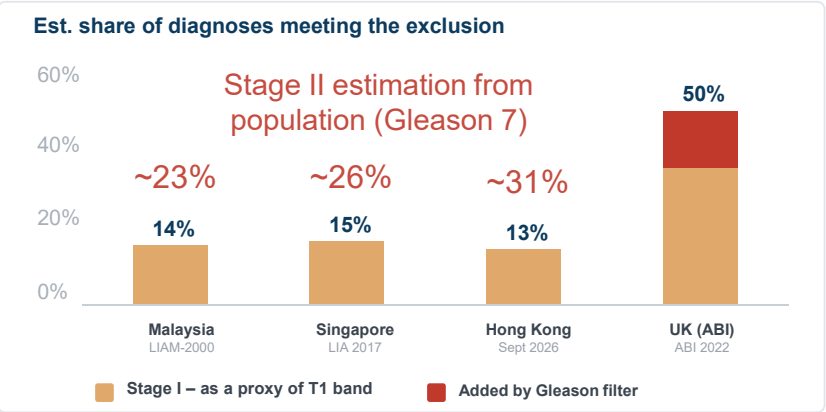


■ **Stage I** ≈ localised, T1-range disease — typically **excluded from Major Critical Illness pay-out in Asia**.



# Asia vs UK — CI Definitions Are Not the Tightest in Asia

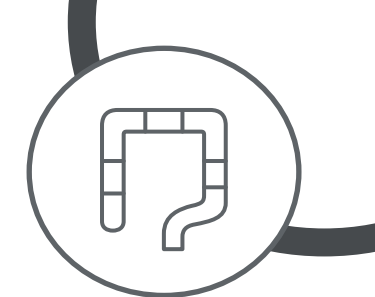
| Market / Standard                            | T1 exclusion                      | Gleason criterion                                | T1c excluded?          | Risk to insurer                 |
|----------------------------------------------|-----------------------------------|--------------------------------------------------|------------------------|---------------------------------|
| <b>UK — ABI 2022</b><br>Reference            | All T1 N0 M0 (full T1 excl.)      | Gleason < 7 also excluded (adds severity filter) | ✓ Excluded             | <b>Lowest</b>                   |
| <b>Singapore — LIA 2014</b><br>Asia standard | All T1 and below                  | No Gleason criterion                             | ✓ Excluded             | Low                             |
| <b>Hong Kong — Sept 2026</b><br>Tightening   | All T1 and below (from Sept 2026) | No Gleason criterion (some insurers add < 7)     | ✓ Excluded (Sept 2026) | <b>Moderate until Sept 2026</b> |
| <b>Malaysia — LIAM-2000</b><br>Asia standard | All T1 and below                  | No Gleason criterion                             | ✓ Excluded             | Low                             |



**UK ABI BENCHMARK**

**The UK excludes T1 N0 M0 and adds a Gleason filter — tighter than every Asian standard.**

As incidence rises across Asia, adding a Gleason criterion becomes increasingly important.



# Colorectal Cancer Typically Diagnosed at Age ~70

## Median age at colorectal cancer diagnosis in population data

69

**Hong Kong**

2022, males and females alike

70

**Singapore**

2023, up from 67 in 2013

75+

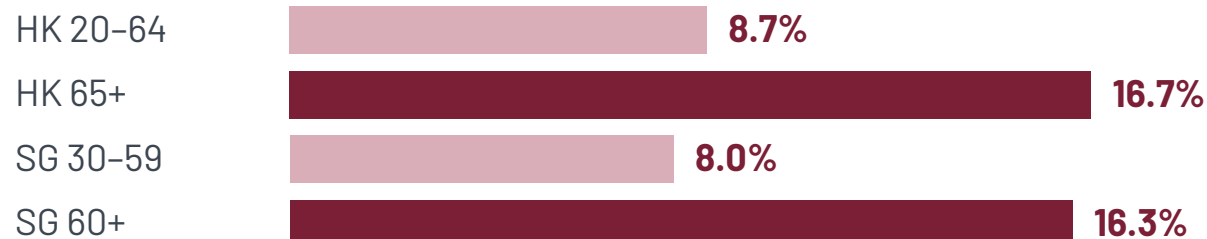
**Malaysia**

Peak incidence band,  
2017-21 (no median published)

## Population colorectal cancer as % of all new cancers, age 20-64 vs 65+

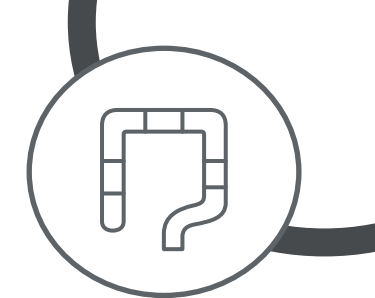
*Similar women increase in proportion observed in population data*

### Women: share roughly doubles with age



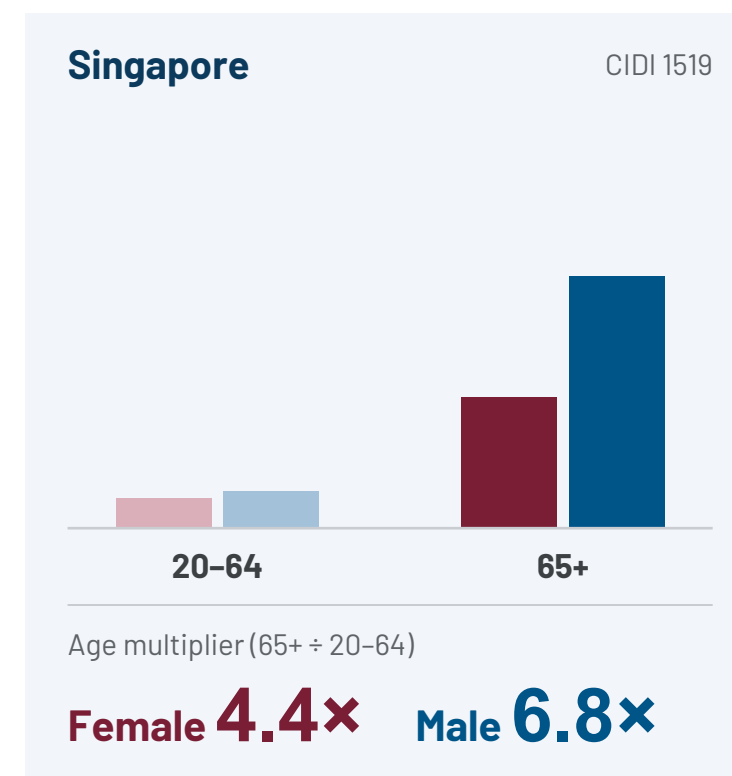
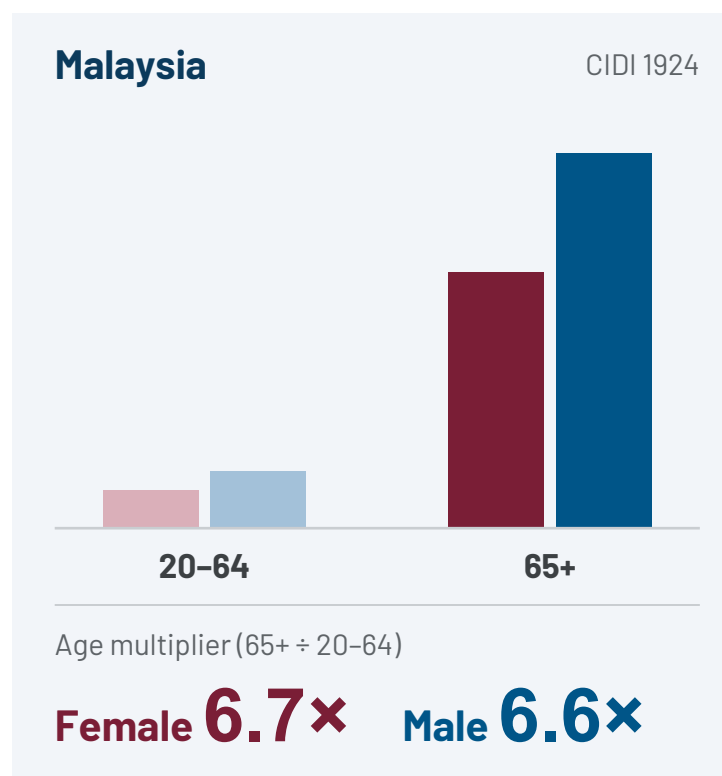
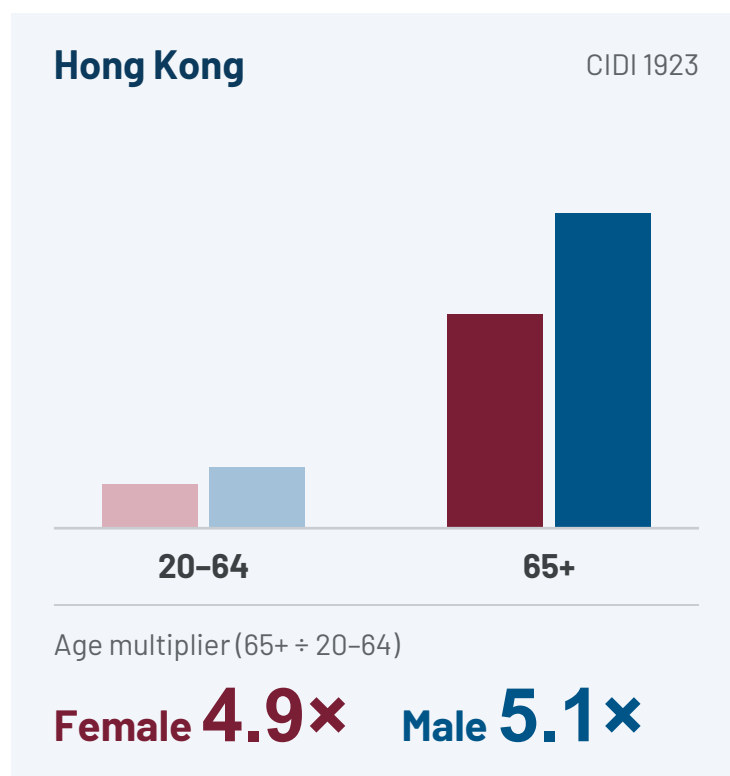
### Men: share stays flat at ~17%

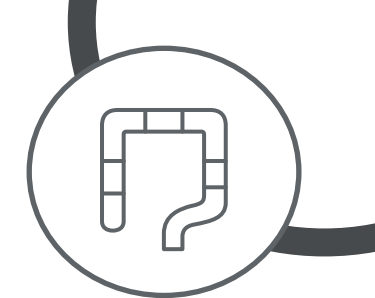




## Colorectal Cancer ASIR Rises 4–7× After Age 65, Incidence Rates Higher in Male

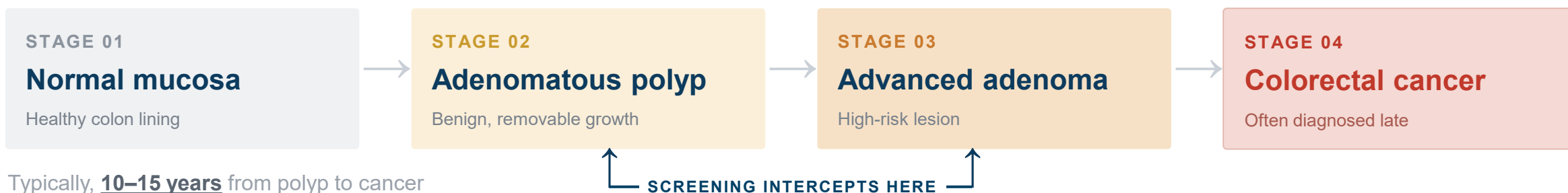
Female 20–64 Female 65+ Male 20–64 Male 65+





# Colorectal Cancer – More Screening Today, Fewer Cancers Tomorrow

Colorectal cancer development stages



SingHealth • Singapore Health

Colorectal Surgery

## "Get them out, cancer or not"

"It is important to remove polyps early, not only to prevent them from turning malignant..." — any polyp detected during colonoscopy is removed, whether or not it is yet cancerous.

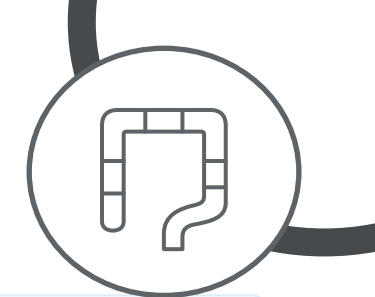
— Assoc Prof Emile Tan, Head, Dept. of Colorectal Surgery, Singapore General Hospital

### KEY TAKEAWAY

Screening doesn't just catch cancer **earlier** — it stops cancers from ever forming.

That is what turns a rising-cost claims line into a falling one: prevented cases, not just earlier-stage cases.

**up to 95%** is curable when caught before it spreads.

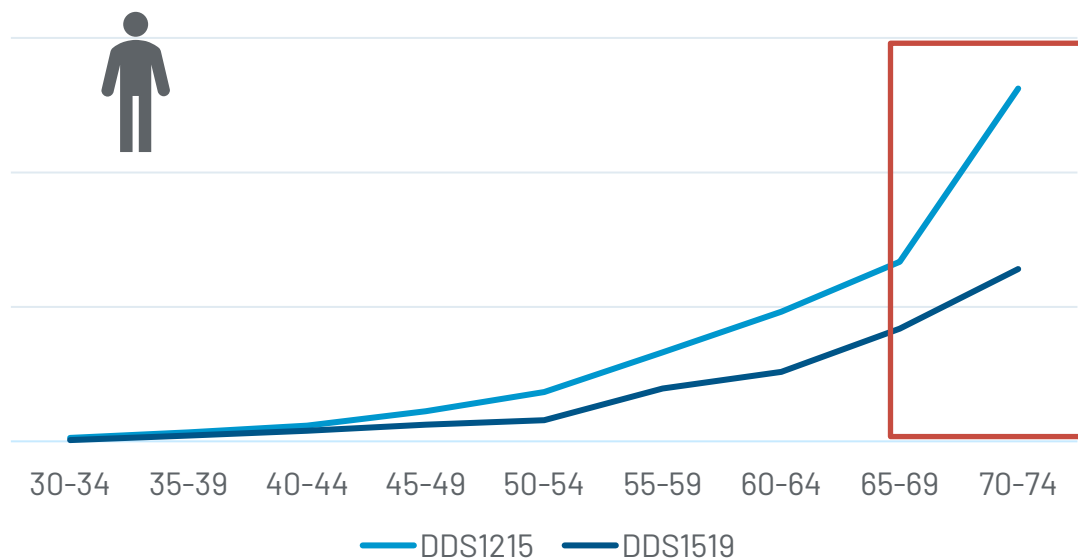


# Largest Improvement Seen in Older Age Group

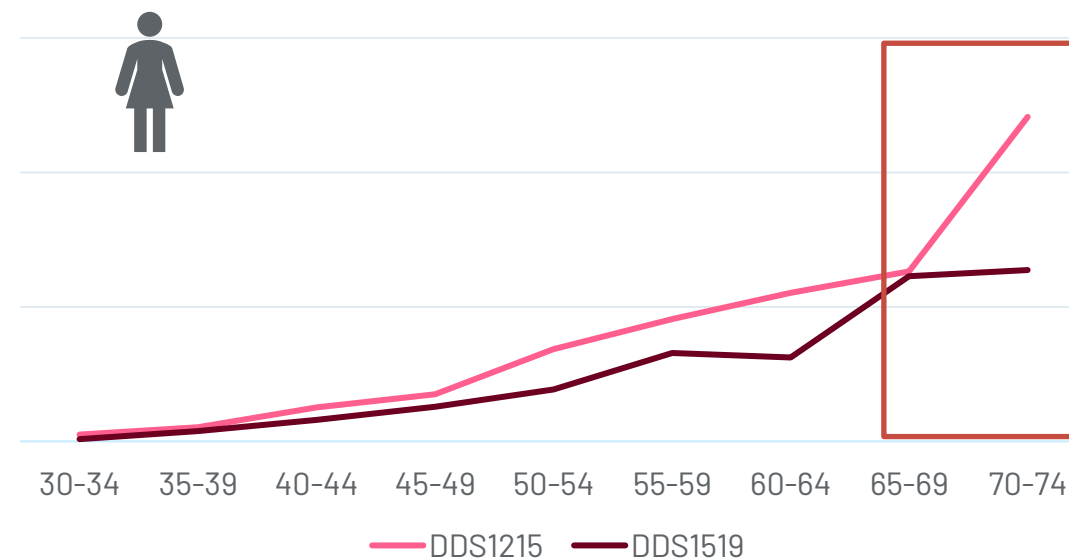
▲ **Screening uptake rising** — % of residents aged 50–74 screened for colorectal cancer (FIT test)



Gen Re CIDI colorectal incidence by age



Gen Re CIDI colorectal incidence by age



Sources: National Population Health Survey (NPHS) & National Health Survey, Ministry of Health / Health Promotion Board Singapore; CRC screening participation age 50–74, 2007–2024  
 moh.gov.sg/nphs (2022 reflects a COVID-related dip).

## In Summary

### WHY CI STAYS RELEVANT AS RETIREMENT AGES RISE



#### Longer working lives

Covers income lost during a CI episode as people work past 65



#### Funds treatment

The lump sum can also pay for medical treatment



#### Depends on the country

Health and social systems differ, so the need differs by market



#### ALZHEIMER'S & SEVERE DEMENTIA

#### Medical technology is changing diagnosis

New tests such as blood biomarkers detect the disease earlier, potential shift incidence in the future



#### PROSTATE CANCER

#### Top cancer claims for age 65+ male

CI risk for major CI payout can be controlled with stricter CI definition that reflects severity



#### COLORECTAL CANCER

#### Screening reduces incidence

Screening removes polyps before they become cancer, bringing incidence down. Impact larger for older ages.

**These three conditions are key to managing CI risk for older lives**



# THANK YOU

*For more information on CI Trends, please contact:*

Samuel Lim, [samuel.lim@genre.com](mailto:samuel.lim@genre.com)

*Check out our articles on Gen Re's Dread Disease Survey here:*

