



B2Metric Hunter Auto-ML Solution for Fraud, Healthcare Improper Payment Detection

TRACK 2

DATASCIENCE / DATA MANIPULATION IN ORDER TO GAIN INSIGHTS FROM THE MARKET



Current Approaches to Payment Integrity Yield Limited Results



200B fraud
per year

700B waste
per year

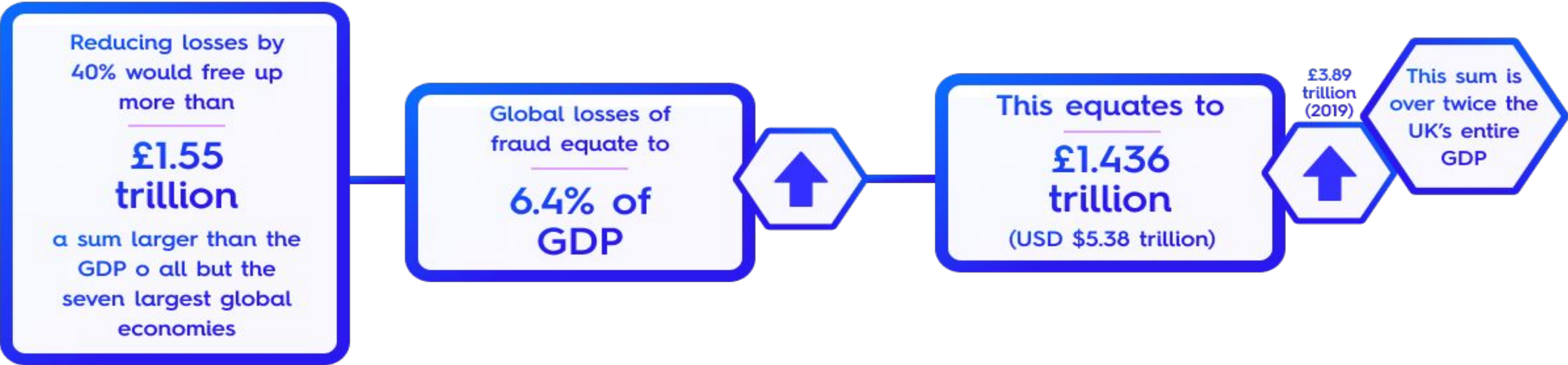
3-7%

of all claims dollars paid improperly

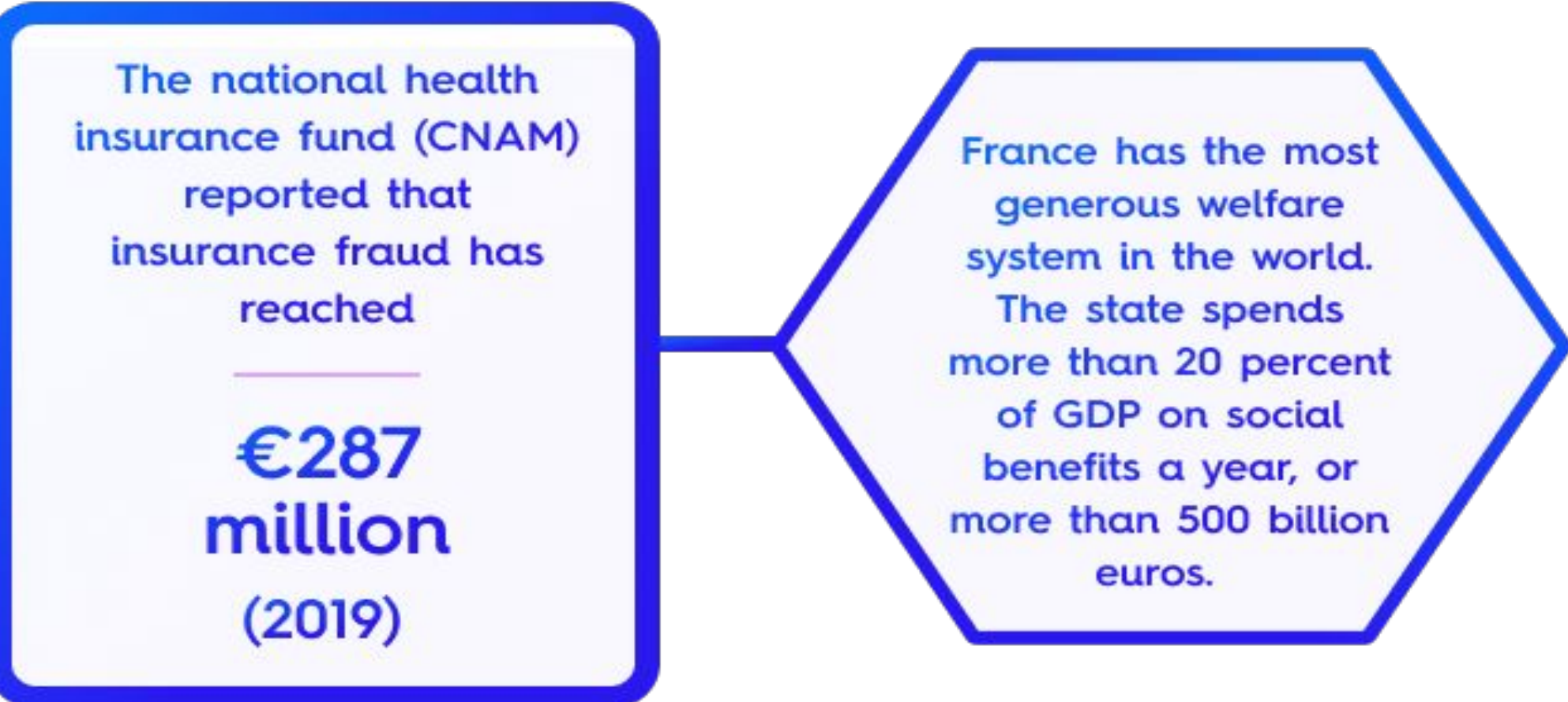
Up to 50%

of all claims paid inaccurately

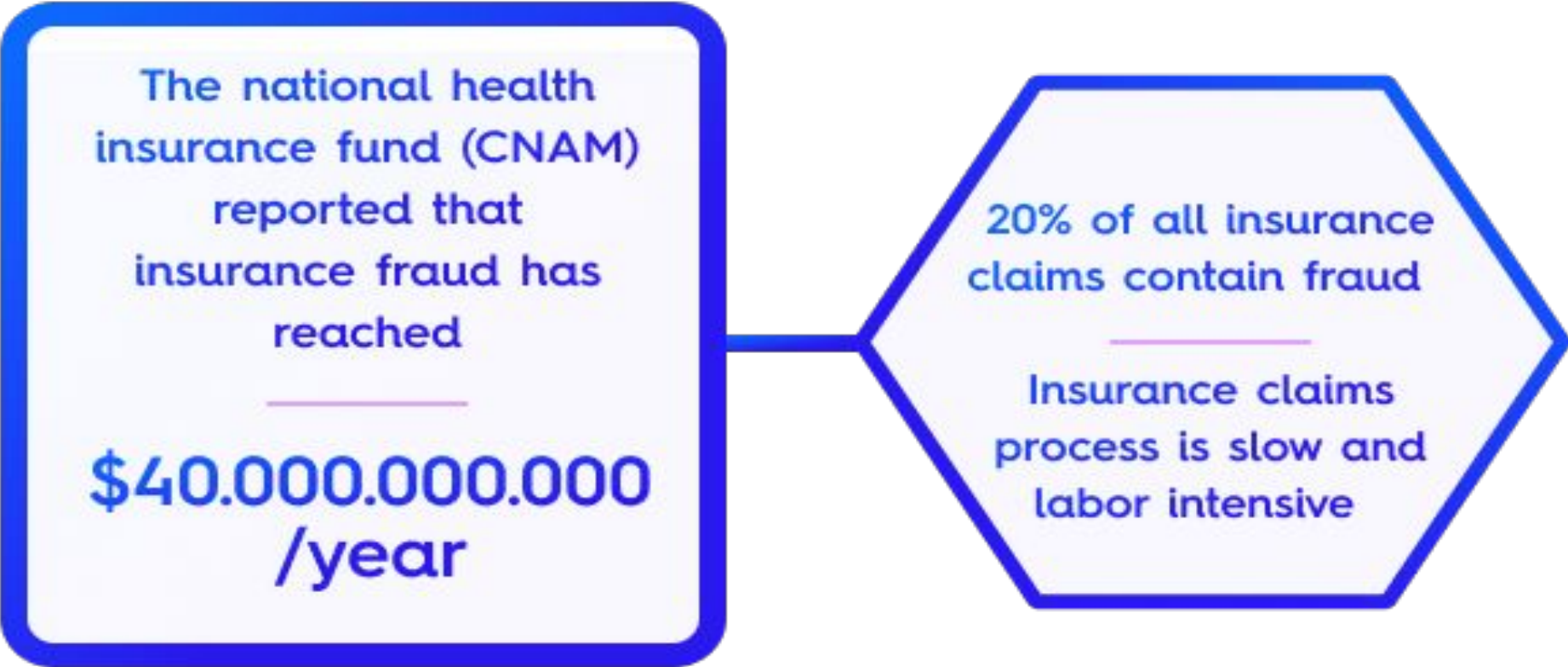
Fraud Cost in Global



Fraud Cost in France



Fraud Cost in USA

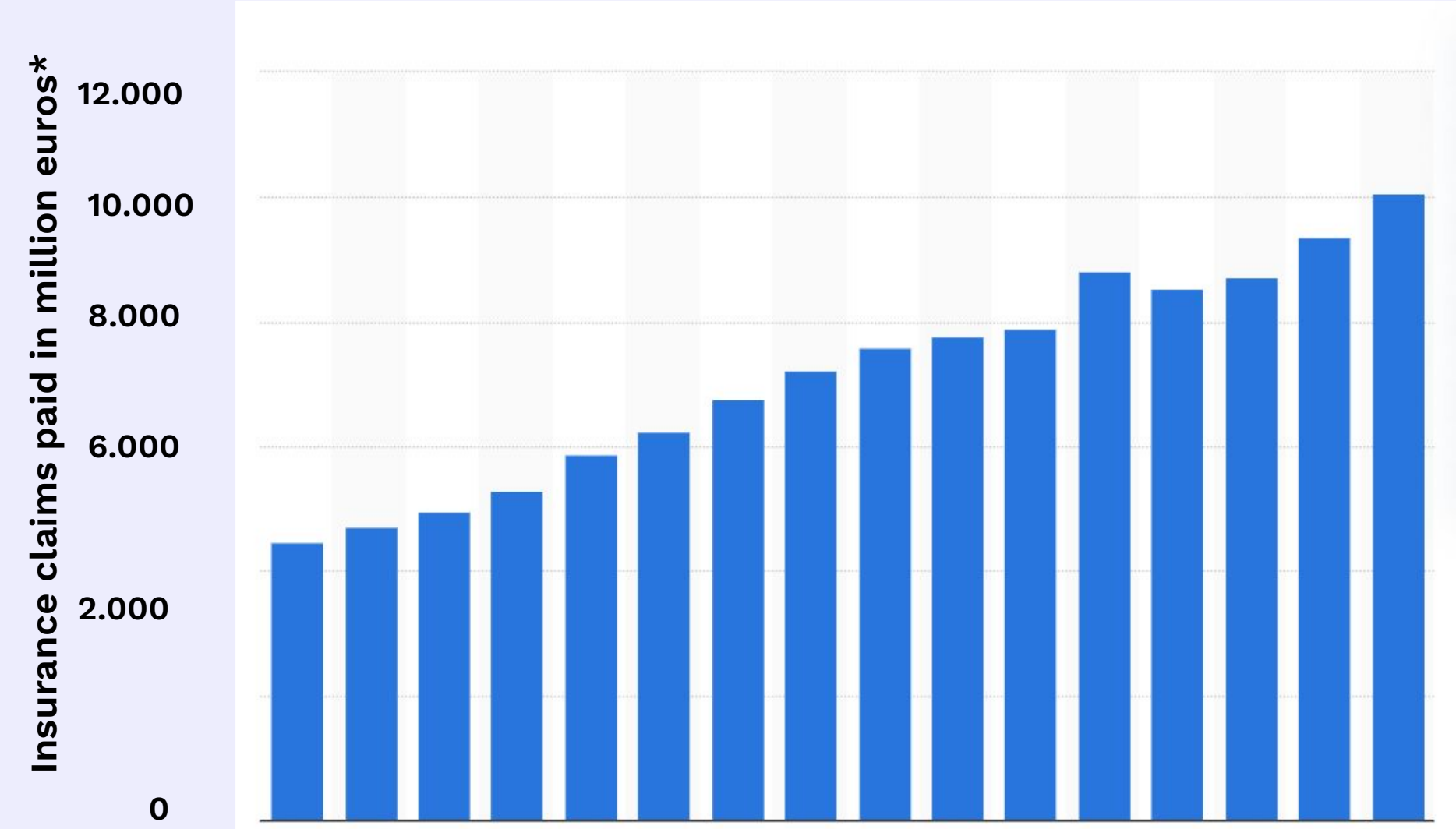


The Global Fraud Analytics
\$ 25.66 B in 2021

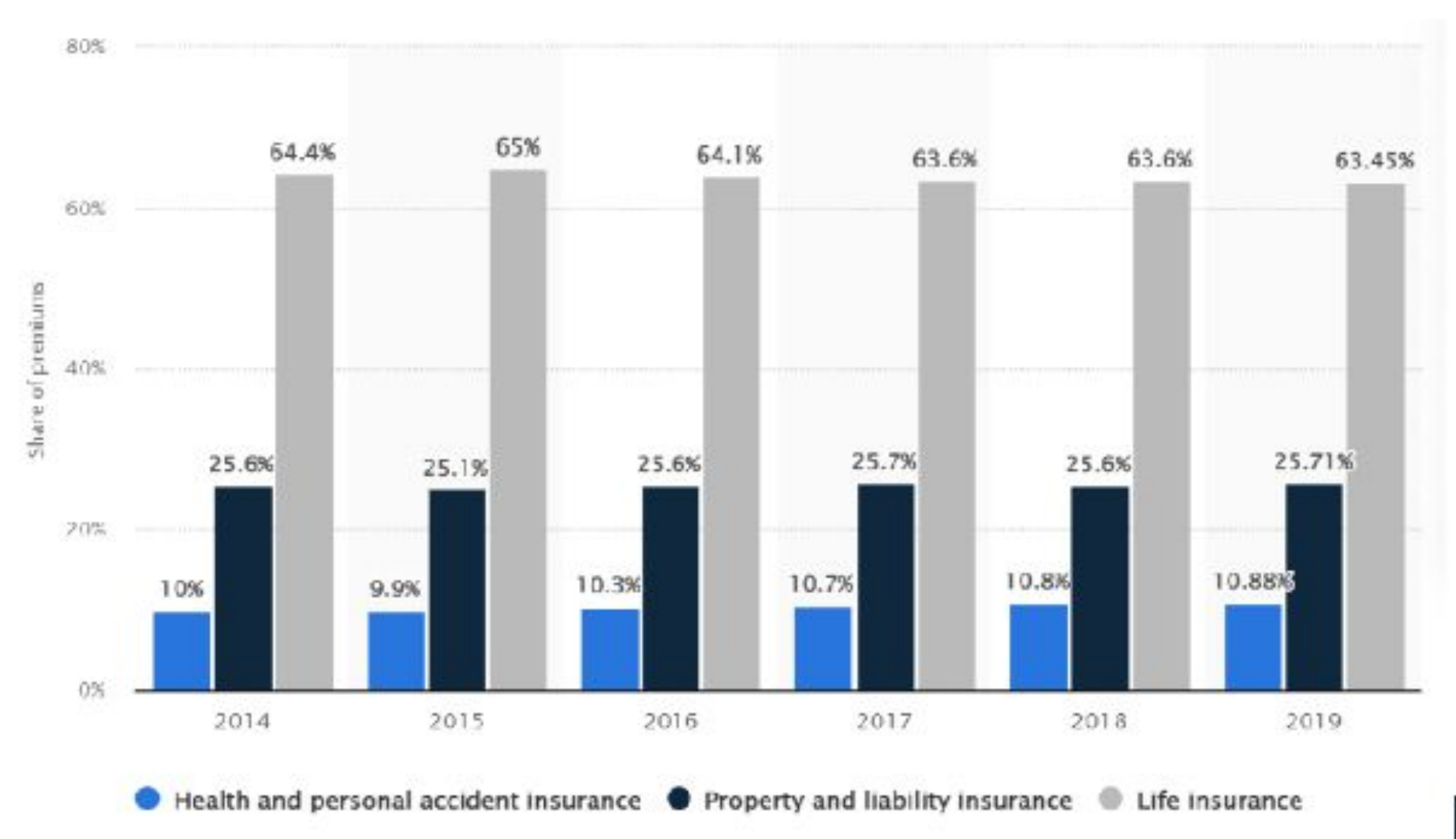
Auto-ML Platforms
\$15 B in 2030

The Global Healthcare Fraud
Analytics in Market Size
\$5.5 B in 2020

Total amount of health benefit claims paid on the insurance market in France from 2004 to 2019

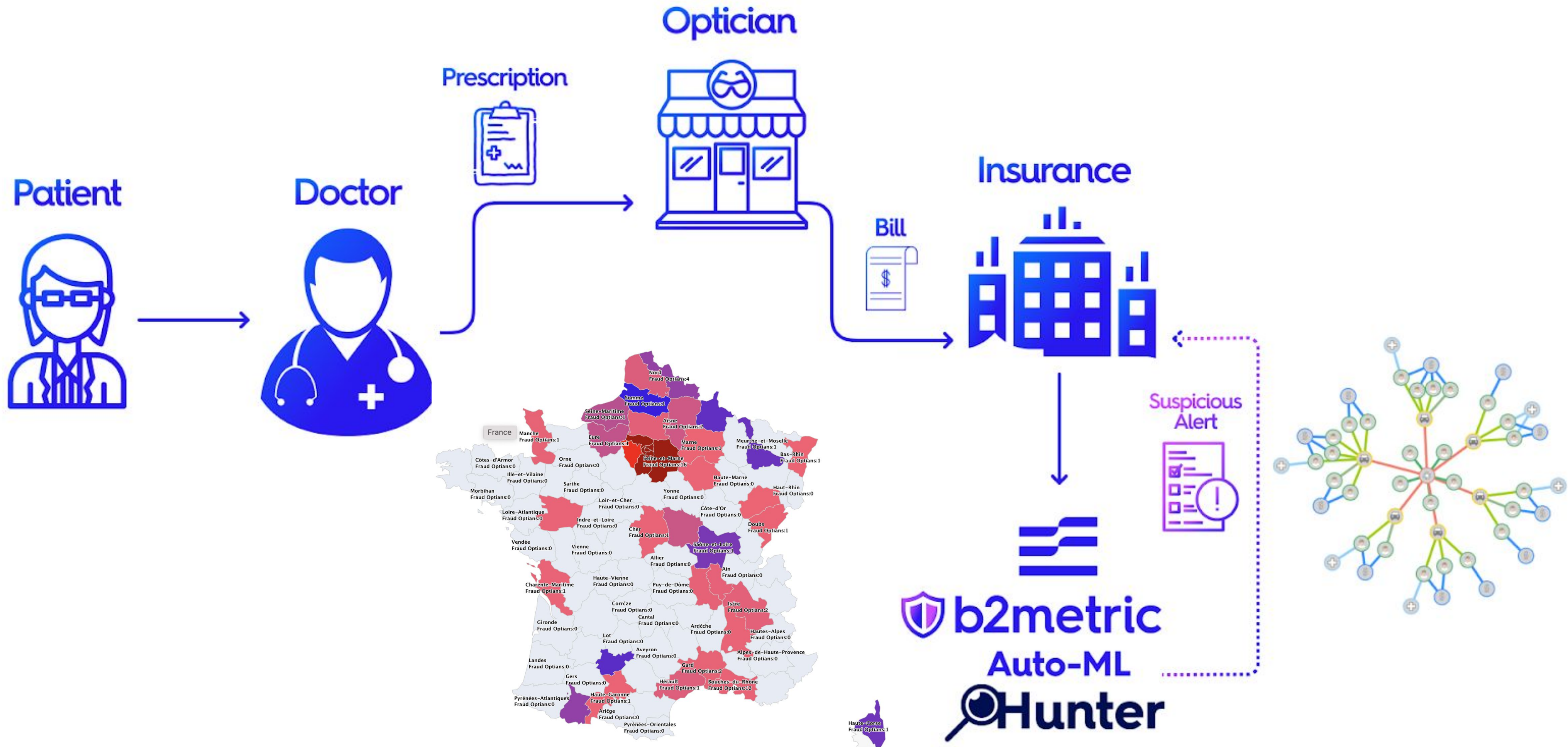


Distribution of French insurance premiums between 2014 and 2019, by type of insurance

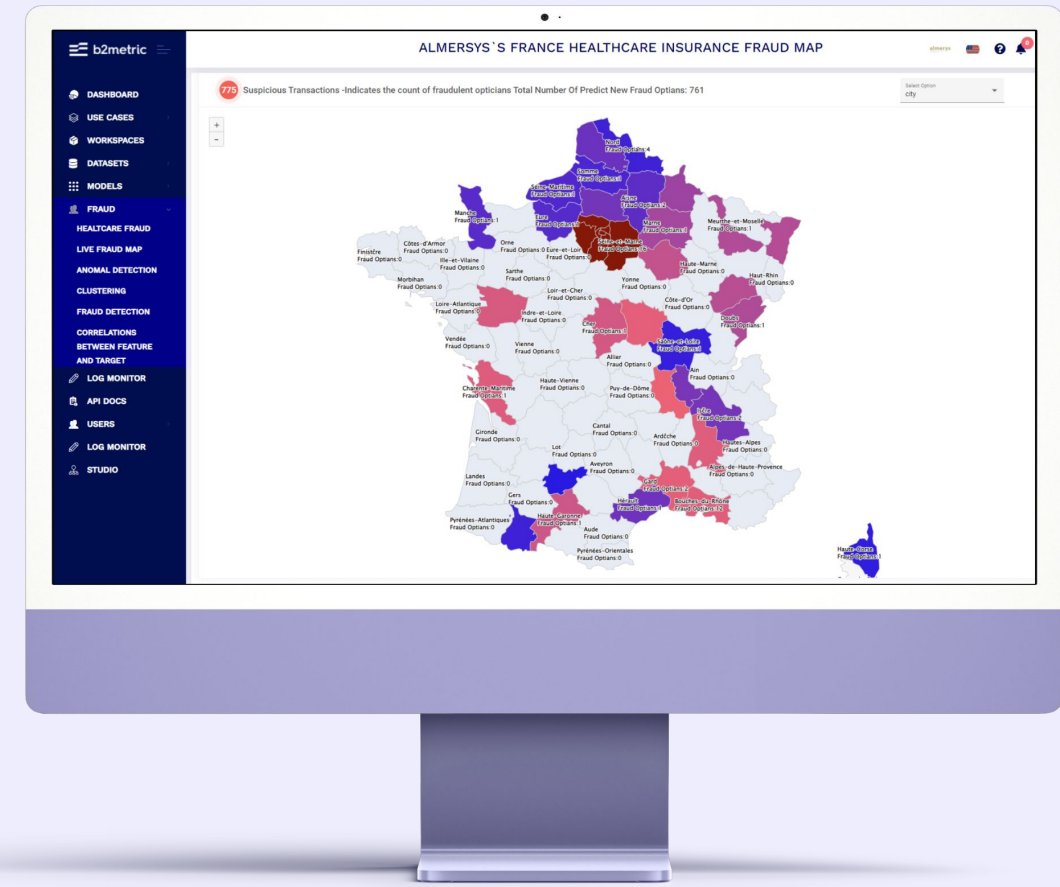
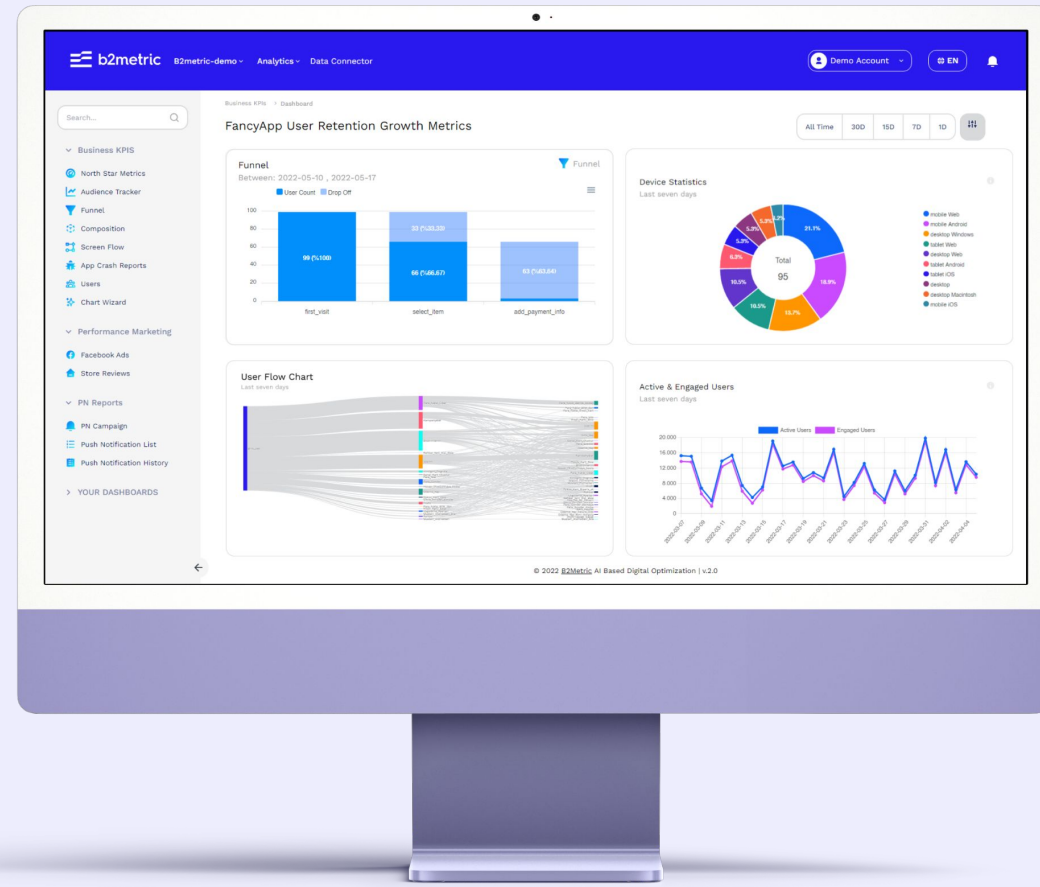
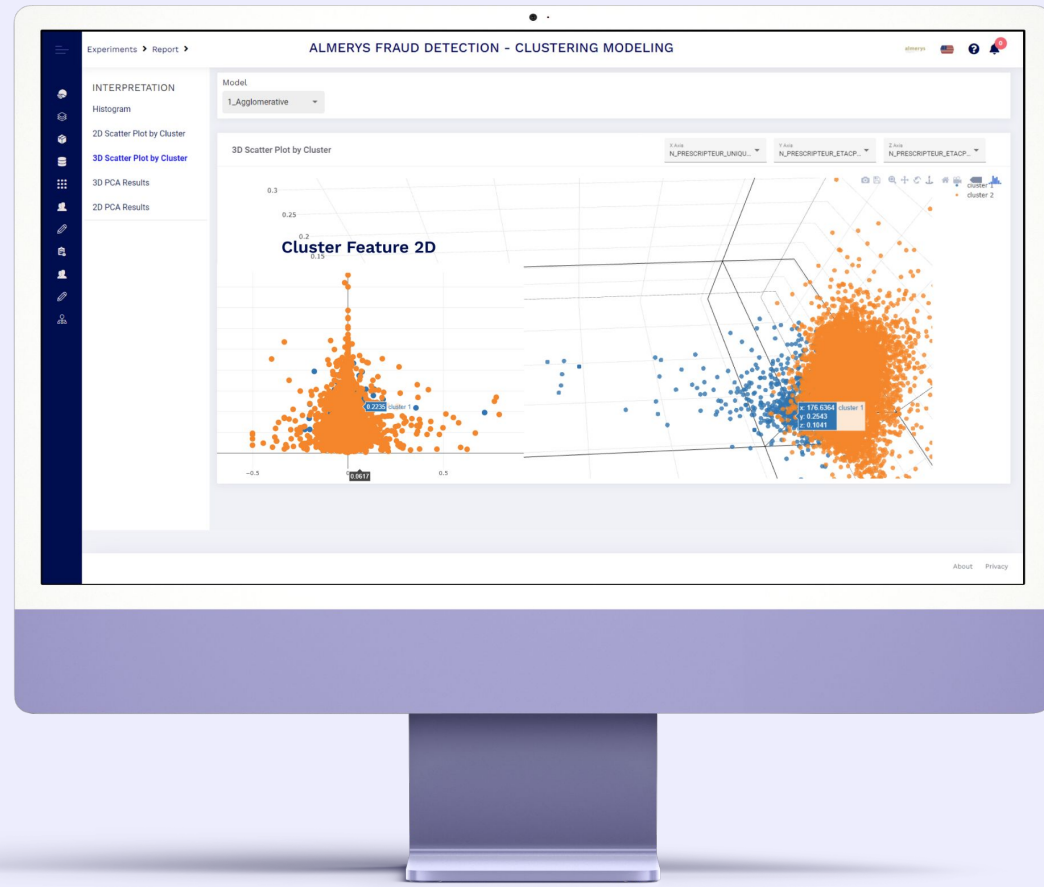


- ➔ Avg policy costs too much for each health Insurance and end users pay it.
- ➔ Insurance Policy Prices Need to Optimize, otherwise, End-User will not Take Enough Health Policy
- ➔ Insurance underwriting and actuarial team spend **9-12 months avg.** setting up and training fraud models (statistical or ML-based models) When the data becomes larger, even it becomes more difficult to model and analyze





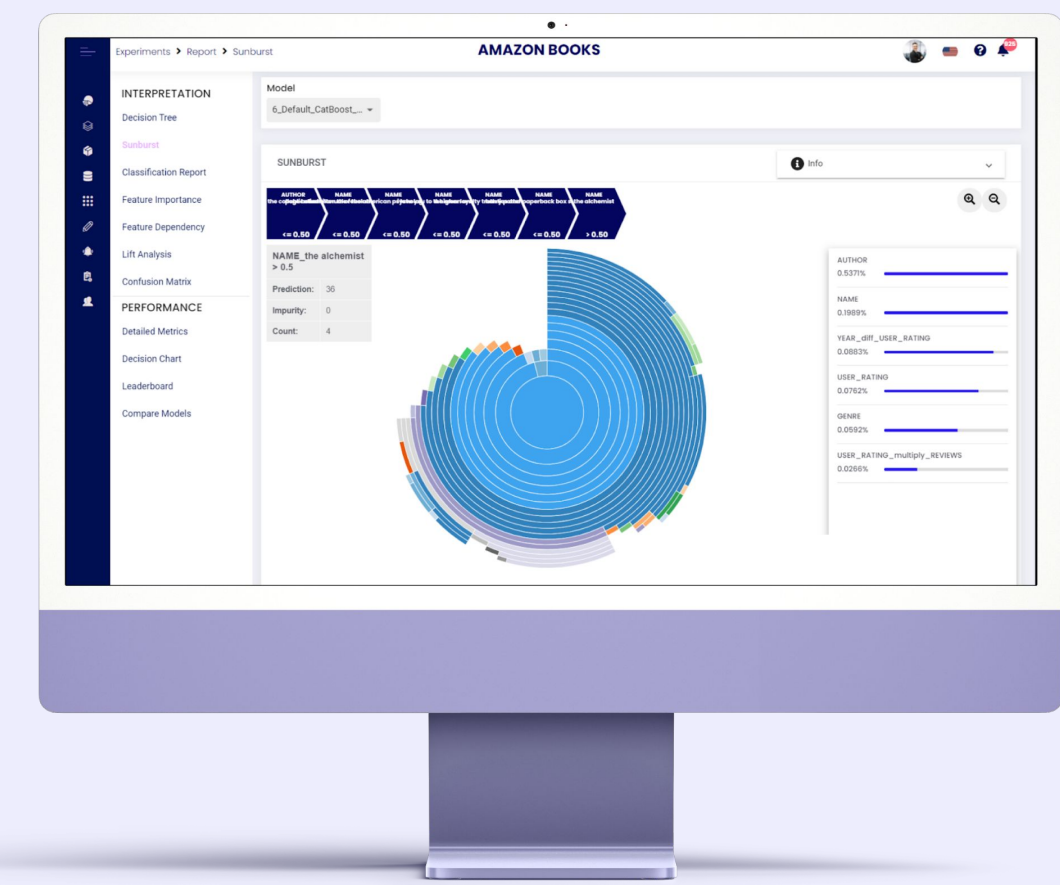
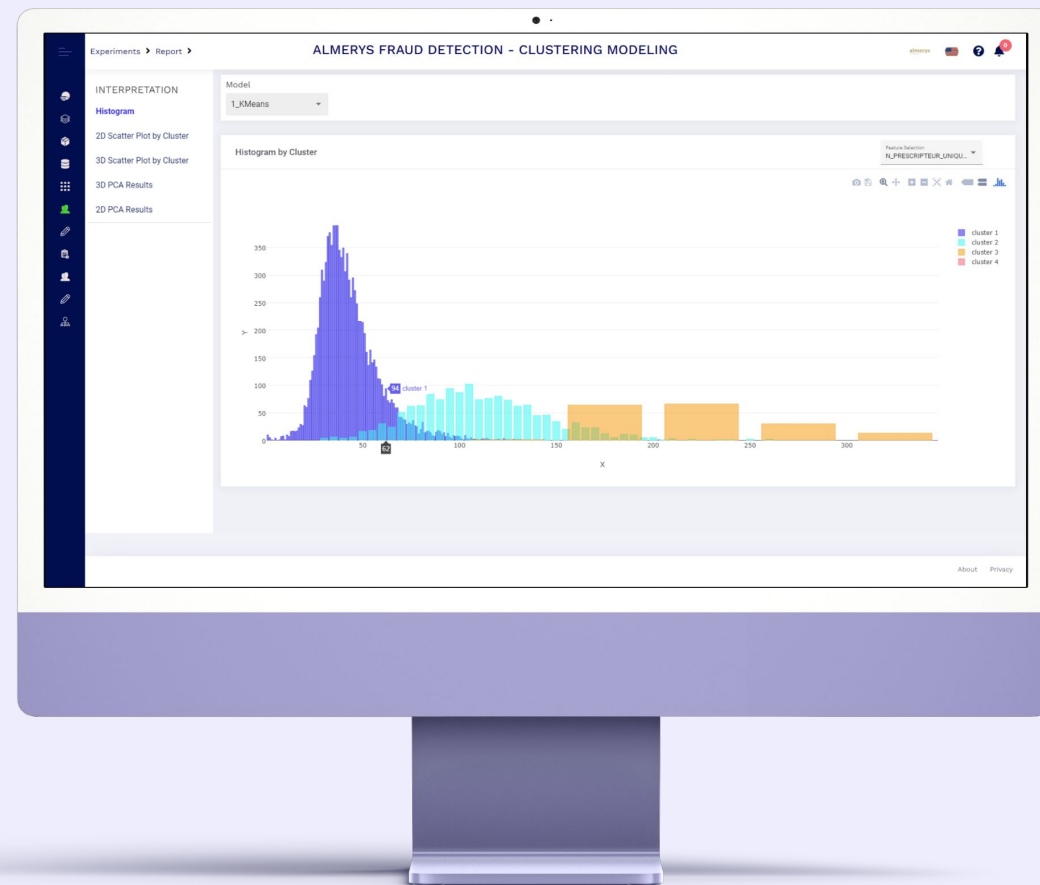
PRODUCT



EXPLAINABLE AI FEATURES

REAL-TIME ANALYTICS

LIVE MAP OF FRAUDS



GRAPH NETWORK

ANOMALY DETECTION

CLASSIFICATION & CLUSTERING



- ➔ Decrease ML modeling time **x5** times with low code Auto-ML solution.
- ➔ Saving **1,5T Fraud waste** for Healthcare
- ➔ Creating and using Fraudulent Opticians' **Black List** for every healthcare insurance
- ➔ Decreasing End-User's Policy Price up to **12% - 20%** Amount



 B2Metric IQ Analytics

 B2Metric ML Studio - Auto ML

Starter

Perfectly suits startups who want to accelerate customer journey and product analytics with power of AI.

Get Started

Our free plan includes

- ✓ 8M events per month
- ✓ Basic analytics
- ✓ Unlimited data sources
- ✓ Unlimited users

Growth

Great for scale-up companies looking for out of the box customer journey predictive analytics to boost revenue.

Request for Demo

Everything in Starter, plus

- ✓ Extensive omnichannel data aggregation
- ✓ Advanced customer behavioral analytics
- ✓ Custom onboarding & Data Science support
- ✓ Personalized Mobile Push Notification

Enterprise

Ideal for cross-functional teams who need deeper insights and data governance. Custom plans and pricing to suit your needs

Contact Sales

Everything in Growth, plus

- ✓ Robust data governance, omnichannel data aggregation for on-premises
- ✓ Pre-trained ML Models for Customer Journey
- ✓ Premium support and services with ML Engineers
- ✓ Custom User Journey creation and advanced user permissions



STRATEGIC PARTNERSHIP

ONLINE MARKETING



EVENTS

 Google Cloud

 Microsoft

 aws

 Azure

 bealmerys
Healthcare delivery management

 The Economist

 Bloomberg

 INSURANCE JOURNAL

 Insurance BUSINESS AMERICA

 VIVA TECHNOLOGY
JUNE 15-18, 2022 / PARIS

 GSMA MWC Las Vegas

 IN PARTNERSHIP WITH ctia

September 28-30, 2022

 ITC VEGAS
SEPTEMBER 20 - 22, 2022 | MANDALAY BAY | LAS VEGAS

 nemesisco | RA7

 ACFE GLOBAL FRAUD CONFERENCE
JUNE 19-24, 2022 NASHVILLE, TN



COMMERCIAL APPROACH



1. **PRESALES**



NEXT GENERATION DATA INCUBATOR

2.



3.

15 Healthcare Insurances

4.

100 All Insurance Product Lines

BI and analytics

Know what has happened, predict what will happen

Automation

Process claims in real-time, with precision, 24/7

Clinical data integration

Stop chart-chasing encounter data from EHRs

Ecosystem enablement

Connect to partners via APIs, web services

AI

Adapt processes proactively in response to data

B2METRICS' INSURANCE & FRAUD PREVENTION SYSTEM

REFERENCES



Competition

REACH

AutoML & Augmented AI Capability



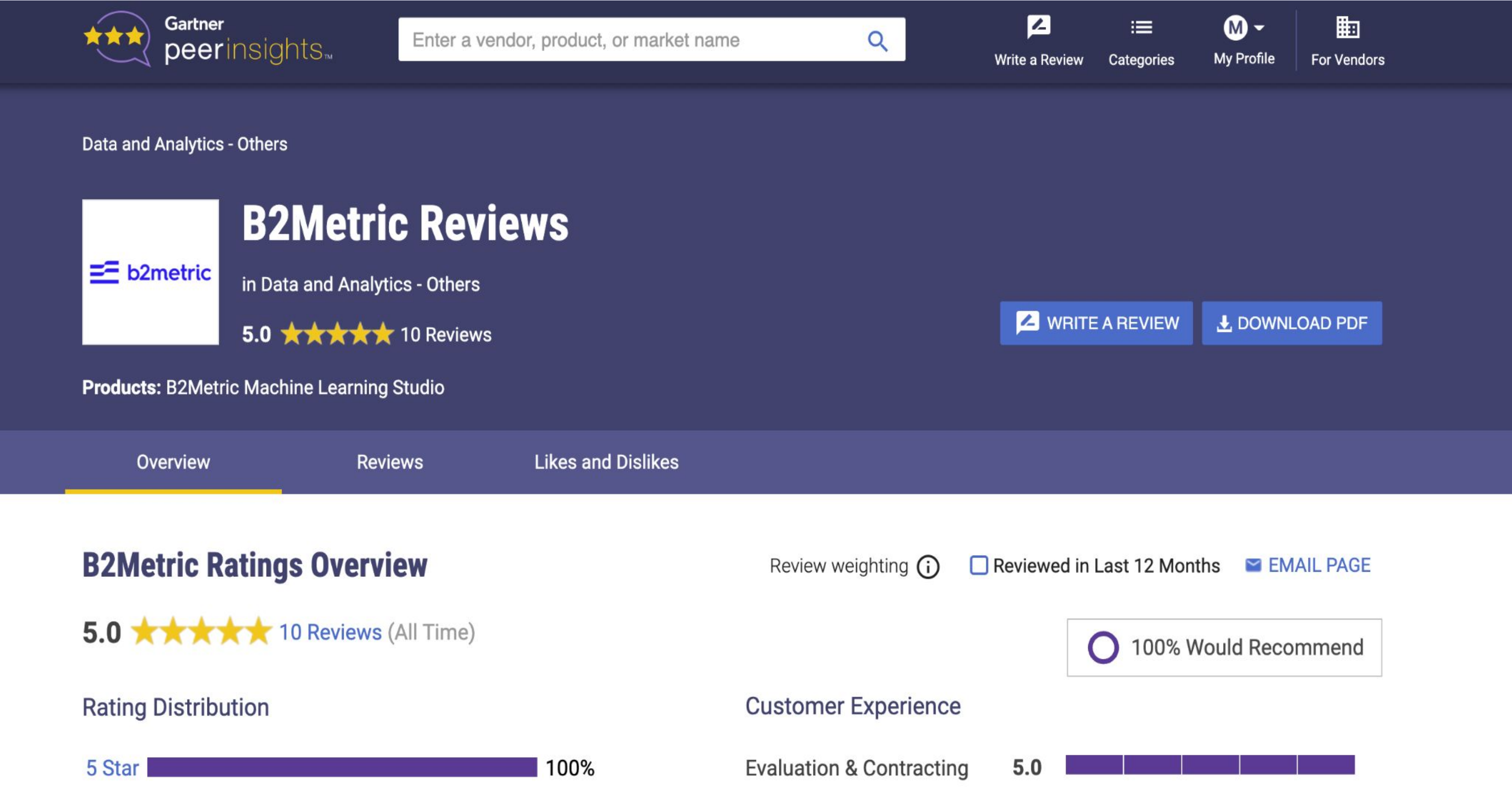
High Healthcare Insurance Specialization

Low Healthcare Insurance Specialization

Shift



Low Augmented AI Expertise



- **Data scientists spend significant amounts of time on mundane tasks that can be augmented by the use of tools and platforms.**
- **Efforts to derive value and generate ROI from DSML projects can only be as effective as the operational efficiency of the talent involved in the various aspects of the analytics pipeline.**

WE ARE TRUSTED BY GLOBAL BRANDS

~30



 Finance

 Telecom

 Insurance

 Automotive

 E-Commerce
& Retail

 Travel

 Digital Apps













































 Energy



















INVESTORS



BRIGHTER
TOGETHER

PARTNERSHIPS

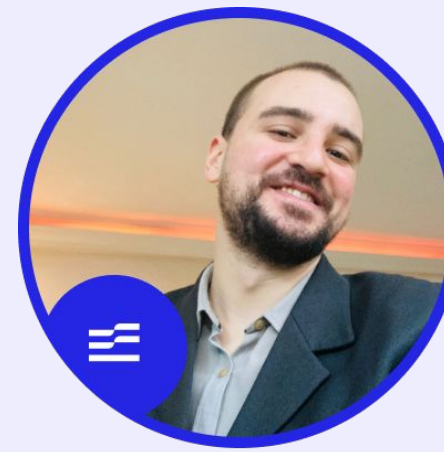




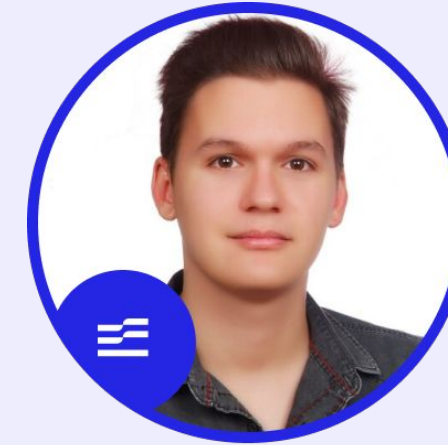
MURAT HACIOĞLU
CEO - PROJECT COORDINATOR



TUNA SONMEZ
CTO - PROJECT TEAM LEAD



ISMAIL DENIZLI
AI MANAGER



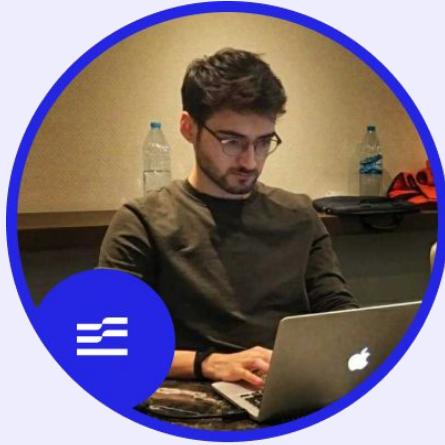
SERCAN YESILOZ
DATA SCIENTIST



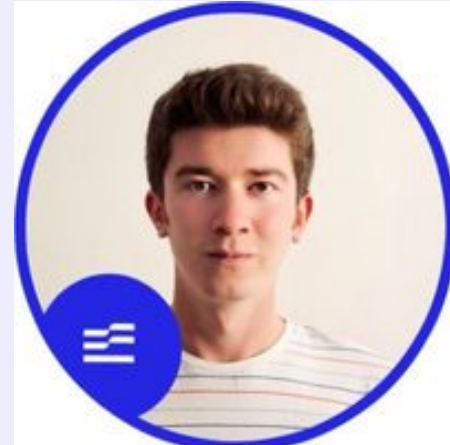
CEMALI COSKUNIRMAK
DATA SCIENTIST



MELIH EKICI
PYTHON DEVELOPER



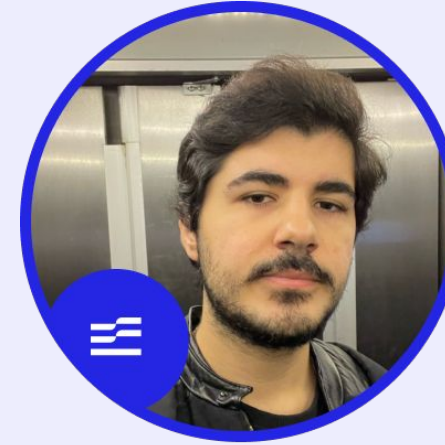
SINAN TAN
PYTHON DEVELOPER



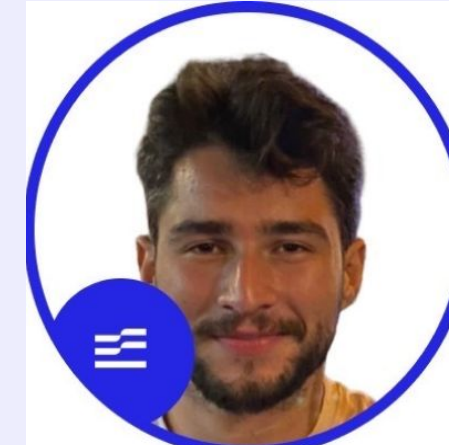
HASAN KAHRAMAN
FRONTEND DEVELOPER



EBRU SEVIK
PRODUCT OWNER



ALI OSMAN KUREKCI
DATA SCIENTIST



BUGRA SAMLI
BUSINESS ANALYST



MEHMET OGUZ
DEVOPS SPECIALIST



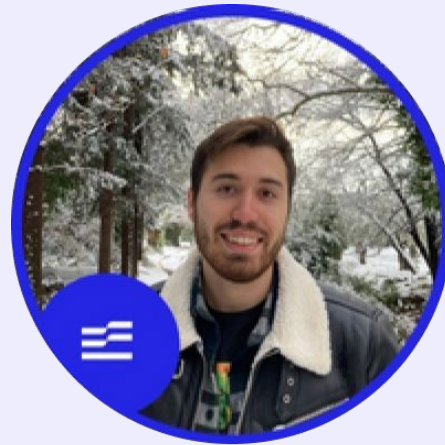
ERDEM EKBIÇ
DATA ENGINEER



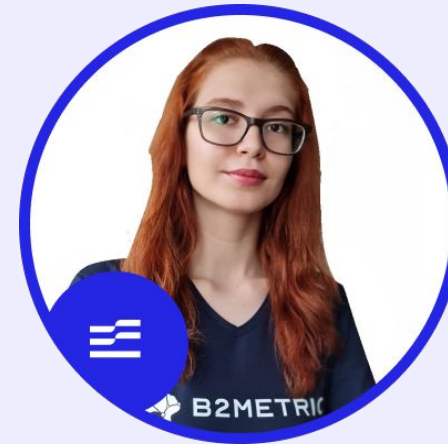
EBUBEKİR KARANFİL
FULL STACK DEVELOPER



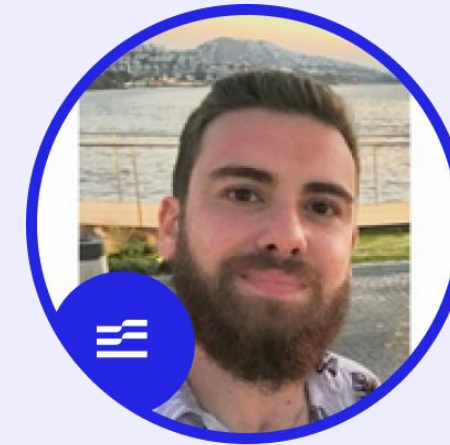
CANSU ALATAS
GROWTH MANAGER
PHD CANDIDATE



OGULCAN ÖZDEMİR
CUSTOMER SUCCESS
SPECIALIST



ZEYNEP MERC
BUSINESS ANALYST



UFUK ÇAGATAY
BACKEND DEVELOPER



RUMEYSA KARA
PYTHON DEVELOPER



FURKAN MELİH ERCAN
PYTHON DEVELOPER

WE GOT 5 AWARDS FROM INSURANCE INNOVATION COMPETITIONS

ZURICH 2022

METLIFE 2021

ALLIANZ 2020 & 2021

BNP PARIBAS 2019

QUICK INSURANCE 2019

Zurich İnovasyon Şampiyonası'nda
Türkiye'yi temsil edecek finalistlerimiz



We are thrilled to announce that we have been selected as one of the 3 startups that will represent Turkey for the Zurich Insurance Global Competition!

AI-Based Customer Journey Predictive Analytics for Digital Platforms

Customer micro segmentation & Customer churn prediction.

Content scoring & propensity to buy predictions.

Customer behavior prediction & targeted Push Notifications.

Personalized offers to app users & Campaign optimization

b2metric

collab3.0 | EMEA

MetLife lumenlab

More than 900 products and projects in Europe, B2Metric AI was awarded by Dubai Metlife, Being among the last 13 platforms.

HACKZONE
Open Insurance Program
for Allianz Turkey

Winners

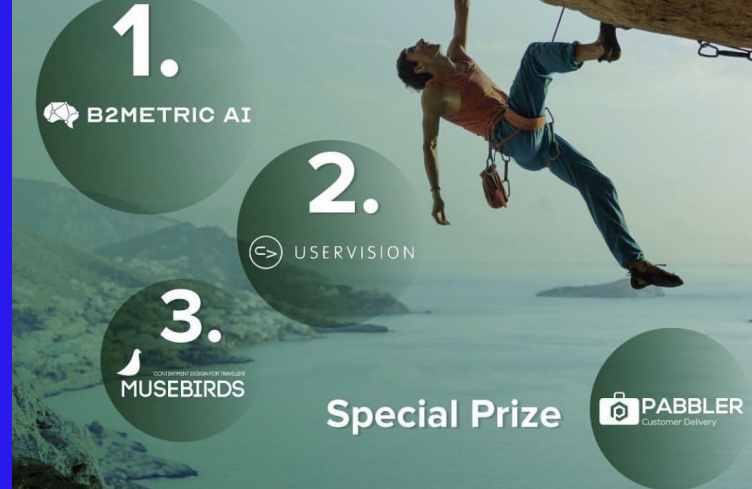


Allianz HACKQUARTERS

B2Metric is winner club at Hackzone by Allianz turkey with our AutoML based Object Classifier from Claims' Images for Claims Management.

Disrupting Insurance

WINNERS



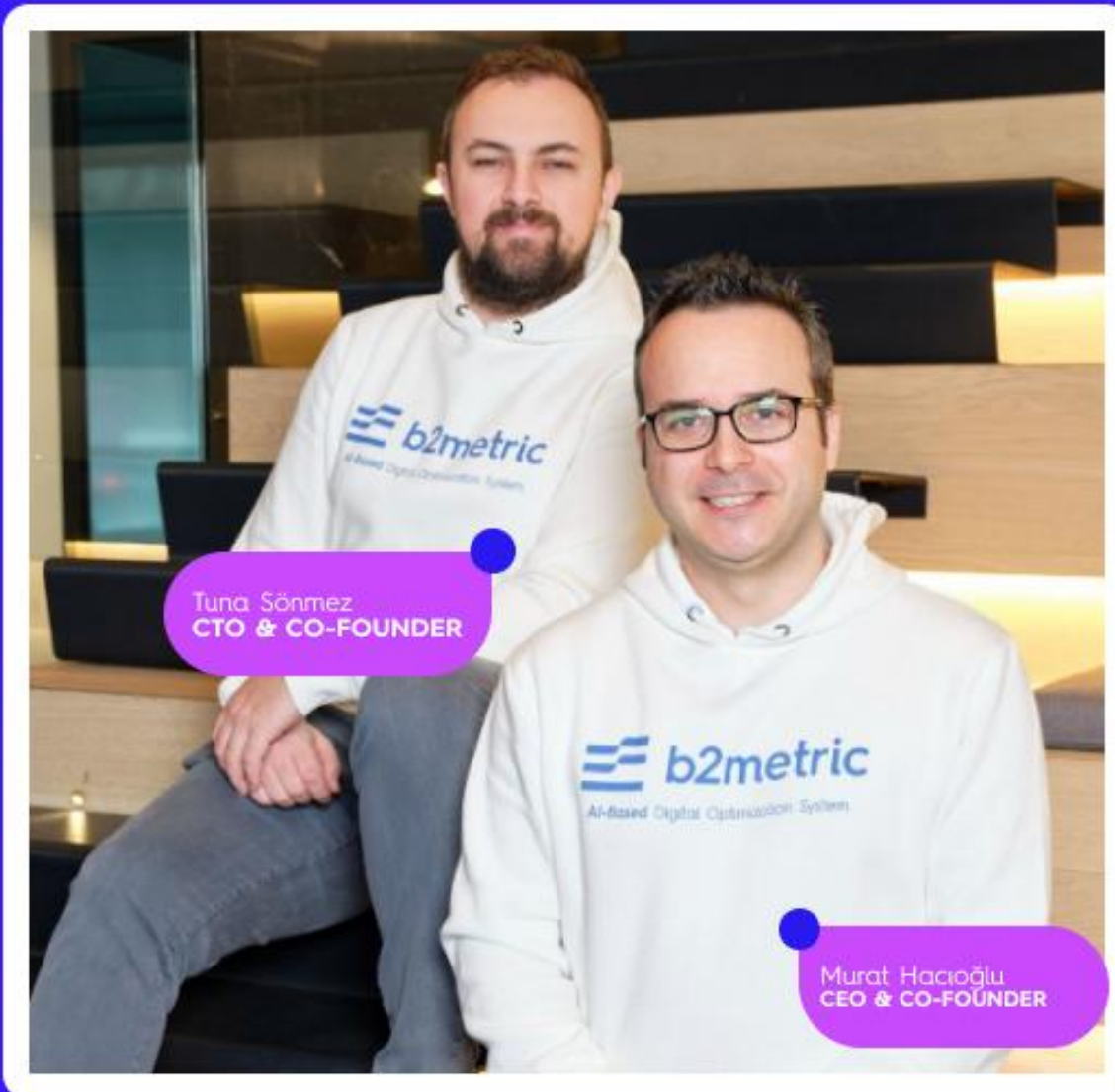
B2Metric is an AI-Native analytics that enables to manage of underwriting risk management with fraud prevention insurance and finance.

insurtech HUB QUICK SIGORTA
ONLINE DEMO DAY KAZANANLARI



Aynı juri puanı ile iki tane birincinin (Lumnion ve CoSure) seçildiği yarışmada B2Metric ikinci, 11Sight üçüncü oldu

InsurTech Hub held the Online InsurTech Demo Day, the first of the events. B2Metric took second place with its AI-based price analysis solution.



Tuna Sönmez
CTO & CO-FOUNDER

Murat Hacıoğlu
CEO & CO-FOUNDER

25 B2Metric'ers

- 4 Offices + Hybrid Working
- Data Scientists,
- Data Engineers,
- Software Engineers,
- Project Managers,
- Growth Marketers.

GLOBAL AWARDS & PARTNERSHIPS



WE GOT 5 AWARDS FROM
INSURTECH INNOVATION
COMPETITIONS
&
11 GLOBAL AWARDS OTHER
INDUSTRIES



THANK YOU

Let's Build Next-Generation Augmented AI-Based Fraud Prevention System for Health Insurance Together!

B2Metric Hunter Auto-ML Solution for Fraud & Healthcare Improper Payment Detection

Murat Hacıoğlu

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analytics.b2metric.com

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CA 94105, USA

San Francisco

LET'S TAKE FORECASTING TO THE NEXT LEVEL

2 Mio EUR

TO SCALE UP OUR SOLUTION

55 %

HEALTHCARE INSURANCE

GO-TO MARKET

CUSTOMER ACQUISITION

STRATEGIC ALLIANCES

45 %

TEAM DEVELOPMENT

+15 NEW HIRES

DATA SCIENTIST

DEVELOPERS