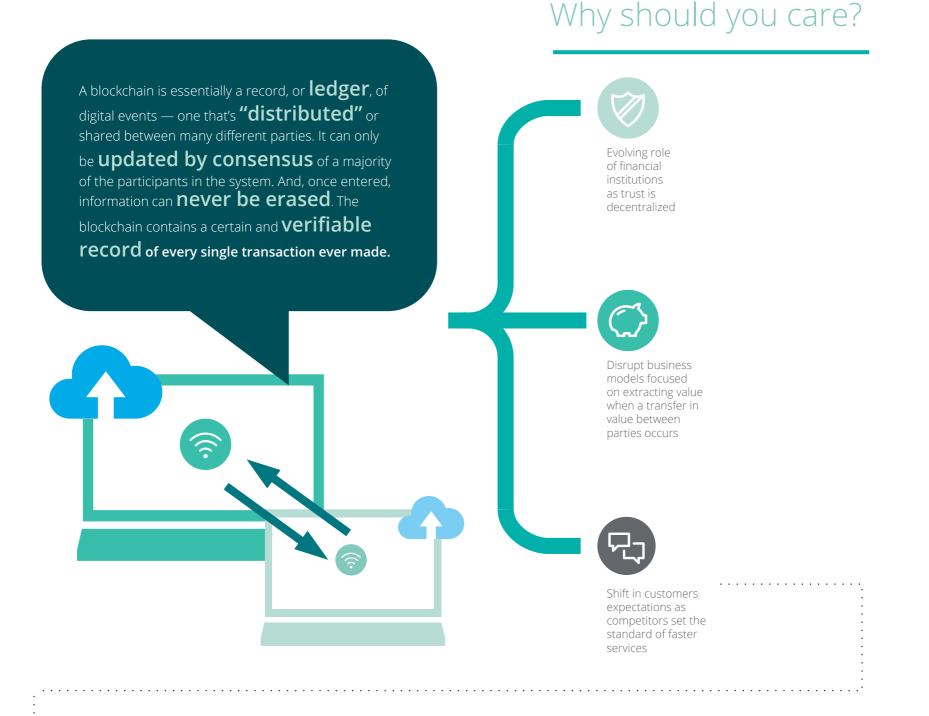
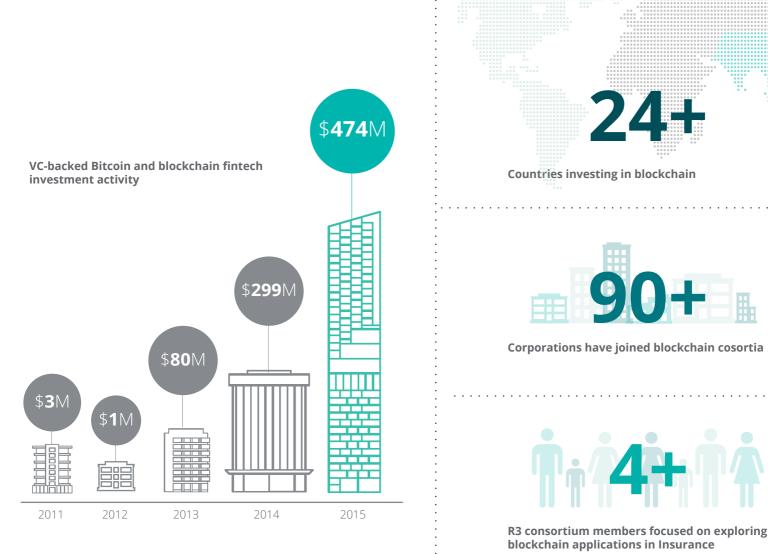
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Blockchain in Insurance

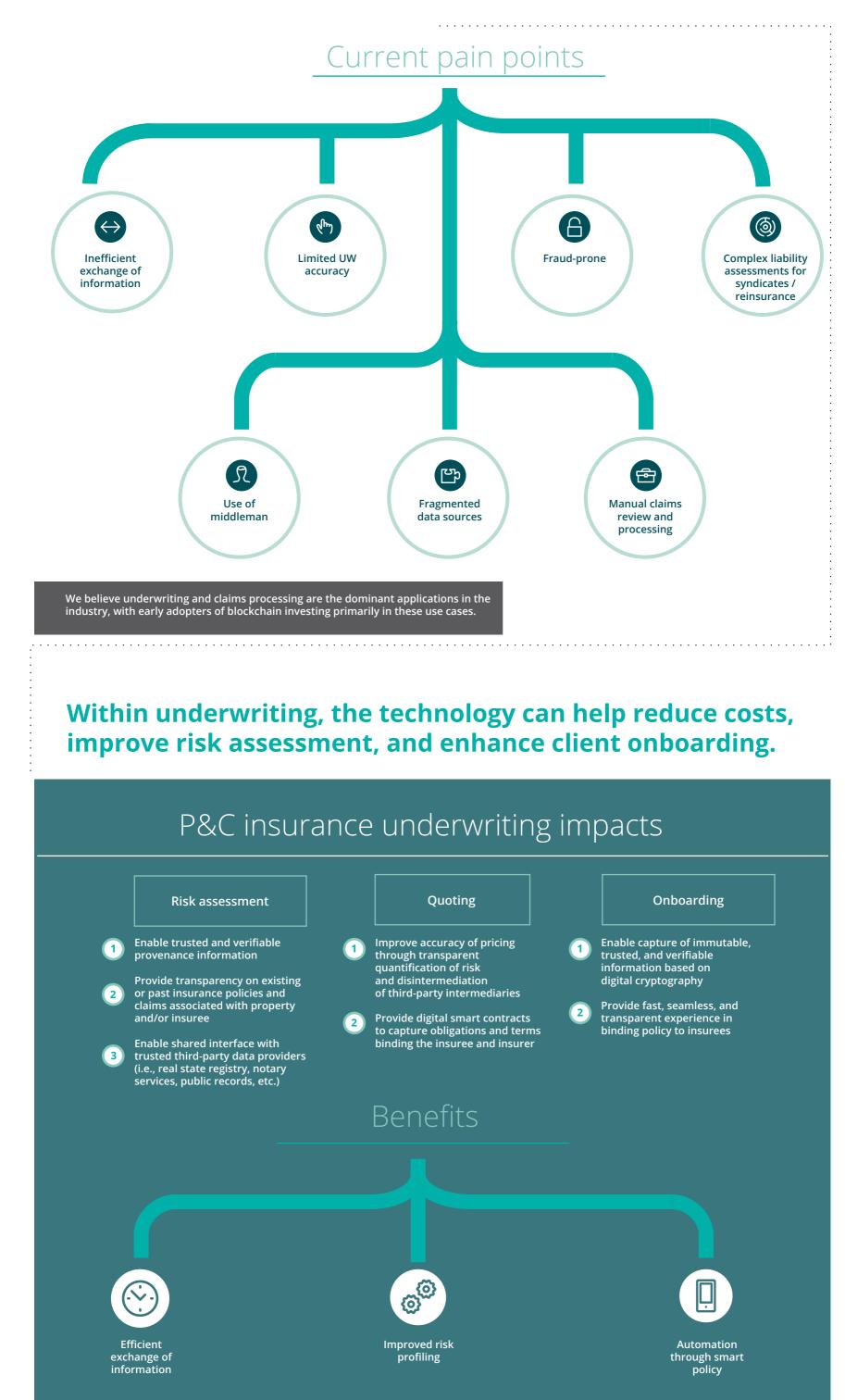
The technology behind Bitcoin is the blockchain, a decentralized and distributed ledger of transactions allowing collective bookkeeping in an immutable ledger.



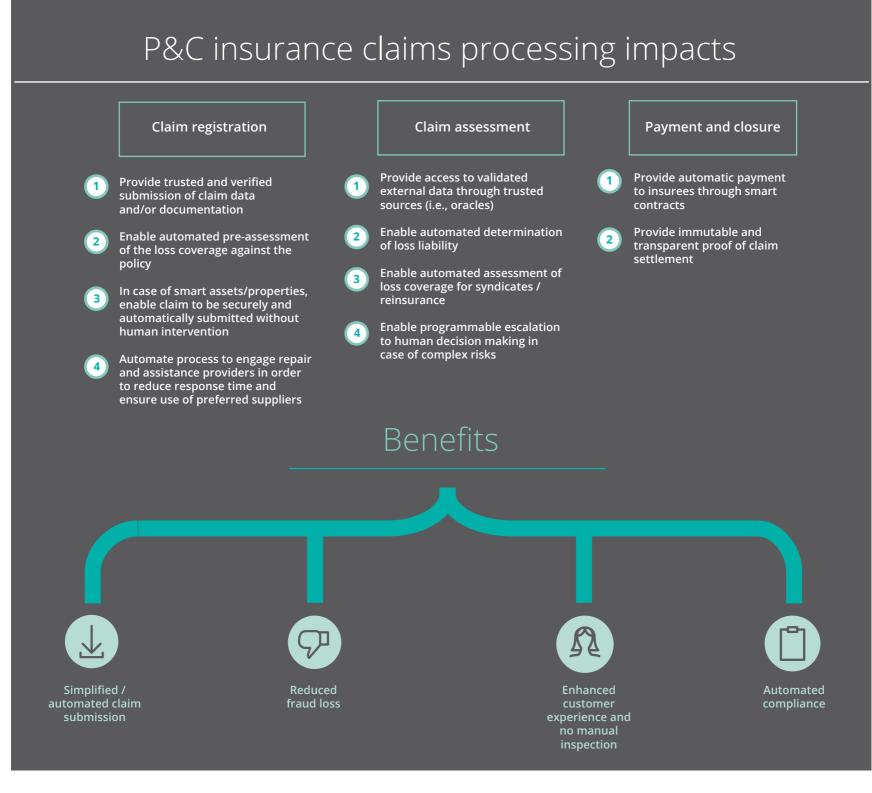
Given its ambitious potential to drive simplicity and efficiency through the establishment of new financial services infrastructure and processes, this technology is rapidly gathering momentum within the insurance industry.



New insurance processes and business models built on blockchain will call into question current orthodoxies and challenge multiple pain points that are prevalent across the value chain.



Similarly, the technology can fundamentally alter claims submission processes to reduce fraud and improve customer experience.



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