

Daman triples its client base in less than 2 years

11th January 2009

*1.6 Million Members currently enrolled in **Daman's** various plans*

More than 1.1 million insured members and around 500 000 UAE Nationals have already received their thiqa cards

Abu Dhabi - Under the guidance of His Highness the President, Sheikh Khalifa Bin Zayed Al Nahyan, and with the support of His Highness General Sheikh Mohamed Bin Zayed Al Nayhan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces and Chairman of the Abu Dhabi Executive Council, the **National Health Insurance Company, Daman**, the leading health insurance company in the region, announced that its client base tripled to reach 1.6 million in less than 2 years, now covering around 30% of the UAE population. Since **Daman** accomplished the strategic "one million members" objective in May 2008, **Daman** has increased its customer-base by 50% in less than six months. In addition, **Daman** was able to renew a significant number of contracts with public and private companies in the last few months, despite giving up its exclusive rights to insure the public sector and opening the market for competition last June.

H. E. Dr. Ahmed Mubarak Al Mazrouei, Chairman of the Health Authority - Abu Dhabi and **Daman** stated that we are proud to say that we at **Daman** have reached 1.6 Million members in such a short period of time. Dr. Al Mazrouei said, **Daman** has become a household name. Our market share has now reached more than 30% of the UAE population. **Daman** will continue to contribute to the overall service quality of the health system in the nation. The welfare of our customers is, and will remain, our top priority."

Dr. Ahmed further added that Munich Re, the leading global reinsurer and **Daman's** strategic partner played an important role and supported **Daman** with continuous know-how transfer and management expertise.

Commenting on the figures, Dr. Michael Bitzer, **Daman** Chief Executive stated: "The UAE healthcare industry has flourished at such a growing rate, and this is reflected in our success. What differentiates **Daman** in the market is our broad range of products and quality services."

"The fact that we have grown so much in such a short period of time validates our commitment to clients, as well as our stakeholders. Moreover, we are continuously developing new ways to enhance our clients' experiences. We have in the pipeline new product features and enhancements that will be rolled out over the next twelve months, and we will remain confident of our future growth." added Dr. Michael

In addition to its five main policies, **Daman** has included the new Visitor Plan to provide health insurance for visa applicants following the Ministerial Decision No. 322/2008. More than 40,000 Visitor Plans, specifically designed to provide emergency In-patient health insurance have been issued since the Plan's rollout in August.

Also, through its "Thiqa" programme, **Daman** was also assigned as a Third Party Administrator in the Health Insurance Scheme for Nationals, where it now covers around 500,000 UAE Nationals".

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