

Young Underwriter of the Year Vanessa Lim, Singlife



Vanessa Lim, Assistant Vice President,
Underwriting, Singlife

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Singlife’s Vanessa Lim is 2024’s Young Underwriter of the Year. A life and health underwriter with nine years of experience, she joined Singlife in November 2021, taking on responsibility for the firm’s first-in-market Trusted Hub Medical Exchange, or eMedex platform in January 2023.

The functional and practical benefit of eMedex is that it allows policyholders to cut waiting time and cost via SMS e-appointments to determine which clinics are closest to them, as well as the earliest appointments available.

“While Trusted Hub continues to enhance the system features of Medex platform and expanding the numbers of clinics providing the medical examination services, Vanessa manages the communication of customer processes of booking the medical examination appointment seamlessly so that customers can select the most suitable clinic and time slot via SMS messages,” said Singapore-based Mike Lam, collaboration manager at Trusted Hub.

He added that Vanessa “always identifies the improvement of customer communication and fine tunes the content of SMS message sent by Medex platform to provide better guidance to customers to go through the medical examination.”

Specifically, she took eMedex to the next level by expanding its range of services and clinics, continually improving processes to afford policyholders a hassle-free experience in completing their medical examinations. Vanessa’s actions bolstered Singlife’s reputation as an industry pioneer offering a fully digital medical examination journey.

Perhaps more tangibly, within nine months, Vanessa tripled the number of panel clinics on the eMedex platform, expanding service offerings and achieving a customer satisfaction rate of over 98%. Currently, 60% of medical examinations are completed via eMedex, reducing processing time from days to minutes.

“Vanessa manages the deployment in Singlife of major upgrade of Medex platform in a structural and systematic manner to ensure all required activities are tracked and completed with the defined timeline. She and her team also provide professional advice timely to special situation encountered by clinics during the medical examination,” Lam said.

The success of achieving over 50% of medical examination appointments booked via eMedex platform was also greatly contributed by her deployment of the program downstream and the continuous improvement of customer experience.

Widening Singlife’s range of offerings, Vanessa’s strategic onboarding of specialised medical facilities catering to the unique needs of high-net-worth individuals provided a differentiated experience.

“Her efforts in coordinating...have been instrumental in streamlining our customers’ onboarding journey and enhancing the quality of our medical examination services,” said Shee Wei Wei, Vice President, Underwriting, Singlife.