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Master Thesis Defense

Entitled

INNOVATIVE BUSINESS MODEL FOR SMART HEALTHCARE INSURANCE

by

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Abstract

Information revolution and technology growth have made a considerable contribution to restraining the cost expansion and empowering the customer. They disrupted most business models in different industries. The customer-centric business model has pervaded the different sectors. Smart healthcare has made an enormous shift in patient life and raised their expectation of healthcare services quality. Healthcare insurance is an essential business in the healthcare sector; patients expect a new business model to meet their needs and enhance their wellness. This research presents a smart healthcare architecture based on the recent development of information and communications technology. Then develops a disruptive healthcare insurance business model that adapts to this architecture and classify the patient according to their technology needs. The main contribution in this research is developing and implementing a system that matches and adapts the healthcare recipient condition to the proper healthcare insurance policy by applying Web Ontology Language (OWL) and rule-based reasoning model using SWRL using Protégé.

Keywords: Smart healthcare, smart healthcare insurance, ontology, business model.