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Star Health Partners Amplify Health For AI-Led Claims Intelligence, Targets FWA Pattern Detection

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Anand Roy, MD & CEO, Star health and Allied Insurance.

Star Health and Allied Insurance Company, has entered into a three-year India-market partnership with Amplify Health to deploy AI-led claims intelligence and healthcare analytics capabilities across its health insurance operations.

Amplify Health is a pan-Asian health technology and analytics company with deployments across 10 Asian markets. The tie-up is part of Star Health's broader push to make the cashless claims journey faster, more predictable and less stressful for customers during hospitalisation.

Star Health To Implement Claims Intelligence Platform

Star Health will deploy an AI-led claims intelligence platform designed by Amplify Health to identify patterns linked to fraud, waste and abuse (FWA).

With medical cost inflation across Asia exceeding 10% annually, health insurers are under increasing pressure to adopt more rigorous, data-led approaches to claims governance. The platform is designed to support real-time anomaly detection and enhance data-led claims management, with models that adapt to new healthcare and claims patterns as they emerge.

The partnership also includes a healthcare analytics and advisory component to support Star Health's wellness ecosystem and preventive health initiatives, helping customers take a more proactive approach to managing their health.

The partnership will leverage Amplify Health's technology platform, clinical intelligence and analytics capabilities to strengthen claims governance, enhance detection of wasteful claims, support real-time decision-making, optimise network management and contribute to improved customer experience.

Customers to Benefit Across their Healthcare Journey

A key focus of the partnership is improving the experience for Star Health's customers at critical stages of their healthcare journey, including hospital admission, pre-authorisation and discharge. By integrating Amplify Health's AI-powered platform into Star Health's cashless claims operations, both companies aim to improve claim decisioning timelines and help reduce customer waiting times. The integration is expected to bring greater speed and consistency to claims processes, supporting Star Health's ongoing investment in digital health infrastructure. For customers and families, this is expected to translate into quicker pre-authorisation decisions, reduced avoidable delays at discharge, faster clarity on claim status and a more seamless cashless claims experience across network hospitals.

Anand Roy, Managing Director and Chief Executive Officer, Star Health Insurance, said,"Health insurance is increasingly being shaped by data, technology and artificial intelligence. We chose to partner with Amplify Health because of the capabilities they have built across Asian markets. This partnership with Amplify Health will help us strengthen claims intelligence, improve decision-making and deliver a better experience for customers across key stages of their healthcare. For customers, the real value of technology is felt when it reduces uncertainty at moments that matter—when they are waiting for an approval, arranging admission or preparing for discharge. As the ecosystem evolves, we remain focused on building a stronger health stack that improves outcomes at scale."

Dr. Axel Baur, Chief Executive Officer, Amplify Health, said, "Health insurers across Asia are investing in AI and analytics to manage rising complexity, medical inflation and changing customer expectations.Amplify Health has spent years building AI and analytics capabilities for health insurers across

Asia—from claims intelligence and payment integrity to chronic disease management—in 10 markets, with our technology independently recognised through the Celent Model Insurer Award and ITC Asia Award. India is one of the region's most significant and complex growth markets, and Star Health, with its scale and track record, is the ideal partner through which to deploy these capabilities at national scale. This partnership reflects our commitment to supporting sustainable, data-led healthcare across Asia."