

# How Insurers Can Embrace the 'Bionic' Age



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## 5 Design Principles to Get Going

- **Principle #1:** Remove Ecosystem Friction – Not Just the Customer's
- **Principle #2:** Reapportion Cognition Among People and Machines
- **Principle #3:** Innovate, Don't Renovate
- **Principle #4:** Use AI to Pick up the Trash *and* Explore the Stars
- **Principle #5:** Take Advantage of Bionic Economics

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