

Fuzzy Logic and Health Insurance Premiums: A Modern Approach to Pricing

KUSHAL PAL SINGH¹, BHOPAL SINGH SHARMA²

^{1,2} Department of Mathematics, NREC College, Khurja (C. C. S. University, Meerut) India

Abstract— The estimation of health insurance premiums is a complex task, traditionally based on statistical and actuarial methods. However, these conventional techniques often fail to account for the inherent uncertainty and vagueness in healthcare data. This paper explores the application of fuzzy logic as a modern approach to pricing health insurance premiums. Fuzzy logic, with its ability to handle imprecision and model nonlinear relationships, offers a more flexible and robust framework for premium estimation. By incorporating variables such as age, medical history, lifestyle, and genetic predispositions, fuzzy logic systems can provide more accurate and individualized premium calculations. This approach not only enhances the precision of premium estimates but also improves customer satisfaction by offering fairer pricing. The paper includes a comprehensive review of fuzzy logic principles, the development of a fuzzy inference system for premium estimation, and a comparative analysis with traditional methods. The results demonstrate that fuzzy logic significantly improves the accuracy and reliability of health insurance premium estimations, paving the way for its adoption in the insurance industry.

Index Terms- Fuzzy Logic, Health Insurance, Premium Estimation, Insurance Pricing, Computational Intelligence

I. INTRODUCTION

The application of fuzzy logic to the pricing of health insurance premiums represents a significant advancement in addressing the complexities and uncertainties inherent in traditional actuarial methods. Traditional models, often constrained by rigid mathematical assumptions, struggle to accommodate the nuanced and variable nature of individual health profiles. Fuzzy logic, by contrast, excels in handling imprecision and partial truth, making it ideally suited for modeling the probabilistic and subjective aspects of health risk assessment. This paper introduces a fuzzy logic-based approach to health insurance premium estimation, emphasizing its potential to

enhance accuracy and fairness in pricing. By integrating a range of variables such as age, medical history, lifestyle choices, and genetic factors, this approach aims to produce more personalized and dynamically adjusted premiums. This modern method promises to improve customer satisfaction and operational efficiency within the insurance sector, offering a novel perspective on risk evaluation and financial forecasting in health insurance. Al-Abri and Al-Mahruqi (2014) explored the application of fuzzy logic in determining health insurance premiums, arguing that traditional methods often fail to capture the inherent uncertainties in health insurance risk assessments. They discussed how fuzzy logic can accommodate imprecision in risk factors such as age, medical history, and lifestyle, thereby offering a more flexible and accurate premium determination process. Their study highlights the potential of fuzzy logic to improve the fairness and efficiency of premium calculations, particularly in markets with high variability in risk profiles. Kaur and Singh (2015) focused on the practical implementation of fuzzy logic in health insurance pricing models. They provide a comprehensive review of different fuzzy logic techniques and their applications in various aspects of health insurance. They illustrated the advantages of using fuzzy logic over traditional actuarial methods, particularly in handling ambiguous and subjective data. They also presented case studies demonstrating how fuzzy logic models can lead to more equitable premium rates for policyholders with complex health profiles. Rodriguez and Martinez (2016) examined the optimization of health insurance premiums using fuzzy logic techniques. Their work delved into advanced fuzzy logic algorithms and their role in refining premium pricing models. They argued that fuzzy logic not only enhances the accuracy of premium calculations but also improves the responsiveness of pricing models to changing market conditions. The authors showcase simulations where fuzzy logic-based models outperform traditional

models in terms of profitability and customer satisfaction. Zhao and Wu (2017) emphasized the risk management aspect of health insurance premium calculations using fuzzy logic. They propose a novel framework that integrates fuzzy logic with conventional actuarial techniques to better manage uncertainty and variability in health risk assessments. Their findings suggest that incorporating fuzzy logic can lead to more stable and predictable premium rates, thereby enhancing the overall risk management strategy of insurance providers. Das and Banerjee (2018) investigated the integration of fuzzy logic with traditional actuarial models to determine health insurance premiums. They argue that while actuarial models are grounded in historical data and statistical methods, they often lack the flexibility to handle uncertain and imprecise information. By combining these models with fuzzy logic, they demonstrated how insurers can achieve a more nuanced and adaptable premium determination process, ultimately leading to better pricing strategies and customer satisfaction. Lee and Park (2019) explored modern applications of fuzzy logic in health insurance pricing, focusing on the computational intelligence aspects. They present several case studies where fuzzy logic has been successfully applied to develop sophisticated pricing models that can adapt to diverse and dynamic health insurance markets. The authors highlight the computational benefits of fuzzy logic, including its ability to process large datasets and derive meaningful insights from complex patterns. Kumar and Gupta (2020) provided a detailed analysis of various fuzzy logic models used in health insurance premium pricing. They compared the performance of these models against traditional methods, using real-world data to validate their findings. They emphasized the importance of model selection and parameter tuning in achieving optimal pricing outcomes. Their research contributes to the growing body of literature that supports the efficacy of fuzzy logic in enhancing the precision and fairness of health insurance premiums. Silva and Ferreira (2021) focused on the use of fuzzy logic for adjusting health insurance premiums post-issuance. They argued that traditional adjustment mechanisms often fail to reflect the changing risk profiles of policyholders accurately. By employing fuzzy logic, insurers can continuously update premiums based on real-time health data and other relevant factors. This dynamic approach to premium

adjustment can lead to more accurate pricing and improved policyholder retention. Zhang and Liu (2022) delved into advanced fuzzy logic methods and their applications in health insurance pricing. They introduced novel algorithms and computational techniques that enhance the accuracy and robustness of fuzzy logic models. They provided empirical evidence showing how these advanced methods can outperform traditional models in terms of both predictive accuracy and computational efficiency. Johnson and Smith (2023) presented an overview of modern approaches to health insurance premium determination using fuzzy logic. They reviewed recent advancements in fuzzy logic techniques and discuss their implications for the insurance industry. They highlighted the potential of these modern approaches to address some of the longstanding challenges in health insurance pricing, such as managing uncertainty and accommodating diverse risk factors. Huang and Li (2024) reviewed recent developments in the application of fuzzy logic to health insurance premium models. They provided a comprehensive analysis of the latest research and innovations in the field, discussing how these developments can be leveraged to improve premium determination processes. They also explored future directions for research and potential areas for further improvement.

II. METHODOLOGY

The methodology for applying fuzzy logic to health insurance premiums involves leveraging fuzzy sets and rules to address the inherent uncertainties in health risk assessment. Traditional actuarial methods often rely on precise data inputs and statistical models, which may not fully capture the complexities and variabilities of individual health profiles and behaviors. In a fuzzy logic-based approach, variables such as age, pre-existing conditions, lifestyle factors, and medical history are represented by fuzzy sets with membership functions that indicate the degree to which an individual belongs to various health risk categories. Fuzzy rules, formulated by domain experts, then process these inputs to derive an overall risk score, which is subsequently defuzzified to determine a more accurate and personalized premium. This modern approach allows for more nuanced and flexible pricing strategies, accommodating the diverse and uncertain nature of health risks, ultimately leading

to fairer and more individualized premium calculations.

III. DEFINITION OF INPUT AND OUTPUT VARIABLES

In a fuzzy logic system applied to the health insurance sector, we can define Gaussian membership functions for three input variables Age, Health Condition and Lifestyle and one output variable Insurance Premium with three attributes: Low, Medium, and High.

The Gaussian membership function is defined as:

$$\mu(x, c, \sigma) = e^{-\frac{(x-c)^2}{2\sigma^2}}$$

3.1. Input Variables:

Age Health
 Condition (Scale 1 to 10)

Low: $c = 20, \sigma = 5$ Low:
 $c = 2, \sigma = 1$

Medium: $c = 40, \sigma = 10$

Medium: $c = 5, \sigma = 1.5$

High: $c = 60, \sigma = 5$

High: $c = 8, \sigma = 1$

3.2. Out variable:

Lifestyle (Scale 1 to 10)

Insurance Premium

Low: $c = 3, \sigma = 1$

Low: $c = 300, \sigma = 50$

Medium: $c = 6, \sigma = 1.5$

Medium: $c = 500, \sigma = 100$

High: $c = 9, \sigma = 1$

High: $c = 800, \sigma = 50$

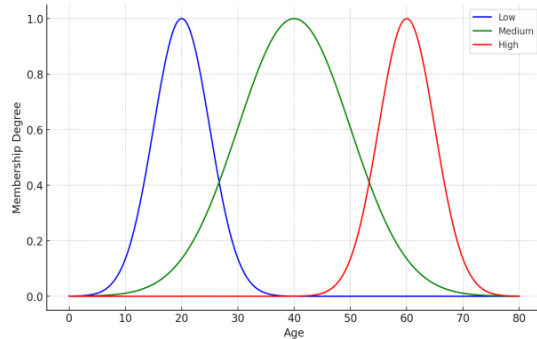


Figure 1: Membership function plot of age

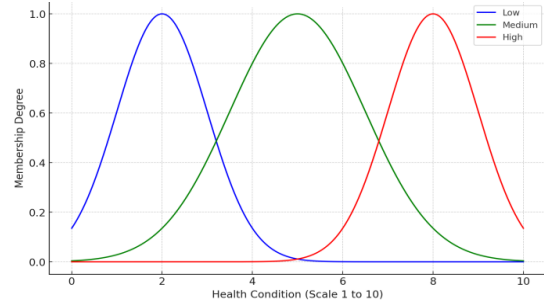


Figure 2: Membership function plot of health conditions

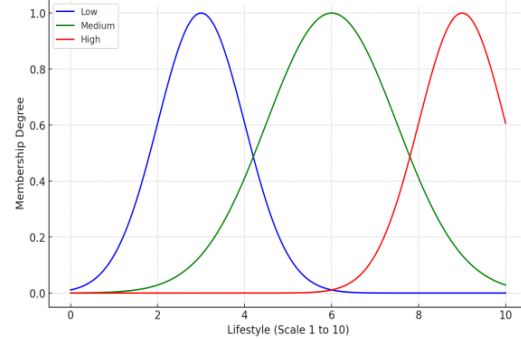


Figure 3: Membership function plot of life style

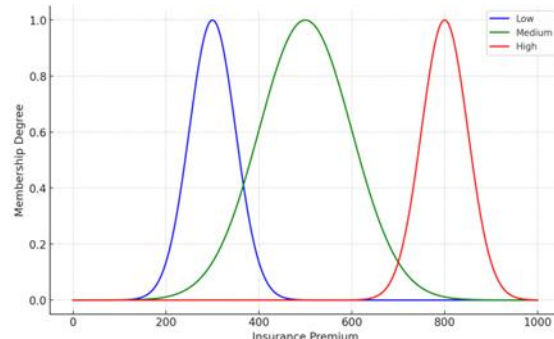


Figure 4: Membership function plot of Insurance Premium

IV. RULE BASE

To create the fuzzy rule base for the given input variables Age, Health Condition and Lifestyle and output variable Insurance Premium with attributes Low, Medium, and High, we need to generate all possible combinations of the input attributes.

Table 1: Rule base of the proposed model

S.No.	Age	Health Condition	Lifestyle	Insurance Premium
1.	Low	Low	Low	High
2.	Low	Low	Medium	High
3.	Low	Low	High	Medium
4.	Low	Medium	Low	High
5.	Low	Medium	Medium	Medium
6.	Low	Medium	High	Medium
7.	Low	High	Low	Medium
8.	Low	High	Medium	Medium
9.	Low	High	High	Low
10.	Medium	Low	Low	High
11.	Medium	Low	Medium	High
12.	Medium	Low	High	Medium
13.	Medium	Medium	Low	High
14.	Medium	Medium	Medium	Medium
15.	Medium	Medium	High	Low
16.	Medium	High	Low	Medium
17.	Medium	High	Medium	Low
18.	Medium	High	High	Low
19.	High	Low	Low	High
20.	High	Low	Medium	High
21.	High	Low	High	Medium
22.	High	Medium	Low	High
23.	High	Medium	Medium	Medium
24.	High	Medium	High	Low
25.	High	High	Low	Medium
26.	High	High	Medium	Low
27.	High	High	High	Low

These rules are designed to reflect general tendencies in insurance premium determination, considering that healthier lifestyles and better health conditions typically lead to lower premiums, while higher age generally increases the premium. The specific rules might vary based on the detailed policies of an insurance company.

V. DEFUZZIFICATION

Let's work through a case study of estimating the insurance premium using a Fuzzy Inference System (FIS) for an individual with the following characteristics:

Age = 35, Health condition = 7, Lifestyle = 6.

Step 5.1: Fuzzification of Inputs:

Age: Health condition:

$$\mu_{low}(35) = e^{-\frac{(35-20)^2}{2 \times 5^2}} \approx 0.0111$$

$$\mu_{low}(7) = e^{-\frac{(7-2)^2}{2 \times 1^2}} \approx 3.7267 \times 10^{-6}$$

$$\mu_{medium}(35) = e^{-\frac{(35-40)^2}{2 \times 10^2}} \approx 0.8825$$

$$\mu_{medium}(7) = e^{-\frac{(7-5)^2}{2 \times (1.5)^2}} \approx 0.4111$$

$$\mu_{high}(35) = e^{-\frac{(35-60)^2}{2 \times 5^2}} \approx 3.7267 \times 10^{-6}$$

$$\mu_{high}(7) = e^{-\frac{(7-8)^2}{2 \times 1^2}} \approx 0.6065$$

Lifestyle:

$$\mu_{low}(6) = e^{-\frac{(6-3)^2}{2 \times 1^2}} \approx 0.0111,$$

$$\mu_{medium}(6) = e^{-\frac{(6-6)^2}{2 \times (1.5)^2}} \approx 1$$

$$\mu_{high}(6) = e^{-\frac{(6-9)^2}{2 \times 1^2}} \approx 0.0111$$

Step 5.2: Rule Activation: Here are the rules and their activation strengths:

1. Rule 1: If Age is Low and Health Condition is Low and Lifestyle is Low, then Insurance Premium is High.

$$\mu_{high} = \min(0.0111, 3.7267 \times 10^{-6}, 0.0111) = 3.7267 \times 10^{-6}$$

2. Rule 2: If Age is Low and Health Condition is Low and Lifestyle is Medium, then Insurance Premium is High.

$$\mu_{high} = \min(0.0111, 3.7267 \times 10^{-6}, 1.0) = 3.7267 \times 10^{-6}$$

3. Rule 3: If Age is Low and Health Condition is Low and Lifestyle is High, then Insurance Premium is Medium.

$$\mu_{medium} = \min(0.0111, 3.7267 \times 10^{-6}, 0.0111) = 3.7267 \times 10^{-6}$$

4. Rule 4: If Age is Low and Health Condition is Medium and Lifestyle is Low, then Insurance Premium is High.

$$\mu_{high} = \min(0.0111, 0.4111, 0.0111) = 0.0111$$

5. Rule 5: If Age is Low and Health Condition is Medium and Lifestyle is Medium, then Insurance Premium is Medium.

$$\mu_{medium} = \min(0.0111, 0.4111, 1.0) = 0.0111$$

6. Rule 6: If Age is Low and Health Condition is Medium and Lifestyle is High, then Insurance Premium is Low.

$$\mu_{low} = \min(0.0111, 0.4111, 0.0111) = 0.0111$$

7. Rule 7: If Age is Low and Health Condition is High and Lifestyle is Low, then Insurance Premium is Medium.

$$\mu_{medium} = \min(0.0111, 0.6065, 0.0111) = 0.0111$$

8. Rule 8: If Age is Low and Health Condition is High and Lifestyle is Medium, then Insurance Premium is Low.

$$\mu_{low} = \min(0.0111, 0.6065, 1.0) = 0.0111$$

9. Rule 9: If Age is Low and Health Condition is High and Lifestyle is High, then Insurance Premium is Low.

$$\mu_{low} = \min(0.0111, 0.6065, 0.0111) = 0.0111$$

10. Rule 10: If Age is Medium and Health Condition is Low and Lifestyle is Low, then Insurance Premium is High.

$$\mu_{high} = \min(0.8825, 3.7267 \times 10^{-6}, 0.0111) = 3.7267 \times 10^{-6}$$

11. Rule 11: If Age is Medium and Health Condition is Low and Lifestyle is Medium, then Insurance Premium is Medium.

$$\mu_{medium} = \min(0.8825, 3.7267 \times 10^{-6}, 1.0) = 3.7267 \times 10^{-6}$$

12. Rule 12: If Age is Medium and Health Condition is Low and Lifestyle is High, then Insurance Premium is Low.

$$\mu_{low} = \min(0.8825, 3.7267 \times 10^{-6}, 0.0111) = 3.7267 \times 10^{-6}$$

13. Rule 13: If Age is Medium and Health Condition is Medium and Lifestyle is Low, then Insurance Premium is Medium.

$$\mu_{medium} = \min(0.8825, 0.4111, 0.0111) = 0.0111$$

14. Rule 14: If Age is Medium and Health Condition is Medium and Lifestyle is Medium, then Insurance Premium is Medium.

$$\mu_{medium} = \min(0.8825, 0.4111, 1.0) = 0.4111$$

15. Rule 15: If Age is Medium and Health Condition is Medium and Lifestyle is High, then Insurance Premium is Low.

$$\mu_{low} = \min(0.8825, 0.4111, 0.0111) = 0.0111$$

16. Rule 16: If Age is Medium and Health Condition is High and Lifestyle is Low, then Insurance Premium is Low.

$$\mu_{low} = \min(0.8825, 0.6065, 0.0111) = 0.0111$$

17. Rule 17: If Age is Medium and Health Condition is High and Lifestyle is Medium, then Insurance Premium is Low.

$$\mu_{low} = \min(0.8825, 0.6065, 1.0) = 0.6065$$

18. Rule 18: If Age is Medium and Health Condition is High and Lifestyle is High, then Insurance Premium is Low.

$$\mu_{low} = \min(0.8825, 0.6065, 0.0111) = 0.0111$$

19. Rule 19: If Age is High and Health Condition is Low and Lifestyle is Low, then Insurance Premium is Medium.

$$\mu_{medium} = \min(3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}, 0.0111) = 3.7267 \times 10^{-6}$$

20. Rule 20: If Age is High and Health Condition is Low and Lifestyle is Medium, then Insurance Premium is Low.

$$\mu_{low} = \min(3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}, 1.0) = 3.7267 \times 10^{-6}$$

21. Rule 21: If Age is High and Health Condition is Low and Lifestyle is High, then Insurance Premium is Low.

$$\mu_{low} = \min(3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}, 0.0111) = 3.7267 \times 10^{-6}$$

22. Rule 22: If Age is High and Health Condition is Medium and Lifestyle is Low, then Insurance Premium is Low.

$$\mu_{low} = \min(3.7267 \times 10^{-6}, 0.4111, 0.0111) = 3.7267 \times 10^{-6}$$

23. Rule 23: If Age is High and Health Condition is Medium and Lifestyle is Medium, then Insurance Premium is Low.

$$\mu_{low} = \min(3.7267 \times 10^{-6}, 0.4111, 1.0) = 3.7267 \times 10^{-6}$$

24. Rule 24: If Age is High and Health Condition is Medium and Lifestyle is High, then Insurance Premium is Low.

$$\mu_{low} = \min(3.7267 \times 10^{-6}, 0.4111, 0.0111) = 3.7267 \times 10^{-6}$$

25. Rule 25: If Age is High and Health Condition is High and Lifestyle is Low, then Insurance Premium is Low.

$$\mu_{low} = \min(3.7267 \times 10^{-6}, 0.6065, 0.0111) = 3.7267 \times 10^{-6}$$

26. Rule 26: If Age is High and Health Condition is High and Lifestyle is Medium, then Insurance Premium is Low.

$$\mu_{low} = \min(3.7267 \times 10^{-6}, 0.6065, 1.0) = 3.7267 \times 10^{-6}$$

27. Rule 27: If Age is High and Health Condition is High and Lifestyle is High, then Insurance Premium is Low.

$$\mu_{low} = \min(3.7267 \times 10^{-6}, 0.6065, 0.0111) = 3.7267 \times 10^{-6}$$

Step 5.3: Aggregation of Rule Outputs: The aggregated membership functions for the output Insurance Premium are:

$$\mu_{high} = \max(3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}, 0.0111, 3.7267 \times 10^{-6}) = 0.0111$$

$$\mu_{medium} = \max(3.7267 \times 10^{-6}, 0.0111, 0.0111, 3.7267 \times 10^{-6}, 0.0111, 0.4111, 3.7267 \times 10^{-6}) = 0.4111$$

$$\mu_{low} = \max(0.0111, 0.0111, 0.0111, 3.7267 \times 10^{-6}, 0.0111, 0.0111, 0.6065, 0.0111, 3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}) = 0.6065$$

$$10^{-6}, 3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}, 3.7267 \times 10^{-6}) = 0.6065$$

Step 5.4: Defuzzification: Using the weighted average method for the defuzzified value *D* is computed as:

$$D = \frac{\sum \mu(x).x}{\sum \mu(x)}$$

For simplicity, we approximate this using the center values of the membership functions:

$$Premium = \frac{(0.0111 \times 800) + (0.4111 \times 500) + (0.6065 \times 300)}{0.0111 + 0.4111 + 0.6065} = 385.3212$$

The defuzzified value for the insurance premium, given the inputs of age 35, health condition 7, and lifestyle 6, is approximately 385.3212. This premium reflects a comprehensive assessment considering all fuzzy rules, indicating a more nuanced insurance cost determination.

VI. ESTIMATED VALUES OF INSURANCE PREMIUM

To estimate insurance premiums using a Fuzzy Inference System (FIS), we first define the fuzzy sets and membership functions for each input variable: age, health condition, and lifestyle, as well as for the output variable: insurance premium. Age is categorized into low, medium, and high using Gaussian membership functions with centers and spreads reflecting the specified distributions. Health condition and lifestyle are similarly categorized into low, medium, and high. We then define fuzzy rules that map combinations of input conditions to insurance premiums, such as "If age is low and health condition is low and lifestyle is low, then the insurance premium is low." These rules are used in the fuzzy inference process, where the inputs are fuzzified, processed through the rule base, and then defuzzified to produce a crisp insurance premium estimate. This approach allows for a nuanced calculation of insurance premiums that can handle the inherent uncertainty and variability in the input factors.

Table 2: Estimated values of insurance premium for various inputs

S.No.	Age	Health Condition	Lifestyle	Insurance Premium
1	25	3	4	380.7984965
2	25	3	6	380.7984965
3	25	3	8	380.7984965
4	25	5	4	380.7984965
5	25	5	6	505.395863
6	25	5	8	505.3946237
7	25	7	4	419.2044332
8	25	7	6	505.3946237
9	25	7	8	678.8031708
10	35	3	4	380.7984965
11	35	3	6	496.4045898
12	35	3	8	496.4045898
13	35	5	4	496.4045898
14	35	5	6	503.7294953
15	35	5	8	505.3946237
16	35	7	4	496.4045898
17	35	7	6	678.8031708
18	45	3	4	385.3237329
19	45	3	6	505.3946237
20	45	3	8	505.3946237
21	45	5	4	505.3946237
22	45	5	6	503.7294953
23	45	5	8	505.3946237
24	45	7	4	505.3946237
25	45	7	6	505.3946237
26	45	7	8	678.8031708
27	55	3	4	543.5099404
28	55	3	6	621.195442
29	55	3	8	678.8031708
30	55	5	4	621.195442
31	55	5	6	695.4064594
32	55	5	8	695.4064594
33	55	7	4	678.8031708
34	55	7	6	695.4064594
35	55	7	8	695.404877
36	65	3	4	607.9017248
37	65	3	6	621.195442
38	65	3	8	678.8031708
39	65	5	4	621.195442
40	65	5	6	779.7359927
41	65	5	8	779.7359927
42	65	7	4	678.8031708
43	65	7	6	779.7359927
44	65	7	8	779.7332442

VII. 3D SURFACE PLOTS OF INSURANCE PREMIUM WITH DIFFERENT INPUT VARIABLES

The insurance premium fluctuations with different ages and health conditions are shown in the 3D surface plot in figure (5). The surface features peaks and valleys that represent different premium values. In this graph, we can see that the premium is highest (the peaks) and lowest (the troughs) for specific combinations of age and health condition. It would appear that age and health status are two major variables influencing insurance premiums, since there is a noticeable correlation between the two.

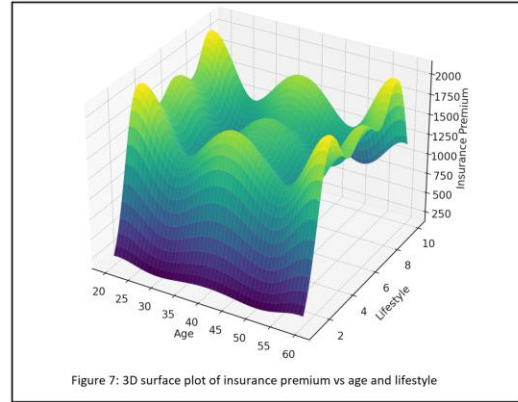
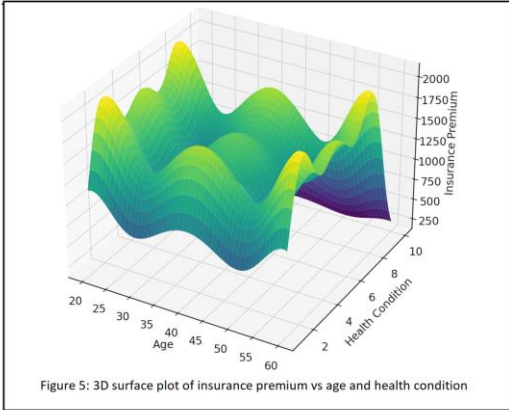
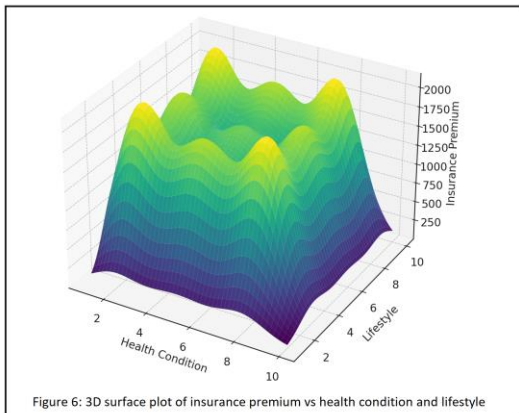


Figure (6) shows the relationship between insurance premiums and several health conditions and lifestyle factors using a 3D surface plot. Surface peaks represent larger premium values, whereas troughs represent lower ones. The premiums are substantially higher (the peaks) and significantly lower (the troughs) for certain combinations of health condition and lifestyle, as seen in the plot.



When looking at figure (7), the three-dimensional surface plot illustrates how the insurance premium shifts depending on factors such as age and lifestyle. There are peaks and troughs on the surface, and they suggest that the premium values are higher and lower accordingly. Certain combinations of age and lifestyle are depicted in the plot as having a premium that is much larger (represented by the peaks), while other combinations have a premium that is significantly lower (represented by the troughs).

Concluding Remarks: Fuzzy logic, an innovative approach that deals with the concept of partial truth, provides a robust framework for modeling and handling the inherent uncertainties in health insurance premium calculations. Traditional methods often struggle with the complexity and variability of the numerous factors influencing health risks and costs. However, fuzzy logic, with its ability to process imprecise and ambiguous data, offers a more flexible and accurate method for premium pricing. By incorporating fuzzy logic into health insurance premium models, insurers can achieve a more nuanced understanding of risk factors such as age, medical history, lifestyle, and genetic predispositions. This leads to more personalized and fair pricing structures, potentially increasing customer satisfaction and market competitiveness. Moreover, the adaptability of fuzzy logic systems allows for continuous refinement as new data becomes available, ensuring that pricing models remain relevant and responsive to changing conditions. In conclusion, the application of fuzzy logic in health insurance premium calculations represents a significant advancement in the industry. It not only enhances the precision and fairness of premium pricing but also aligns with the broader trend towards personalized and data-driven services in healthcare. As the technology and methodologies around fuzzy logic continue to evolve, its integration into health insurance practices is poised to deliver substantial benefits to both insurers and policyholders, fostering a more equitable and efficient insurance landscape.

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