

# PROVIDING QUALITY HEALTHCARE AND THE BEST CUSTOMER EXPERIENCE FOR HEALTHIER, LONGER, BETTER LIVES

- We actively invest in the health of our customers through a comprehensive health and wellness proposition.
- We focus on innovations that provide the best customer experience to meet all their health, healthcare and health insurance needs.



## IMPROVING THE HEALTH OF OUR CUSTOMERS

### AIA Vitality

**What:**  
A leading full-scale wellness programme, backed by behavioural science, that works with individuals to make real change to their health.

**Why:**  
Encourage healthy living as more Singaporeans are living longer but in poorer health<sup>1</sup>.

### AIA Vitality Weekly Challenge

**What:**  
Redeem \$5 vouchers from e.g. Cold Storage or Starbucks weekly by exercising and earning 250 AIA Vitality points. Earn an extra \$5 voucher when your team completes the weekly challenge.

**Why:**  
Tangible rewards motivate members to make small lifestyle changes that gradually become healthy habits that stick.



## ENSURING ACCESS TO QUALITY HEALTHCARE AND CUSTOMER EXPERIENCE

### AIA Quality Healthcare Partners (AQHP)

**What:**  
The first insurer to form direct partnerships with the medical community, consisting of over 200 well-qualified and experienced specialists.

**Why:**  
Enhanced customer experience and access to quality healthcare services.

### AIA Medical Concierge Service

**What:**  
Service provided directly by AIA Singapore to help our customers book appointments with our network of panel doctors. Assurance of appointment within 3 working days.

**Why:**  
Enhance customer experience and improve access to quality healthcare services.

### AIA Pre-authorisation service

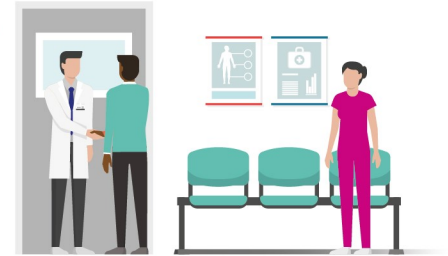
**What:**  
Hospital or surgical bill pre-approval exclusively through AQHP, for hassle-free and payment-free treatment.

**Why:**  
Enables customers to focus on recovery with peace of mind – no upfront deposit, no bill upon discharge or refunds to worry about.

### Medix

**What:**  
Personal Medical Case Management Service for AIA Max Essential A and A Saver policyholders to get direct access and receive guidance, support from a dedicated case management doctor and nurse and a global network of multidisciplinary leading medical specialists when they are seriously ill.

**Why:**  
Work in collaboration with our customer's treating doctor to ensure they receive the most accurate diagnosis and best possible treatment plan, as well as support throughout the entire medical journey, every step of the way.



## INTRODUCING INNOVATIVE HEALTH INSURANCE TO BRIDGE UNMET PROTECTION NEEDS

### AIA Diabetes Care

**What:**  
First-in-market critical illness plan tailored to meet the needs of Type II diabetics and pre-diabetics. Integrated with AIA Vitality to motivate them towards better health.

**Why:**  
1 in 9 Singaporeans has diabetes<sup>2</sup>, and diabetes cost is expected to soar beyond \$2.5 billion by 2050<sup>3</sup>.

### AIA Mum2Baby Choices<sup>4</sup>

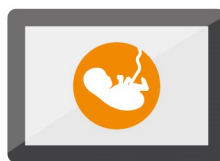
**What:**  
Suite of pre-natal plans and first-in-market to cover ADHD, Autism and Dyslexia, these flexible bundled plans protect both mother and child, and ensure guaranteed coverage for the child immediately upon birth.

**Why:**  
Pregnancy complications and costs, as well as developmental and learning disorders among children are among concerns of young families today, according to the AIA Parenthood and Protection Study 2017.

### AIA HealthShield Gold Max A

**What:**  
Providing the longest pre- and post-hospitalisation coverage in Singapore with up to 13 months of pre- and post-hospitalisation benefits for treatments with AQHP and public hospitals. Integrated with AIA Vitality to motivate customers towards better health.

**Why:**  
Ensuring affordable lifetime protection against unexpected medical bills, especially against the backdrop of rising healthcare costs.



<sup>1</sup> TODAY Online (2017) Singaporeans living longer, but need to shorten year spent in ill health.

<sup>2</sup> The Straits Times (2017) National Day Rally: 1 in 9 Singaporeans has diabetes; problem 'very serious', says PM Lee

<sup>3</sup> The Straits Times (2016) Study: Cost of diabetes to Singapore soar beyond \$2.5b

<sup>4</sup> AIA Mum2BabyProtect and AIA Mum2Baby



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