



AIA strengthens its health and wealth ecosystem

Collecting premiums and paying claims have been the general notion of conducting insurance businesses, but to stand out in a dynamic and competitive marketplace, AIA Malaysia has gone the extra mile to empower Malaysians in achieving Healthier, Longer, Better Lives.

Guided by the four pillars of Plan Well, Live Well, Protect Well and Get Well, AIA Malaysia is aiming to help Malaysians adopt a healthy lifestyle as well as build wealth for a brighter future with its holistic Total Health and Wealth Solutions, says CEO Ben Ng.

"We launched Total Health Solution last year, with the goal of helping people live healthier and longer. But we realised that while Malaysians work very hard, they don't necessarily make their money work as hard. Therefore, to also help people live better, we rolled out our Total Wealth Solution this year," he says.

"We believe that health and wealth go hand in hand ... you cannot enjoy one without the other. Our goal is to provide a comprehensive ecosystem of both health and wealth solutions that will ultimately provide our customers with everything they need to achieve a better quality of life," he adds.

As one of the country's leading insurance and takaful providers, Ng says AIA Malaysia strategically mapped out the four pillars as a way to holistically support its customers' health and wealth needs.

Having Plan Well as the first pillar within Total



Health and Wealth Solutions is important as it helps to gauge customers' objectives and gaps to achieving their financial goal.

"The first step towards any goal is to Plan Well. Our suite of financial planning tools and solutions are designed to cultivate positive long-term savings and help people identify their gaps so that they understand their overall protection needs better," he explains.

Under the second pillar, Live Well, powered by the company's science-backed health programme, AIA Vitality, AIA encourages customers to adopt a healthy lifestyle through rewards and benefits by doing regular exercises, maintaining a healthy diet and sleeping well, Ng says. "We believe in keeping people healthy and keeping them out of hospital."

These rewards include discounted premiums, additional maturity benefits and upgrade of hospital room and board, he says.

"The third pillar is Protect Well, where we provide our customers with comprehensive solutions to protect their lifestyle and loved ones," Ng says.

Specifically for plans under its Total Wealth Solution ecosystem, the insurer helps customers grow their wealth over the long-term through savings plans that are integrated with the expertise of its investment team and various global institutional fund managers.

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And should their customers fall ill, they can be assured that they will be well taken care of under the fourth pillar, Get Well. AIA's differentiated healthcare services give them access to a vast network of hospitals and clinics, telemedicine services and Personal Medical Case Management, which all aim to support treatment and recovery.

"Personal Medical Case Management is a unique service that connects our customers with medical professionals, ensuring that they get the right diagnosis and the right treatment," Ng says. "As you can see, our Total Health and Wealth Solutions are an extensive and comprehensive ecosystem designed with our customers' needs in mind."

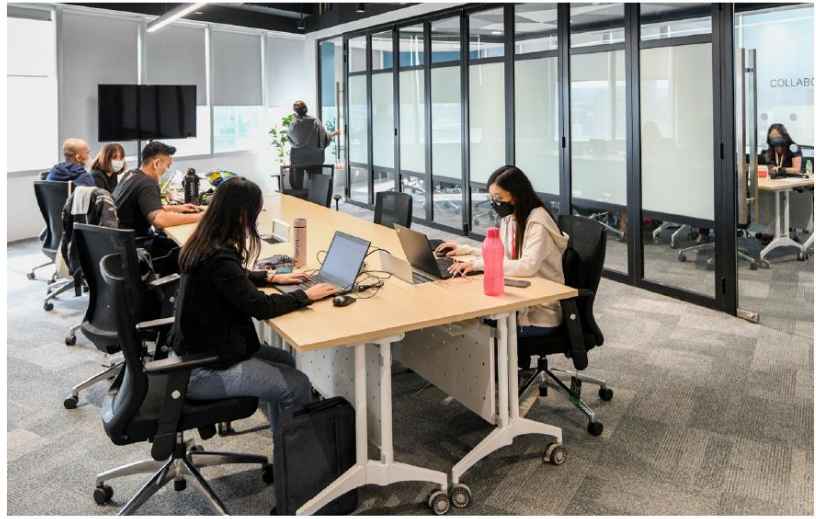
Complementing this holistic proposition is AIA Malaysia's more than 21,500 strong team of agents, better known as Life Planners, who are given the mandate of helping Malaysians meet their health and wealth aspirations.

"Our Life Planners are some of the best out there. In fact, we've now tasked them to become HLBL partners," he says, referring to the acronym of "Healthier, Longer, Better Lives". "They have to meet a certain criteria in their own health journey to achieve this title because we all should walk the talk."

Apart from understanding AIA's Total Health and Wealth Solutions, Ng says HLBL partners are not only trained to analyse customers' financial needs, but to also encourage them to live healthy and well.

He points out that AIA Malaysia has also made massive investments into technology over the past two years, to not just stay ahead of industry peers, but also to empower its agents to engage with their customers virtually. These enhancements have allowed them to provide customers with a wide range of frictionless services as well as unique personalised experiences.

"Thanks to the investments we made in tech-



AIA invests in better office infrastructure to up the ante on its digital transformation journey.



Ng speaking at the interview.

nology, our award-winning customer app is able to accompany our customers in real time. So those are our key distinctive strengths," he explains, referring to the My AIA app, where customers can check policy status, make payments, submit

claims, track their health and more.

Ng says AIA will continue to focus on stepping up its digital transformation journey to keep up with customer needs and expectations that are always evolving. "No one could have imagined being able to buy insurance without ever meeting your agent before, but now it is the norm."

He also notices that insurance awareness and health consciousness have increased after the pandemic, and hence, it is timely for AIA to ride on this trend by enhancing the health and wealth of Malaysians along the journey.

"We know that as Malaysians adjust to living in a post-pandemic era, they need a partner to help them rebuild their future with confidence. That is where we can truly play our part — as a life partner that helps them work towards their goals with relevant and timely solutions."

AIA's agents and employees have taken the new norm in stride, embracing a new way of working.

