

AIA launches plans to elevate health protection in Malaysia

KUCHING: AIA Malaysia announced two new, groundbreaking comprehensive health and medical plans as part of the leading insurer and takaful provider's conscious, health-first approach to expand its portfolio of health solutions.

A-Life Beyond Critical Care is AIA's pioneer critical illness plan that provides coverage for a total of 180 conditions with end-to-end critical illness protection.

A-Plus Total Health, on the other hand, is a takaful health plan that acts as a one-stop health solution for the entire family, enabling the customer to include up to six family members under a single plan.

Both plans support customers' health in every way – from prevention and early detection through AIA Vitality and health screenings, all the way through treatment and recovery ensuring that they will always have access to quality care.

Speaking to the media at the launch, AIA chief executive officer Ben Ng said with uncertainties surrounding the ongoing pandemic and the rising numbers of health issues and critical illnesses faced by Malaysians, it is now more important than ever for us to prioritise all aspects of our

health.

"The launch of A-Life Beyond Critical Care and A-Plus Total Health is a continuation of our efforts in AIA to ensure that fellow Malaysians have access to solutions that will deliver on these three fundamentals in their health journey – Prevention, Protection, and Support.

"These new additions to our Total Health Solution portfolio have been developed with an in-depth understanding of what customers need and want in their health and medical coverage.

"We are thrilled to be able to provide solutions that answer those needs and wants, whilst continuing to stay true to AIA's purpose of enabling Healthier, Longer, Better Lives," he added.

The state of health among Malaysians has been on a decline over the past few years, with a specific increase in critical illnesses. As reported in the Malaysia National Cancer Registry, new cancer cases recorded from 2012 to 2016 has gone up to 115,238 compared to 103,507 between 2007 and 2011.

Heart attacks remain our country's leading cause of death for the 14th year. What continues to be worrying is the fact that 1.7 million people in Malaysia live with three major risk factors for

cardiovascular disease: diabetes, hypertension, and high blood pressure.

However, a noticeably heightened awareness on the importance of health amongst Malaysians has begun to emerge following the COVID-19 pandemic. A recent poll conducted by AIA during the Movement Control Order (MCO) revealed that more Malaysians have shown interest in improving their health. 45 per cent of them are working out more and 43 per cent have been eating healthier since the start of the MCO.

In line with this, AIA saw a need to broaden their health offerings with two plans that not only protect Malaysians in times of illness, but to also further empower them to take steps to live healthier lives.

During the launch event, AIA also revealed that it is offering a three-month free membership with AIA Vitality, its unique behavioural change programme that puts individuals in control of their health, life and wellbeing.

This special offer is available to all existing or new customers who purchase any new life insurance policy or participate in any takaful plan from 5 August to 30 September 2020.



(From left) AIA Public Takaful Bhd chief executive officer Elmie Aman Najas, Ng, and AIA chief marketing officer Heng Zee Wang at the launch of AIA Malaysia's two new innovative health plans.