

AIA Group Limited has released findings from a ground-breaking research initiative, Healthier Together.

The survey across six Asia-Pacific markets revealed that Malaysians have an optimistic outlook on life while looking for the positives in everyday situations.

Conducted by global data insights company Kantar Group, the study involved in-depth interviews with more than 80 experts from a broad spectrum of professional disciplines in Malaysia and across Asia-Pacific.

Study findings were then validated through a survey of 6,000 consumers in the region, including 1,500 respondents in Malaysia.

It not only identified tangible actions people can take to improve their health and wellness, but significantly, validated the hypothesis that people already taking these actions are at less risk of being negatively impacted by the uncertainties of Covid-19 and a post-Covid world.

Malaysians indicated that the relative importance of "having an optimistic outlook" as the most important factor in contributing to

Insurer's health and wellness survey reveals Malaysians value optimism

healthier, longer and better lives, which aligned with the other five markets surveyed.

However, Malaysians also identified "be active and engaged" and being "self-motivated" as the two things most people needed to adopt – indicating a need to remain socially, physically and mentally active while improving the ability to find and define one's own sense of progress and motivations in life.

"The AIA purpose, which underpins everything we do, is to help people live 'Healthier, Longer, Better Lives'," said AIA Group chief marketing officer Stuart A. Spencer.

"It is, therefore, critical to gain a deep understanding of what people can actually do to achieve this, and how we can help them, beyond the obvious steps of exercising, eating healthily and getting sufficient sleep, particularly in the context of Covid-19."

AIA Bhd chief executive officer Ben Ng concurred: "In today's world, it is easy to access information that helps us understand what factors contribute to living a healthy life.

"However, there is an underlying gap between understanding what leads to a healthy life and knowing what actions help us elevate the way we approach our overall health and well-being."

"Through the study, Malaysians now have a better understanding of what they need to do to live 'Healthier, Longer, Better', and together with the support of our total health and wealth solutions and our unique behavioural change programme, AIA Vitality, we are fully committed to enabling a better quality of life for all Malaysians," he added.

A significant body of new insights and data was gathered

from interviews with academics, life coaches, psychologists, mental health experts, influential authors, healthcare representatives and influencers from leading institutions, business and government.

The study produced eight specific ingredients that are most influential in helping people live healthier, longer and better lives.

>Have an optimistic outlook: Look for the positive in everyday situations, not letting negative events of the past affect the present, and finding enjoyment in work.

>Be active and engaged: Be an active member of your wider community, remain socially active with friends and family while remaining physically and mentally active.

>Self-motivate: Focus on personal goals, look for ways to make work/tasks/chores more engaging and learn from setbacks.

>Understand yourself and your emotions: Understand what motivates you in life, understand what is important to you and understand your limits/strengths/weaknesses.

>Feel a sense of independence: Feel confident identifying what is right for you, focus time and energy on things you can control and be capable of improving your mental health.

>Maintain quality relationships: Focus on giving people your full attention, be open and honest with others and seek out like-minded people who share similar interests.

>Never stop learning: Explore new ideas and engage with new things, challenge your own thinking and be open to change.

>Make time to recharge: Create clear boundaries between work and personal time and find ways to recharge your energy levels.