

Forging new partnerships for holistic health coverage

AIA Malaysia has unveiled a revamp of its health and wellness ecosystem.

The refocused ecosystem called Total Health Solution is built upon its three supporting pillars – Live Well, Protect Well and Get Well.

Collectively, they showcase a comprehensive health and wellness ecosystem.

AIA Bhd chief executive officer Ben Ng (*pic*) said: “Since the pandemic began, we have been seeing Malaysians demand more out of their insurance and takaful plans.

“They appreciate holistic support and guidance on maintaining good health and while at it, receive rewards for making the healthier choice.

“The Total Health Solution we have created is a symbiotic partnership of services and products that will accompany the customers’ health journey,” he explained.

The first pillar, Live Well, is on AIA’s health programme – AIA Vitality – to support members on their journey to get healthier.

The second, Protect Well, encapsulates AIA’s product solutions that provide better deals and additional insurance or takaful benefits when they stay healthy with AIA Vitality.

Meanwhile, Get Well showcases AIA’s healthcare services which are instrumental to supporting customer treatment and recovery journey.

The new partnerships complement the launch of its Total Health Solution.

Under AIA Vitality, launched in 2016, members are motivated to make healthier choices daily with fitness tracking, healthy food discounts and sleep tracking, powered by the MyAIA app.

On April 1, AIA Vitality introduced a new food tracking feature that enables members to record their daily food intake and receive AI-driven scores on their meals.

Powered by data science and digital health company Holmusk, members will enjoy new healthy eating and nutrition content.

Under Protect Well, there are

comprehensive product solutions.

It recently expanded its medical portfolio to include the A-Plus Health Guard plan, which enables salaried employees to enhance their medical protection on top of the existing cover provided by their employer/company via AIA.

It also launched new Critical Illness plans that cater to both conventional and takaful customers, providing coverage for up to 180 conditions.

Additionally, many of AIA’s latest medical and critical illness plans cover pandemic-related diseases and hospital treatment charges, including treatment for complications or side-effects which require hospital admission after taking the approved Covid-19 vaccine.

The Get Well pillar delivers dif-

ferentiated healthcare services.

For customers battling serious illnesses throughout their treatment and recovery process, there is AIA’s partnership with Medix, which specialises in quality global medical management services.

Customers can receive personalised medical advice on the best possible treatment plan for their condition.

There is also a new partnership with healthtech telemedicine provider DOC2US for services such as immediate online consultations with healthcare professionals, medication prescription (e-Precription) and doorstep medication delivery at preferential rates, all available on the MyAIA app.

For more information, visit www.aia.com.my

