# HEALTHCARE AT YOUR FINGERTIPS

## AIA Malaysia's My AIA app provides easy access to personalised healthcare services

PICTURE this: it's early Monday morning and Leela wakes up feeling extremely sick – so much so that she can barely get out of bed to go to the doctor.

Wouldn't it be so much easier if Leela could somehow see the doctor virtually and get everything sorted without having to drive, look for a parking space or face a long waiting time?

Ever since the Covid-19 pandemic, health awareness has been at an all-time high as people all over the world have begun taking their overall health much more seriously.

With more importance being placed on health and healthcare, technology has followed suit, as the development of health technology has accelerated in recent years and has been instrumental in improving the management and delivery of healthcare services.

This increasing adaptation of health technology and its benefits is not lost on the insurance industry.

Insurers are recognising the potential of health technology in improving patient outcomes and quality of life for their customers.

Advances in technology such as AI-driven data modelling and analytics, geo mapping, real-time data updates and virtual care services have all revolutionised healthcare by breaking down geographical barriers.

This also offers opportunities to create a robust digital healthcare ecosystem that empowers individuals to manage their healthcare at their convenience.

To stay ahead of the curve, insurers need to introduce innovations to create better synergy with healthcare providers and extend



AIA Malaysia aims to make healthcare more accessible for everyone with the enhancement of a number of user-friendly features on its My AIA app. – 123rf.com

superior care to customers.

### Making healthcare accessible

Recognising this, AIA Malaysia has introduced a comprehensive digital health ecosystem that aims to make healthcare more accessible for everyone with the introduction and enhancement of a number of user-friendly features on its My AIA app.

The app enables AIA's customers to perform a wide variety of tasks from managing their policies to completing financial needs assessment – as well as keeping track of their health with the AIA Vitality programme.

Leela, for example, can make good use of the My AIA app's handy features such as the outpatient teleconsultation services with a doctor.

Without having to leave the comfort of her home, Leela could consult her doctor virtually for general inquiries or to check on any symptoms she may be facing.

If her symptoms do not improve and the doctor recommends her to see a specialist for further diagnosis and treatment, Leela can use the My AIA app's

Panel Locator feature to search for a panel hospital or clinic that is nearby.

Through the app, Leela could also request and apply for a letter of guarantee, and be able to track its status – from application to approval – in real time.

What's more is that, throughout this process, Leela wouldn't have to worry about going back and forth to a clinic or pharmacy to get her long-term medication either, as she can get it refilled and delivered to her from one of AIA's partner pharmacies via the app.

### Transforming insurance with health tech

The future of health technology holds great promise in improving global health outcomes, by accelerating the development and adoption of person-centric, accessible, scalable and sustainable solutions.

"As the country's leading health insurer, we believe that the emergence of health technology in Malaysia marks a pivotal moment in our journey towards delivering accessible and personalised healthcare services for everyone, everywhere," says AIA Malaysia chief marketing officer Heng Zee Wang.

"While it is widely accepted that technology has changed our lives in many ways, we want to take on the challenge of harnessing its potential to live up to our purpose of helping our customers live healthier, longer and better.

"By embracing health technology, we are not only transforming the insurance industry, but also widening access to healthcare through innovations like our My AIA app.

"It's an exciting time for us as we will continue to focus on developing innovative health solutions. This is only the beginning for us at AIA, as we work toward bridging the healthcare gap for Malaysians."

**For more information on the My AIA app, go to** *www.aia.com.my/en/myaia-app.html*