

MOST INNOVATIVE

*Product / Service*  
AWARD

GENERAL INSURANCE

*The award recognises the winning company who has developed a new product/service or created new revenue opportunities and market share by revamping an existing product/service.*



◀ The Bupa Workplace Health Programme offers a variety of fitness classes at the workplace or fitness studio to develop healthier bodies and support healthier minds.



▶ The Workplace Health Programme also covers a wide range of dietetic services, such as home-made jam workshop with chef demonstration to promote healthy diet with fresh organic ingredients.

### Bupa Hong Kong Workplace Health Programme

Bupa introduced the Workplace Health Programme in 2017 in Hong Kong with the goal to unlock a healthier, happier and higher performance workforce. Bupa is the first health insurer in Hong Kong to offer a holistic workplace health solution to corporate clients as a supplementary feature to the existing health insurance plan to address employee wellbeing and health risks and increase productivity.

The Workplace Health Programme helps employers empower their employees to better manage their health and wellbeing

in the workplace and beyond by providing a framework with different initiatives to develop healthier bodies, support healthier minds, create healthier cultures and healthier places in the working environment, supported by our healthcare provision arm Quality HealthCare and a network of quality health and wellbeing providers offering innovative services.

Investing in the health and wellbeing of employees has the potential to change millions of lives, and substantially improve employees' performance, which would positively impact the success of an organisation.



◀ Cigna Hong Kong made local insurance history on April 1st by being the first insurer in Hong Kong that provides two Certified VHS Flexi Plans on top of VHS Standard Plan.



▶ On top of the basic, standardized features it builds into every VHS plan, Cigna Hong Kong further distinguishes itself and its products by providing a full range of added-value services.



### Cigna VHS Series

Cigna is a global health service leader whose mission is to help people improve their health, well-being and peace of mind.

Cigna Hong Kong is one of the first 25 health insurance providers to offer a range of medical protection plans under the Hong Kong Government's Voluntary Health Insurance Scheme (VHS). On April 1st 2019, Cigna Hong Kong rolled out three certified plans under the umbrella of the Cigna VHS Series – Standard Plan, Flexi Plan (SMM), and

Flexi Plan (Superior) – and offer a total of six plan levels with a range of options of coverage and deductibles. Cigna Hong Kong offers more by providing a range of added-value services, including access to the DoctorNow app for virtual consultation and medication delivery, cashless hospitalisation, a medical classification hotline and care manager services to all its VHS clients. These additional benefits differentiate Cigna VHS products from the competition.

▶ Zurich's Get "Z" Go Travel Insurance Plan innovative coverage tackles the protection challenges of modern-day travelers.



### Get "Z" Go Travel Insurance Plan

Zurich Insurance (Hong Kong) has long been at the forefront of travel insurance, serving an astounding 1.5+ million number of insured travelers in 2018\*. We understand the increased vulnerability of travelers when overseas and we take pride in the role we play in protecting them in unexpected moments.

Zurich's Get "Z" Go Travel Insurance Plan is the latest addition in our winning travel protection shelf. Distinctive to Get "Z" Go are several pioneering elements, including



the redefinition of family, extension of elderly protection, coverage for sports events, elimination of perils and an overall simplified policy that is easy to understand, and most importantly, match and anticipate customers' protection needs. The product enhancements bear testament to Zurich's agility in responding to the rapidly evolving behavior and needs of the modern-day traveler.

\*Zurich Insurance (Hong Kong) internal data, based on number of insured persons (as of December 31, 2018).