

OUTSTANDING

# Initiative on Community Health Crisis

AWARD

The timely introduction of this award will recognise the proactive measures or initiatives taken by a company in response to the global outbreak of the coronavirus disease, COVID-19. The award will acknowledge its efforts to insure or provide supports to the community against the pandemic. The judges will be looking for a proactive and innovative approach that has helped to mitigate the impact of the epidemic on the public and its policyholders.



## THE TOP 3



▲ "Emma by AXA", an all-in-one mobile platform personified by a human avatar called "Emma", offering insurance services coupled with a range of supportive and reassuring health and wellness services.



Covid-19 was no doubt a game changer for the world and AXA launched an array of initiatives to protect the community from this Health Crisis. Through enhanced support with our mobile application Emma by AXA, we helped Hong Kongers to cope with disruptions in their daily lives, including both e-enabled insurance services and claims processes, and digital wellness services such as symptom checker and mind charger. Furthermore, having seen the anxiety and concerns brought about by the Covid-19 vaccine, we offered the first-in-market Post-Vaccination Protection

▼ AXA was proud to be the first insurer to introduce Post-Vaccination Protection, setting the ongoing trend of bringing much needed reassurance to Hong Kong.



free to provide added peace of mind. We also shared credible, relevant, and timely medical insights leveraging our inhouse expertise to educate the public on the pandemic.

With all these efforts, we launched the Emma by AXA campaign which generated outstanding marketing and business results, and more importantly, we became the trend setter for the industry. AXA was further appointed as the Third Party Administrator by the HKSAR Government for the Government's AEFI fund.



▲ Supported by Hong Kong fencing athletes Cheung Ka-long (left) and Cheung Siu-lun (right), SmartFit Sports Insurance protects customers against loss resulting from injuries that occur during sports activities, giving them a peace of mind.



▲ Offered a series of additional benefits and services to support our customers, such as hospital cash allowance, extended coverage period, online doctor appointment, virtual consultation/telemedicine service and simplified claims, etc.



As a customer-centric company, Blue Cross always stands ready to help our customers especially when they face the unprecedented challenges during the COVID-19 pandemic. We have launched various measures and initiatives to bring protection and financial peace of mind to our customers and support local communities.

**360° Support for Customers:** Introduced COVID-19 Protection to over 40 medical, travel and general insurance products. As travel restrictions in various places are gradually relaxed, we offered free "Vaccine Cash Allowance", providing extra protection for travelers. Besides, Blue Cross is the first

insurer in Hong Kong offering COVID-19 Protection for pets.

**Support for the Community:** Extended our care to the community via "Stay Protected Campaign" that included the free Pet Love Cash Allowance for all dogs and cats in Hong Kong, distribution of anti-virus protection sets to staff members, customers and people in need, and a viral video to promote positivity.

To encourage healthy lifestyle, we have launched SmartFit Sports Insurance to provide comprehensive protection which covers over 30 types of sports for leisure, training and competition.



▲ Bupa provides free COVID-19 vaccination side-effect coverage for members and the public. Our healthcare provision arm Quality HealthCare is also playing its part to support the government's COVID-19 Vaccination Programme.



▲ Bupa launched the 'Feel Better' Mental Health Campaign with various initiatives targeting employee wellbeing, including the new MindCare Company Recognition Scheme together with the Mental Health Association of Hong Kong.



**Bupa's all-round support during the pandemic**

The pandemic continues to impact us in many ways. It not only threatens our physical health, but mental health crises are also emerging. According to Bupa's mental health survey in 2020, half of employees in Hong Kong have experienced symptoms of anxiety or depression amid the coronavirus outbreak.

As a customer-centric healthcare company in Hong Kong, Bupa is dedicated to supporting our customers and the community at all times. We put our focus on 3 key areas to help people adapt to living with the virus:

- **Health:** continue to provide immediate protection and support, such as COVID-19 vaccination side-effect coverage and full support of the vaccination programme
- **Wellness:** focus on boosting people's physical and mental wellness, such as the 'Feel Better' Mental Health Campaign
- **Transformation:** look into new ways to help people adapt to the new normal, such as video consultation services and the Bupa4Life wellness app