



**AIA Australia Limited**  
(ABN 79 004 837 861 AFSL 230043)  
PO Box 6111  
Melbourne VIC 3004  
Phone : 1800 333 613  
Fax : 1800 832 266  
AIA.COM.AU

## Media Release

### **AIA AUSTRALIA CELEBRATES FIVE-YEAR ANNIVERSARY OF WORLD-LEADING HEALTH AND WELLBEING PROGRAM, AIA VITALITY**

*AIA provides market first to customers by partnering on health and wellbeing improvements*

**Melbourne, 31 July 2019** – AIA Australia, one of the country’s largest life insurers, has celebrated the five-year anniversary of its world-leading health and wellbeing program, AIA Vitality, on the eve of its launch in New Zealand.

Since its Australian launch in 2014, AIA Vitality has helped more than 160,000 Australians better understand and improve their health, using behavioural economics to educate, remove barriers, and reward and incentivise positive change to support Australians and motivate engagement with the program.

Utilising a global, science-backed program that is the first of its kind in Australia, AIA Vitality has provided AIA Australia with a unique ability to engage with customers on an ongoing basis, in order to provide greater value, improved health outcomes and gain rich insights into health and wellbeing.

The program helps customers understand the current state of their health, removes barriers to better health, and keeps them motivated to improve their health through exercise, nutrition and health screenings, by offering incentives such as charity donations, shopping rewards, savings on gym memberships and discounts on life and health insurance premiums.

AIA Vitality members have had 25,000 health checks and completed 250,000 health and wellbeing self-assessments, including assessing their mental health. They have taken nearly 90 billion steps since the program launched – the equivalent of 30 return trips to the moon – and visited partner gyms more than one million times. Almost \$26 million in total rewards have been earned by Australian members.

“Since introducing AIA Vitality, we have been able to transform the role that we play in our customers’ lives and in society, from simply being a payer of claims, to a partner in their ongoing health and wellbeing. We want to help our nations achieve the great dream of healthier, longer, better lives in Australia and New Zealand” said Damien Mu, chief executive of AIA Australia and New Zealand.

Geoff, a Vitality member, was diagnosed with an adenocarcinoma in his lung in 2017, which was followed by a full hip replacement. Geoff said “It has made me focus on my wellness after a couple of health shocks. I have achieved Platinum status even though in August of last year I was told the cancer had metastasised. Vitality and the achievement of the next level has given me something to focus on while undergoing immunotherapy every two weeks, chemo every three weeks and some fairly lengthy periods of radiation every day.”

“AIA Vitality is a prime example of the shared value approach we bring to our business; what is best for our customers – living healthier, longer, better lives – is what is best for us, our partners and society. We take great pride in the fact that AIA Vitality has had a profound impact on people’s physical and mental wellbeing, and it underscores our vision to champion Australia and New Zealand as the healthiest and most protected nations in the world,” Mr Mu said.

Vitality member Jenni said “It has pushed me to be more proactive with health checkups. When I joined AIA, I went to the doctors for all the annual checks for the first time in about 10 years.”

AIA Vitality also provides members with more affordable insurance cover. Those who purchase eligible life insurance policies with AIA Vitality attached receive an initial policy discount of 12.5% which can increase by 1% per year up to a maximum discount of 20% for members who achieve Gold or Platinum status (which is

based on their engagement with the program). MyOwn health insurance customers receive a 5% policy discount on joining, which they retain if they reach and maintain Silver status, and members with Silver status will also receive refunds for hospital admission excesses and dental gap payments.

AIA Vitality has evolved each year, in order to keep members engaged and to provide improved services. Vitality 5.0 is expected to roll out towards the end of this year.

More information about AIA Vitality can be found on the [AIA Vitality website](#).

Contact: Sarah Phillips  
AIA Australia  
T: +61 498 494 791  
E: [Sarah.Phillips@aia.com](mailto:Sarah.Phillips@aia.com)

### **About AIA Australia**

AIA Australia is a leading life insurance specialist with over 46 years' experience. With a unique customer value proposition focused on life, health and wellbeing, our purpose is to make a difference in people's lives.

AIA Australia offers a range of products that protect and enhance the lives of more than 3.5 million Australians. Our vision is to embrace shared value in championing Australia and New Zealand to be the healthiest and most protected nations in the world. With AIA Vitality – the world's leading science- based health and wellbeing program – we help members to live healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including being named ANZIIF Life Insurance Company of the Year (2017, 2015, 2013, 2012).

Further information at [www.aia.com.au](http://www.aia.com.au).

Copyright © 2019 AIA Australia Limited (ABN 79 004 837 861 AFSL 230043). The information in this article is current at the date of issue and may be subject to change. This is general information only, without taking into account factors like the objectives, financial situation, needs or personal circumstances of any individual and is not intended to be financial, legal, tax, medical, nutritional, health, fitness or other advice.