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## Media Release

### **AIA Australia introduces Claims on Wheels, providing personalised, mobile assistance for clients**

*The door to door support service goes the extra mile to make a difference for clients in their time of need*

*Pilot program in Victoria will focus on crisis claims, specifically for cancer*

**Melbourne, 21 August 2017** – AIA Australia, one of the largest life insurers in Australia\*, has announced the launch of an innovative new service for its clients: Claims on Wheels.

Claims on Wheels will be piloted in Victoria initially. If successful, the service will be rolled out to other states around Australia.

Moving away from the traditional method of claim lodgement, Claims on Wheels will take care of the claims process for AIA Australia clients so that they can get back to taking care of themselves during their illness.

A free of charge service, Claims on Wheels provides door to door support in the face of significant health events. In a crisis, clients will be given their own personal Claims Consultant who can assist through the claims process, and offer resources to form a support network for the client and their family linking them to the services available to help them through their journey.

Pina Sciarrone, Chief Retail Insurance Officer AIA Australia, said: “At AIA, we put the customer at the centre of everything we do. We understand the financial and emotional stress that illness can put you and your family through, and the last thing you want to worry about is more paperwork! So we thought about how we could help ease that burden for our clients. Claims on Wheels aims to give clients the best support and advice in their time of need.”

The pilot of Claims on Wheels in Victoria will focus on Crisis claims, specifically cancer claims. If a client is to undergo treatment for their Cancer diagnosis, AIA Australia will also provide them with a Cancer Kit that will provide them with the essential products to help them get through their illness.

\*Source: [Strategic Insight](#)

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### **About AIA Australia**

AIA Australia Limited is an independent life insurance specialist with over 40 years of experience building real and sustainable partnerships. AIA Australia offers a range of products that protect and enhance the lives of nearly three million Australians and is widely recognised as a market leader in product innovation and development. AIA Group Limited and its subsidiaries (collectively “AIA” or the

“Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific.

AIA Australia is one of the country’s largest life insurers by market share and works closely with major financial institutions and corporate partners to provide life insurance solutions for their customers. In addition, AIA Australia is the fastest growing provider of retail life insurance products sold through financial advisers. AIA Australia also works with a network of affinity partners that distribute life insurance products. By having a partnership philosophy at the core of its business, AIA Australia is focused on building genuine relationships and delivering real value to its business partners.

In March 2014, AIA Australia introduced ‘Vitality’ – the world’s leading scientifically-backed health and wellness programme, to the Australian market. AIA Vitality aims to be the catalyst for real change to the positive health outcomes of Australians.