



HEALTHIER, LONGER,
BETTER LIVES

WHY AIA AUSTRALIA CAN BE BETTER FOR YOUR CLIENTS AND GREAT FOR YOU

December 2024



Our dream is to make Australia the healthiest, best protected nation in the world. We can't do it alone. We need healthy partnerships with Advisers who share our passion for making a difference in people's lives.

By combining your expertise in financial advice and ours in life, health and wellbeing, we can make a real difference for your clients, your business and for you. Together, we can help more people live Healthier, Longer, Better Lives.

To make the greatest difference for your clients, our communities and ourselves – we need to work together. For The Better

Your business is our business

What sets us apart from our competitors is our **partnership philosophy**. By having this at the core of our business we are focused on building sustainable relationships that add **true value to your business**.

We work with you as your **trusted business partner** providing you with access to support, coaching and tools all designed to assist you in **growing your business**.

These include:

- **Business Growth Hub (BGH)** – located in the ADVISER section of aia.com.au your BGH houses the resources, tools and insights you need to support your business and clients.
- **Adviser Coaching & Support** – we offer dedicated coaching, support and professional development days to help you incorporate health and wellbeing into your service offering, and market and diversify your business.

Solutions-based technology

Our goal is to make applying for and administering policies on behalf of your clients as quick and as straightforward as possible.

- **eApp® Express** – allows you to produce, save and submit quotes/applications. You can also choose to use our embedded underwriting engine, which can provide a point of sale decision or referral.
- **Adviser site** – allows you to securely track the progress of proposals, manage client policies, obtain detailed reports, and more.
- **Proposals in Progress (PIP) reports** – easily manage and action outstanding requirements via weekly and daily PIP reports.
- **Adviser Self Service** – allows you to increase or decrease the Sum Insured, change the payment frequency, remove CPI, and make address and payment detail changes on behalf of your clients, which go directly into the AIA workflow and system, with no further processing needed¹.
- **e-Signature software** – allows you and your clients to electronically sign some forms and questionnaires.
- **AIA Adviser Health Portal** – provides a seamless referral process, improved referral progress, and greater transparency on customer outcomes. Log in to the [AIA Adviser Health Portal](#) using your existing AIA Australia Adviser Site username and password. Access the [Quick Reference Guide](#) for further information.

LIFE

Insurance

Claims philosophy

As a company that protects the lives of more than 3.8 million Australians, we're committed to helping people when they need it most. We're in the business of paying claims as promised by our products and will treat our customers with empathy, compassion and respect. We will guide our customers through the claim process in a quick and simple manner. We make every effort to pay claims promptly. Whether it's paying claims, providing access to programs including our rehabilitation programs or to AIA Vitality – we're here to provide support on every step of the journey and help our 3.8 million customers live Healthier Longer, Better Lives.

In 2021, AIA Australia paid over **\$2.1 billion** in retail and group and direct insurance policies.

Life

Our Life cover solution offers a range of valuable benefits including:

- **Complimentary Family Protection** – on the death or diagnosis of a terminal illness of the life insured's child, a lump sum benefit of up to \$20,000 will be paid.
- **Family Protection** – Family Protection can also be added as an optional benefit, where if the insured child suffers one of the listed Crisis Events, a lump sum up to the full nominated Family Protection sum insured will be paid.
- **Final Expenses Benefit** – If the life insured dies before the benefit expires, an advance payment of the lesser of 10% of the sum insured, and \$25,000 will be paid as a lump sum to the policy owner or nominated beneficiary/ies to assist with immediate financial expenses.
- **Financial Planning Reimbursement benefit** – if a claim is paid for death or terminal illness the policy owner or nominated beneficiary/ies, the cost of obtaining advice (up to a maximum of \$3,000) from one or more financial planners.

Crisis Recovery

The Crisis Recovery benefit will pay a lump sum if the life insured is diagnosed with one or more of the listed Crisis events, including cancer and coronary events

- **Prostate Cancer** – 100% of the Sum Insured (up to a maximum of \$500,000) will be paid for prostate cancers classified as T1a*.
- **Skin Cancer** – 100% of the Sum Insured paid for any melanoma where the tumour is with ulceration, or is diagnosed as 1mm or greater†, or Clark Level 3 or greater in depth of invasion.
- **Non-melanoma Skin Cancer** – 100% of the Sum Insured paid for any non-melanoma skin cancer that has spread to the bone, lymph node, or another distant organ.
- **Breast Cancer** – 100% of the Sum Insured paid for carcinoma in situ‡ of the breast, where the entire breast is removed, or where other surgery and treatment (e.g. radiotherapy and/or chemotherapy) is performed.

A Crisis Recovery policies include Complimentary Family Protection with a payment of up to \$20,000 made in the event of the death or terminal illness diagnosis of a dependent child, or specified Crisis event.

In addition, our Progressive Events feature supports lives insured who suffer long-term and progressive conditions, such as Alzheimer's Disease and Dementia, Severe Diabetes and Parkinson's Disease, with enhanced access to policy upgrades.

Crisis Extension benefit

If selected Crisis Extension gives your clients access to more cover for longer, at around a 23%§ lower total cost compared to Crisis Recovery.

This flexible, tailored, and needs-based approach to Crisis cover allows you to determine how much to cover you put into Crisis Recovery and how much you put in Crisis Extension.

Delivering a more personalised and flexible long-term cover allowing for multiple claims, and keeping you covered even after a claim.

* Using the TNM classification system.

† In Breslow's depth of invasion.

‡ Carcinoma in situ refers to a primary uncontrolled growth of cells that remains in the original location, and has not invaded or destroyed neighbouring tissues, nor penetrated the basement membrane, and confirmed by histopathology.

§ Average savings for 40-65 year olds where the total sum insured is split 50% on Crisis Recovery and 50% on Crisis Extension. The premium difference is an indication only and varies by the age of the insured.

Total and Permanent Disablement (TPD)

Our TPD cover solution provides the choice of four benefits:

For full-time and permanent part-time[§] workers

- Total and Permanent Disablement (TPD)
- Accidental Total and Permanent Disablement (Accidental TPD)

§ To qualify as a part-time worker the insured must be working a minimum of 15 hours per week

For all employment types including home duties

- Universal Total and Permanent Disablement
- Accidental Universal Total and Permanent Disablement.

Our TPD and Accidental TPD solutions also provide a partial lump sum benefit if the insured suffers the permanent loss of use of;

- one arm or;
- one leg or;
- the loss of sight in one eye.

TPD cover can be taken as a stand-alone benefit or as a rider benefit linked to Life cover. If taken as a rider the insured may opt to take **Double TPD**, meaning the **full TPD sum insured can be paid without reducing the Life cover sum insured**, and **future premiums for the Life cover are waived**.

Income Protection

Income Protection helps to protect your client's greatest asset – their ability to earn an income. If they are unable to work due to a sickness or disability, Income Protection can provide them with a monthly benefit to help manage their ongoing financial obligations.

Income Protection can also offer access to a range of support services aimed at supporting your client's recovery and, where possible, their return to work. This includes AIA rehabilitation and access to other services that can be so valuable in the time of need.

Income Protection CORE, includes:

- Benefit indexation
- Salary increase benefit
- Recurrent disablement
- Rehabilitation expenses benefit
- Involuntary unemployment Waiver of Premium
- Complimentary Interim Accidental Income Protection Cover
- Needlestick injury (Category M only)
- Elective Surgery

Flexible applications and underwriting

To increase your client retention and referrals we know your clients must have the best experience possible. We offer tele-application and tele-underwriting, giving you and your clients direct access to our team of expert staff, making the application and underwriting processes streamlined and tailored to the individual needs of your clients.

Discounts available for eligible policies

- 10% Bundled discount (applied to Lump Sum only) – where both a qualifying Lump Sum and Income Protection policy are held by the same life insured.
- 4% Lump Sum Bundled discount (applied to Lump Sum only) - where the life insured holds all of the eligible Lump Sum covers.
- Up to 30% Large Sum insured discount.
- Up to 20% premium flex discount on all eligible benefits, when AIA Vitality is attached.
- An additional 5% premium discount on all policies when the life insured also holds an eligible AIA Health with AIA Vitality policy.
- An Initial Selection Discount on all benefits purchased with a Variable age-stepped premium pattern for the first two years of the policy.
- Healthier Life Reward allows additional premium savings to eligible customers who meet the Non-smoker, BMI, No medical loadings and AIA Vitality member criteria.

NOTE: Fees and charges may apply to AIA Vitality membership. Premium discounts do not constitute terms of your policy and are not guaranteed.



HEALTH

AIA Health

Health insurance should protect you when things go wrong. And it should also help you live a healthier life, every day.

AIA Health comes with access to AIA Vitality, where your small steps towards a healthier life can lead to great rewards.

AIA Health helps advisers support their customers in a new way, by referring your clients for an obligation and risk-free health insurance risk analysis. AIA Health will provide your client with a comprehensive comparison of their current health cover and either advise them to stay with their current fund or provide a tailored quote by email.

Why talk about AIA Health Insurance?

For customers:

- They can reduce their health insurance costs without compromising their cover.
- They can access AIA Vitality or if they are existing Priority Protection policyholders they can have their AIA Vitality fee waived when they retain Silver status or above.
- They have an integrated approach to their Life cover, Health cover and Wellbeing, while also benefiting from additional discounts.
- They are rewarded for healthy behaviours that lead to a healthier life.

For advisers, the benefits include:

- Assisting to retain and grow client value by providing a new touch point.
- Helping strengthen your proposition around physical and financial wellbeing.
- Helping provide new value to clients.
- Targeting a wide range of prospects and new demographics.
- Diversify your income without increasing the cost of advice.



WELLBEING

AIA Embrace

We're committed to helping more people live healthier longer better lives, now and in the future.

That's why we created AIA Embrace, our complete wellbeing ecosystem of world-class programs and partnerships designed to support people's everyday health and wellbeing at every stage of life's journey.

From prediction and prevention, to diagnosis, treatment and recovery, AIA Embrace is made up of world-class products, programs and partnerships designed to help customers stay in good health. Should they become unwell - we provide them with the care and support they need to get back to health and work sooner. So they can thrive, not just survive.



WHEN YOUR CUSTOMERS ARE WELL



WHEN THEY'RE UNWELL



WHEN THEY'RE RECOVERING

AIA Vitality

AIA Vitality makes insurance more than just protection – AIA Vitality is a personalised, science-backed program that supports members every day to make healthier lifestyle choices.

It shows members how healthy they are now, provides them with the tools to start improving their health right away, and offers great incentives to keep them motivated along their journey – including lifestyle rewards, savings on everyday expenses and even discounts on their insurance. The AIA Vitality program is a fantastic way to integrate health and wellbeing into your current service offering to your clients. This can help grow your business by;

- increasing your customer value proposition (CVP) and client referrals as you integrate health and wellbeing into your current service offering.
- providing opportunities to expand the conversation you have with your clients to cover not only insurance, finance, superannuation and investment, but also health and wellbeing.

For more information contact your AIA Client Development Manager or Associate today:

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