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Media Release

AIA & Medix collaborate to create Australia's first Personal Health Mentor service

Sydney, 17th October 2021 – Leading life, health and wellbeing specialist, AIA Australia has partnered with Medix Global, an international digital healthcare management company, to create Australia's first personal health mentor and navigation service.

This exclusive partnership will help support Australians take control of their personal health journey, at a time when a record number of people are deferring medical care, ensuring they have access to the best possible medical service.

As Australia grapples with ongoing COVID-19 lockdowns, reduced access to diagnosis and care, this partnership between AIA Australia and Medix aims to provide significant health support to those customers who receive a serious diagnosis, helping them navigate their entire medical journey.

When diagnosed with a serious condition, Personal Health Mentor customers will be supported, from diagnosis through to treatment, by a dedicated case team from Medix including a local personal health mentor doctor and a coordinator nurse. They will have ongoing access to Medix's network of 300 in-house doctors, and over 4,500 local and global medical specialists – all from the comfort and safety of their homes.

Personal Health Mentor customers will receive complete medical assessments, including, as needed, re-evaluation of their condition, referral for additional diagnostic testing, a referral to a specialist doctor, ongoing multi-disciplinary consultations with world-leading specialists, full support and coordination of care, as well as ongoing guidance and the emotional support that is necessary to navigate a serious diagnosis.

Support via the personal health mentor is available across a wide range of conditions including, mental health, cancer, cardiovascular, musculoskeletal (orthopaedic), COVID-19, cancer, liver and kidney diseases, and more.

This unique partnership comes as many Australians are avoiding and delaying medical checks and hospital visits due to the COVID-19 outbreak. The Sax Institute¹ tracked these indirect effects of the pandemic on the NSW health system during the first wave of the pandemic last year. They discovered that the number of breast-cancer screening had fallen by more than 50 per cent, while face-to-face GP visits were down by 22 per cent.

This important partnership is one of many that reinforces AIA's commitment to support its customers to live healthier, longer, and better lives, at a time when they need it the most.

The CEO and Managing Director of AIA Australia and New Zealand, Damien Mu, said the partnership would bring peace of mind to any AIA customer who receives a complex diagnosis.

"We understand that hearing you have a serious health condition can be frightening, stressful and confusing. From hearing the news, to securing a second opinion, understanding all the treatment options, and managing your condition, it can all feel overwhelming," Mu said.

¹ <https://www.phrp.com.au/issues/december-2020-volume-30-issue-4/impact-of-covid-19-on-healthcare-activity-in-nsw-australia/>

“This psychological burden has further been aggravated by the delay in medical access and support caused by the pandemic.

“This partnership mirrors AIA’s commitment to go beyond the traditional insurance business model by becoming an integral part of our customers’ health and life journey. The program helps our customers navigate information and equip them to make the right decisions for their own health and future.”

“During uncertain times, especially with extended lockdowns in Victoria and NSW, a partnership like this is really going to protect and assist our customers on their health journey – instead of avoiding the hospital or GP, you can use Medix to remotely forge a path back to health,” explained Mu.

President and CEO of Medix, Sigal Atzmon said the partnership was a significant step forward in the way medical treatments are managed in Australia.

“The partnership with AIA could not come at a better time with missed check-ups and physicals, delayed medical appointments and therapy sessions, and elective surgeries put on hold. Covid-19 has impacted how people think about and prioritise their health,” said Ms Atzmon.

“While the pandemic has made this need even more apparent, when facing a medical condition, people deserve to have the tools they need to make the best decision for them. With the Personal Health Monitor Service, customers will receive comprehensive and personalised guidance and the emotional support to help cope with the journey.

“Our shared goal with AIA is to create a healthier, better protected and more supported nation, Australians deserve navigable, personal, quality-driven and affordable health solutions that are accessible to all, no matter your location, background or socio-economic status.”

“It’s about empowering individuals with the control and clarity that they need to make the right decisions and to choose the best possible clinical pathway,” said Atzmon.

On average, this service has allowed Medix to prevent 55 per cent of its members going through unnecessary medical procedures and treatments. Of Medix’ patients, 43 per cent have received a better and more tailored treatment, while 20 per cent were given a more accurate diagnosis.

Medix services are available free of charge to any AIA Australia customers who holds an eligible individual Life Insurance (life, TPD, trauma or income protection) or Health Insurance policy. All services are treated as confidential.

Medix will act as a third-party company to AIA with a sole interest in the AIA customer. Medix has no commercial incentive to change the customer’s diagnosis or treatment plan, and their team will work with customers for an initial period of three months, which may be extended based on the customer’s medical and mental needs.

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 48 years' experience and a commitment to help Australians live healthier, longer, better lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, Commlnsure Life was integrated into AIA Australia. The lives of more than 3.8 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia and New Zealand to be the healthiest and best protected nations in the world.

AIA Australia has been recognised with multiple awards, including the Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), iSelect Partner Awards Insurer of the Year (2019), Insurance Asia International Life Insurer of the Year (Australia, 2020), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019) and Shared Value Awards Organisation of the Year (2020).

Further information at www.aia.com.au.

About Medix

Established in 2006, the Medix Group is a global, leading provider of innovative, high quality health management solutions. With offices in London, Hong Kong, Shanghai, Singapore, Tel Aviv, Jakarta, Kuala Lumpur, Bangkok, Mumbai, New York, Dubai and Melbourne and a client base exceeding 6 million members in over 90 countries, Medix offers its clients - primarily global health & life insurers, financial groups, large corporates and government institutions - significant value-added services in the world of healthcare.

Medix' medical team is comprised of 300 in-house doctors alongside nurses, research experts, medical administration teams and a quality accredited global network of over 4,000 specialists and 2,000 leading hospitals. Through its various services, Medix offers its customers fast-track solutions to proven better medical outcomes. Medix provides Global Personal Case Management Services, Disease Prevention Management Services, Digital Health Solutions, Home Care Services, Health Strategy and Medical Governance Services to insurers, large corporates and government institutions. Medix is a Shared Value company that strives to enable people around the world to have access to the best medical care possible while eliminating unwarranted healthcare variations and helping to control medical cost inflation. Believing that the accessibility, quality and sustainability of medical care are one of the most important components of social rights, Medix is very passionate about these issues and is globally fully dedicated to these activities.

For more information, visit the [Medix website](#) and [Facebook page](#).

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