

# WHY TALK ABOUT AIA HEALTH

May 2022



Health

## How can AIA Health help you achieve your business goals?

AIA Health can help you to retain existing clients, grow client value and target new demographics.

Whether your business is fully established, seeking further growth or a brand new start-up, AIA Health can:

- Help retain and grow client value by providing a new touch point
- Strengthen your proposition around physical and financial wellbeing
- Provide new value to your clients
- Target a wide range of prospects and new demographics
- Help diversify your income

## Why talk to your clients about AIA Health?

With AIA Health clients get:

- **AIA Vitality membership** – for up to two adults per policy<sup>1</sup>.
- **An initial 5% AIA Vitality discount on their AIA Health policy** – applied when clients first join and retained as long as they continue to achieve an AIA Vitality status of Silver or above.
- **Access to the AIA Vitality app** – the easy way to earn AIA Vitality points, complete health assessments and redeem rewards.
- **Insurance you can trust** – AIA Australia is a leading life insurance specialist with over 47 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 is part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group. With a presence in 18 markets across the Asia-Pacific region, AIA is the largest life insurer in the world by market capitalisation.\*

1 Two AIA Vitality memberships for Couple and Family policyholders and one AIA Vitality membership for Single and Single Parent policyholders.

Plus, if your client already has an AIA Priority Protection (PP) or Priority Protection for Platform Investors (PPPI) policy or decides to take one out now, taking out a AIA Health policy means they will receive:

- an additional **5% Health and Life discount** on their PP or PPPI Lump Sum and Income Protection premiums<sup>2</sup>; and
- a **12.5%<sup>3</sup> AIA Vitality discount** on their PP or PPPI Lump Sum premiums and a **7.5%<sup>3</sup> AIA Vitality discount** on PP or PPPI Income Protection premiums from their next billing date<sup>4</sup>, if they don't already have an AIA Vitality membership.

## AIA Health referral process

### Licensee

1. Licensee agrees to allow advisers to refer clients to AIA Health
2. Licensee has both AIA Australia and AIA Health distribution agreements in place
3. Licensee has included AIA Health Insurance on its APL
4. Adviser completes training on AIA Health health proposition Online Training Tool
5. Adviser aware of licensee's compliance requirements

### IFA

6. Adviser provides client with a AIA Health **Customer Information Brochure**
7. Adviser liaises with client and then submits Health Insurance referral through **GoBookings**

### AIA Health Insurance Specialist

8. AIA Health contacts prospect at preferred time. Adviser then receives an update about their clients application process
9. Client finalises application process
10. Upon receipt of first premium, application is completed and referral fee is generated on the 15th of the following month

2 Applied when they have both a AIA Health and life insurance policy

3 The initial discount may be increased from time to time to reflect current campaign offers. AIA Vitality Starter members are not eligible for Priority Protection or Priority Protection for Platform Investors AIA Vitality membership discounts.

4 For eligible policies purchased through a Financial Adviser only

\* Source: Bloomberg, 26 August 2019

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