

GUIDE TO EMPLOYEE BENEFITS

IN ASSOCIATION
WITH





HEALTHIER, LONGER,
BETTER LIVES

AIA Regional Solutions

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AIA REGIONAL SOLUTIONS IS A WHOLLY OWNED BENEFITS NETWORK, WITH DEDICATED REGIONAL AND LOCAL TEAMS CONNECTING PEOPLE AND BUSINESSES TO SUCCESS.

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UPFRONT
SAVINGS



DYNAMIC RISK
MANAGEMENT



ENHANCED
BENEFITS



FLEXIBLE TERMS





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INTRODUCTION TO AIA

AIA Group Limited and its subsidiaries comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets, wholly owned branches and subsidiaries in Mainland China, Hong Kong SAR¹, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR², and a 49% joint venture in India. In addition, AIA has a 24.9% shareholding in China Post Life Insurance Co., Ltd. The business that is now AIA was first established in Shanghai over a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of \$276 billion, as of 30 June 2023.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia, AIA serves the holders of more than 41 million individual policies and 17 million participating members of group insurance schemes.

AIA is expanding its health offering across Asia. It is the fastest-growing healthcare market, with long-term structural forces driving huge demand. Unmatched economic expansion is creating unprecedented levels of wealth for a growing and ageing population. However, while Asia is becoming wealthier, it is not getting healthier. Millions are missing out on necessary medical treatment due to limited access to healthcare and health insurance resources. AIA is set to play a leading role in making healthcare more accessible, affordable and effective for our individual and corporate customers. AIA's Integrated Health Strategy is a bold new vision that goes beyond fragmented partnerships and ecosystems to deliver simpler customer journeys, including how people buy health insurance and navigate the healthcare system.

Recently, AIA established Amplify Health, a pan-Asian health insurtech business with Discovery Limited, which will deploy health technology assets, proprietary data analytics and extensive health expertise to transform how individuals, corporates, payors and providers experience and manage health insurance and healthcare delivery. AIA acquired Blue Cross (Asia Pacific) Insurance Limited and Blue Care JV (BVI) Holdings Limited from the Bank of East Asia (BEA) and extended the scope of its existing exclusive bancassurance partnership with BEA. We also acquired MediCard, a leading health maintenance organisation in the Philippines which brings new products, customer segments and distribution capabilities and increases AIA's exposure to the country's large and fast-growing health insurance market.

Asia has experienced new business creation, labour force growth and rising economic standards over the past 20 years. Since 2001, the number of new businesses globally has grown from 207 million to 333 million, of which 56% of new companies are in Asia compared to 45% in 2001. Currently, Asia accounts for 60% of the global working population of 5.1 billion people, which is expected to grow to 5.5 billion by 2030. This growth in new businesses and the workforce³, along with AIA's leading position as an employee benefits provider, makes it the perfect partner for corporations operating and investing in Asia. These multinational clients increasingly seek to maximise economies of scale and show interest in alternative financing strategies to support regional operations. AIA has the geographic presence, technical expertise and propositions to meet these needs best.

¹ Hong Kong SAR refers to the Hong Kong Special Administrative Region

² Macau SAR refers to the Macau Special Administrative Region

³ Statista, World Bank, ILO data

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MEET THE TEAM

AIA has a team of dedicated experts which utilise a range of resources to offer companies tailored support with their employee benefit programmes

As a leading employee benefits provider in Asia Pacific, AIA has been very active in the captive space leveraging AIA Regional Solutions, AIA's wholly owned employee benefits network. Asia Pacific is a fast-growing region and a dynamic driver of the global economy. As such, many multinational companies are investing in and expanding within the region. To support this growth, AIA is committed to raising awareness of the benefits of setting up employee benefits captive solutions. These are the most effective and flexible tools for multinationals to navigate uncharted waters and manage risk.

As one of the strongest employee benefits networks in the region, AIA has set up a team of dedicated experts to provide companies and partners with tailored support and a single, convenient way to manage employee benefits risk. The team then

delivers centralised, cost-efficient services and customisable employee benefits to meet global, regional and local needs.

Specialised professionals dedicated to supporting multinational corporations and their captives sit within AIA's group office, AIA's shared services centre in Malaysia, as well as in each of AIA's local business units in order to ensure full execution of the captives' strategy.

To design a team's chart

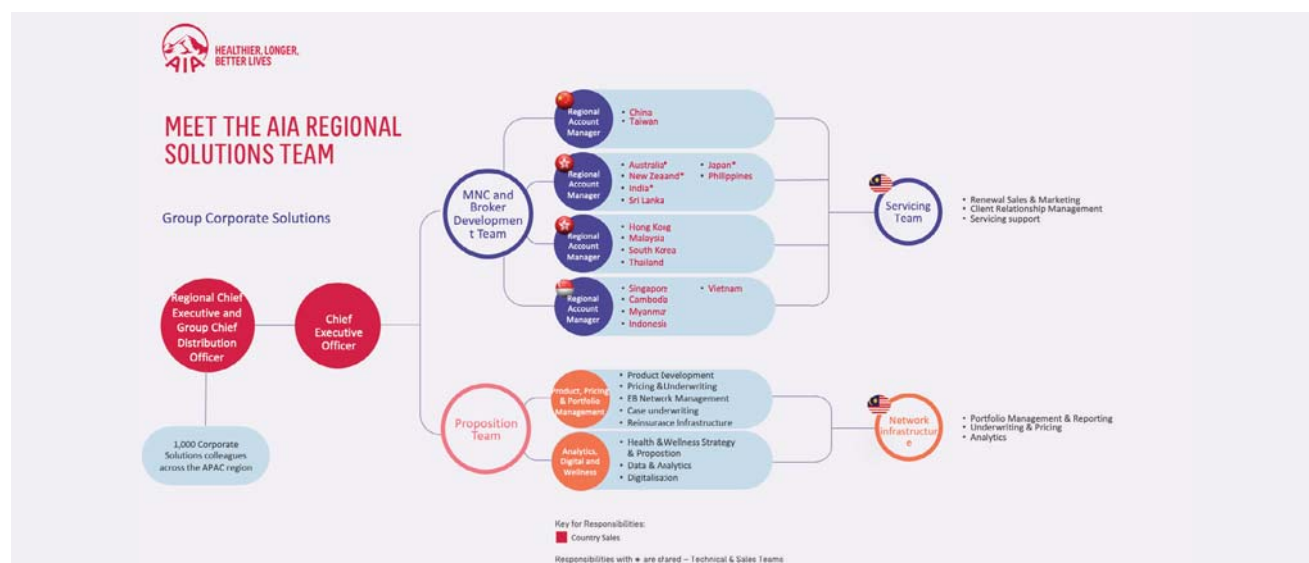
AIA Regional Solutions' comprehensive product suite ranges from pooling with profit sharing to regional pricing and underwriting for upfront savings and captive products. This supports our clients' evolving strategies, giving them flexibility to adapt and respond to the current market environment and business needs.

We help employers and brokers maximise the value of employee benefits

programmes through increased buying power leveraging AIA's wholly owned insurers. The team unlocks added value services such as AIA Analytica, our single login platform, to optimise employee benefits and wellness programmes while closely monitoring key trends, costs and opportunities for continuous improvement.

Wellness experts deliver WorkWell, AIA's wellness framework and services embedded in all our risk management products with high levels of customisation. We embrace our clients' global and regional wellness strategies while ensuring high-quality standards during local execution according to diverse market needs.

As Asia's expert partner, AIA responds to each captive's risks and needs. Through AIA Regional Health Passport, AIA connects employees to quality healthcare providers across Asia Pacific, enabling cross-border, cashless access to treatments. 🌟





AIA REGIONAL SOLUTIONS

An exploration into AIA Regional Solutions, AIA's employee benefits network for the Asia Pacific region

AIA Regional Solutions is AIA's leading employee benefits network across the Asia Pacific region. It offers a strong regional presence, enabling consistent service standards, management and accountability. AIA Regional Solutions specialists provide tailored products and services in all markets to meet local, regional and global needs.

AIA Regional Solutions can provide captives with greater control and in-depth knowledge of Asia's legal and regulatory environment through an unparalleled support network, including enhanced risk control, governance, as well as value-added services. With innovative central services delivered by dedicated regional teams, AIA Regional Solutions offers a single, convenient way to manage employee benefits. The one-stop solution provides tailored support and streamlined employee benefits management and risk assessments to deploy the right strategy.

As captives focus increasingly on outcome-driven strategies and long-term sustainability, they rely on networks that can provide actionable insights using analytics. This enables cost control and opportunities to improve strategy design, implementation of new coverage and the adoption of enhanced terms and conditions otherwise unavailable in the market. Through its wholly owned structure, AIA Regional Solutions enables captives to accelerate the consolidation of their employee benefits portfolios across Asia under captive control, therefore increasing cost efficiency overall and reducing volatility through diversified programmes.

As human resources teams seek to organise and plan renewal timings, cost control

and the implementation of wellness in each location in which they operate, strategic alignment and partnerships among all stakeholders are critical. To achieve this, captives require a strong network of support, not just globally but regionally and locally, to help with strategy execution and access to comprehensive employee benefits and innovative services.

Case Study

Company overview: Headquartered in the UK, this company is one of the world's largest banking and financial services organisations. The bank operates in 20 countries across the Asia Pacific region and delivers a wide range of financial services to millions of customers.

Requirements: As the bank has important operations in Asia Pacific, it required a partner who could deliver tailor-made and high-quality solutions to its subsidiaries by striking the right balance between international and local business needs. Timely reporting, responsiveness and in-depth local knowledge were all key requirements to support its captive programme. The overall optimisation of charges and enhanced responsiveness were important criteria for selection.

To support the captive programme, critical asks included:

- **Strong account management team:** Responsible for maintaining full accountability of the relationship with the bank. Designated sub-team members were assigned under all respective functions to serve the account, including corporate solutions client service, operations for claims handling, provider

network management, pricing and underwriting, as well as wellness departments. Should issues arise, it is essential to have an escalation matrix in place with resolution delivered by the dedicated team, which intervenes in alignment with the bank's strategic priorities.

- **Flexibility in reinsurance cession:** This is the highest percentage of the premium the carrier can reinsure to the bank, the types of reserves the carrier can cede to the captive, as well as the reporting cadence needed to align with stringent requirements.

- **Transition to the new carrier:** Provide equal coverage from the existing insurer and enhancements such as added-value services. The list of added-value services, such as WorkWell with AIA, was unlocked to include the AIA Regional Health Passport, personal case management, teleconsultation and a full annual review on the bank's health strategy and priorities.

- **Claims management:** Provisions of reasonable and customary to govern the claims adjudication process and case management to ensure optimal and efficient treatment, avoiding unnecessary testing and invasive treatment. The selection of the local carrier is critical to unlock pre-agreed consultation fees, surgical fees and lab fees with network providers to ensure services are provided most effectively and on a medical necessity basis.

- **Health and wellbeing:** AIA offered an effective end-to-end programme focusing on physical, mental and financial health. It is based on the concept of population health management, including population health segmentation (healthy, at-risk, chronic and



acute) based on analytical insights and employee-tailored services for better health and organisation outcomes.

- **MI Information:** A self-service platform, AIA Analytica integrates health benefit utilisation and claims data, and wellness programme data into the same portal for a one-stop shop experience of corporate clients. Monthly updates on member demographics and health segmentation, claims/benefit cost and utilisation, service level monitoring (incurred to submission and submission to paid), and claims lag and medical economic analyses are provided. In addition, comprehensive benchmark analysis was undertaken against AIA's data and selected industry data for market competitive analysis.

- **Benefit design:** Flexibility and choice to design their own insurance plans, providing non-traditional benefits and

“With innovative central services delivered by dedicated regional teams, AIA RS offers a single, convenient way to manage employee benefits”

terms and conditions in alignment with global policy and culture.

- **Maximise risk management:** Leverage AIA's extensive footprint and membership across the region to maximise cost-saving opportunities with attractive central and local charges as well as preferred service fees arrangement.

Conclusion

Since the programme was implemented, the captive achieved greater flexibility and control over their healthcare expenditures. With the Covid-19 pandemic disrupting the economy, the captive vehicle allowed the global team to place greater emphasis on flexible terms and conditions and benefit offerings to cater to the financial and emotional wellbeing of their employees across the region while protecting them through the pandemic with better coverage. The transparency and analytics support unlocked insights that allow the global teams to actively manage risk and assert greater control over their healthcare spend. Lower expense charges allowed savings to be rechannelled to their local subsidiaries who could invest in wellness plans for their workforce and promote retention and engagement. 🌟



THE IMPORTANCE OF CORPORATE WELLNESS: A COMPREHENSIVE ANALYSIS

A study into the benefits an effective corporate wellness programme can bring and why companies are increasingly investing in this area

In today's fast-paced and competitive business landscape, organisations increasingly recognise the significance of investing in corporate wellness programmes. These are designed to promote wellbeing, enhance productivity and foster greater engagement. Corporate wellness programmes have evolved from merely being perceived as perks to becoming critical investments in human capital management. We delve into the multifaceted aspects of corporate wellness, exploring why it is a critical area to invest in, as well as how it positively impacts health, productivity and engagement, the benefits it offers to workplaces, its role in human capital management, its impact on claim costs and medical inflation, the importance of analytics in wellness, key elements of successful corporate wellness programmes, strategies for designing and executing such programmes, funding considerations, outcomes to prioritise and methods for prioritisation.

Investing in corporate wellness

Corporate wellness programmes have

gained immense popularity in recent years, and for good reason. According to a CDC review, corporate wellness programmes can lead to 25% savings on absenteeism, health insurance premiums, workers' compensation and disability management claims costs¹. Companies with high employee satisfaction had between 2.3% and 3.8% higher returns than the industry average, as reflected in the long-run stock market². Employers are increasingly realising that investing in the health and wellbeing of their employees can have profoundly positive effects on both their workforce and the organisation.

- **Employee wellbeing and health:** First and foremost, corporate wellness programmes contribute significantly to improving employees' overall health and wellbeing. These programmes offer access to preventive health services (eg health screening, vaccination and health assessments) for early detection, health education and lifestyle management assistance as well as tools that empower individuals to be aware of their health risks and take control of their health.

Programmes that promote healthy lifestyles at scale such as exercise, nutrition and stress management, address health issues early and encourage healthy behaviours, and contribute to lower rates of chronic diseases like obesity, diabetes and heart disease, ultimately enabling organisations to have a healthier and more productive workforce.

- **Enhanced productivity:** A healthy employee is a more productive employee³. Wellness initiatives that focus on physical fitness, adequate sleep, stress management and nutrition can lead to improved energy levels and cognitive function, reduced absenteeism and increased performance and efficiency in the workplace.

- **Greater engagement:** Investing in corporate wellness demonstrates an organisation's commitment to its employees' wellbeing, leading to increased engagement and loyalty by creating a supportive and caring environment. Engaged employees are emotionally invested in their work and the success of the organisation, deliver higher-quality work and



contribute positively to the workplace culture as they feel valued and become more enthusiastic about their job. A 2023 health and benefits survey found that 72% of employees with access to 10 or more health programmes and benefits are more likely to stay with their employer, 88% feel their employer cares about their health and wellbeing, while 82% say they are thriving in their current roles⁴. This sense of belonging and appreciation can be a powerful motivator for employees.

Corporate wellness programmes benefits

The benefits of corporate wellness programmes extend beyond individual health, productivity and engagement. They also offer advantages to the organisation in human capital management, which is a crucial aspect of its success.

- **Reduced claims cost and sustainable health management:**

Employee wellness programmes have often been viewed as a nice extra but not as a strategic imperative. However, many companies have changed their attitude towards these programmes due to well-documented benefits. One of the most tangible benefits of corporate wellness programmes is the potential for reduced healthcare costs, which addresses the ongoing challenges of rising medical inflation that employers face. To cut overall healthcare expenses on a company-wide scale, employers have sometimes considered reducing their employee population, moving from costly benefit plans to less expensive options, shifting more healthcare costs to their employees or offering wellness initiatives and implementing wellness programmes. The first three options are either challenging or risky, but corporate wellness programmes have proven to be effective.

As reported by the World Health Organisation, non-communicable diseases account for 74% of the deaths worldwide⁵. Most of these diseases share common lifestyle risk factors that can be modified and, if done early, can lead to disease prevention or severity modification. Wellness programmes equip employees with the empowerment and tools to take charge of their health and be responsible for their healthcare decisions. These interventions have been shown to reduce the need for expensive

medical treatments and interventions, such as in the case of Johnson & Johnson, which has shown that for every dollar the company invested into a wellness programme, there were \$6 in healthcare savings and a \$1,500 reduction in annual healthcare claims for participants⁴. Therefore, many companies now consider employee wellness programmes a necessity with which organisations can lower medical expenses associated with treating both illnesses and chronic conditions and achieve lower insurance premiums, thus having a direct impact on managing claim costs and mitigating medical inflation.

- **Increased employee retention and lowered human capital management costs:**

Corporate wellness programmes play a pivotal role in human capital management in several ways. Attracting and retaining top talent is a primary goal of

“Wellness programmes equip employees with the empowerment and tools to take charge of their health and be responsible for their healthcare decisions”

human capital management. Companies with robust wellness programmes are more appealing to potential employees, as these programmes signal a commitment to employee wellbeing and work/life balance. Therefore, employees are more likely to stay with organisations that invest in their wellbeing. Recent research revealed that 87% of employees consider the health and wellness package when choosing an employer⁵; 67% of employees who work for organisations with wellness programmes like their jobs more⁵; nearly 54% of Gen Zers and 58% of Millennials consider corporate wellness programmes important⁶; and 45% of employees working at small to medium-sized companies mentioned they would stay at their jobs longer because of wellness programmes⁶.

Reduced turnover leads to cost savings

associated with recruitment, onboarding and training new employees. Additionally, a stable workforce can enhance team cohesion and productivity.

A 2023 health and benefits survey found that 72% of employees with access to 10 or more health and wellness programmes and benefits are more likely to stay with their employer, 88% feel their employer cares about their health and wellbeing, while 82% say they are thriving in their current role⁷. This sense of belonging and appreciation can be a powerful motivator for employees.

- **Improved reputation:** Companies with well-established wellness programmes are often perceived as socially responsible and caring employers. This positive reputation can attract top talent and customers who want to support ethical and employee-centric organisations. Companies embracing employee wellbeing and sustainability are reportedly 30% more likely to experience above-average profitability⁸ and their employees are 1.7x more likely to say their work has special meaning⁹.

The critical elements of a good corporate wellness programme

To create a successful corporate wellness programme, several critical elements must be considered.

- **The role of analytics:** Analytics plays a crucial role in the success of corporate wellness programmes. Data-driven insights provide organisations with valuable information about employees' health and challenges to make informed decisions in tailored offerings to meet employees' needs and assess wellness programme effectiveness and improvement areas at the end of the programme.

- **Personalisation:** Organisations can customise wellness programmes using data analytics to suit individual employee needs. Personalised programmes are more likely to resonate with employees and yield better results.

- **Programme evaluation:** Analytics allow organisations to evaluate the impact of wellness programmes by tracking key metrics such as participation rates, health improvements and cost savings. This data helps organisations refine their programmes for maximum benefit and identify areas where the programme can have the greatest impact and prioritise resources accordingly.



- **Predictive analytics:** Predictive analytics can identify high-risk individuals who may require targeted interventions. By addressing those health issues proactively, organisations can reduce future healthcare costs and improve employee wellbeing.

Leadership support and shared employee ownership: Leadership support is crucial for the success of wellness programmes. Senior executives should champion these initiatives and participate to set positive examples. Involving employees in programme design and decision-making empowers them and increases programme relevance. They should have a say in the types of wellness activities offered.

Comprehensive approach with right incentives and rewards: Designing and executing a successful corporate wellness programme requires a thoughtful and strategic approach. Effective programmes should address all dimensions of well-being including physical, mental, financial and social aspects. A holistic approach ensures that employees' diverse needs are met with the following components:

- **Needs assessment:** Begin by conducting a needs assessment to understand the unique health and wellbeing challenges your workforce faces. This assessment should guide programme design.
- **Programme customisation:** Tailor the programme to meet your employees' needs and preferences. Consider a mix of activities, workshops and resources to appeal to a diverse workforce.
- **Communication and engagement:** Effective communication is key to

programme success. Use various channels to promote the programme and engage employees. Create a supportive and inclusive atmosphere.

- **Continuous improvement:** Regularly review programme data and employee feedback in order to make necessary adjustments and enhancements. Wellness programmes should evolve to meet changing needs.
- **Relevant incentives and rewards:** Offering incentives and rewards can motivate employees to participate in wellness activities. These incentives can range from financial rewards to recognition and prizes depending on the mutually perceived value by employers and employees.

Funding considerations for corporate wellness programmes: Funding corporate wellness programmes can vary depending



on an organisation's size and budget, as well as on their priorities.

- **Budget allocation:** Allocate a specific budget for wellness initiatives. This budget can cover programme development, incentives, resources and administrative costs.
- **Cost sharing:** Consider sharing the cost of wellness programmes with employees. Some organisations offer subsidies for gym memberships or wellness-related expenses.
- **ROI analysis:** Calculate the wellness programmes' return on investment (ROI) by assessing the cost savings, productivity gains and other tangible benefits they bring to the organisation. A positive ROI justifies continued investment.

Outcomes to prioritise: Corporate wellness programmes should aim to achieve a range of outcomes, focusing on both short- and long-term goals.

- **Health improvements:** Measuring health improvements, such as reduced BMI, lower blood pressure and improved cholesterol levels, demonstrates the programme's impact on physical wellbeing.
- **Employee satisfaction:** Regularly survey employees to gauge their satisfaction with the programme and gather feedback for improvement.
- **Reduction in absenteeism:** Track absenteeism rates to assess the programme's impact on reducing unplanned time off due to illness.
- **Productivity metrics:** Measure changes in productivity, such as increased output, reduced errors and improved task completion rates.
- **Cost savings:** Calculate the cost savings resulting from reduced healthcare claims, lower turnover and increased employee retention.

How can AIA support you?

AIA offers a data and outcome-driven approach, starting with assessments and ending with evaluations leveraging AIA Analytica. Based on the insights from these assessments, AIA will customise interventions and solutions that are relevant to corporate clients' population and optimise their physical, mental, financial and social wellbeing.

To make it easy to scale, AIA launched a new WorkWell app that was developed in a modular fashion, allowing for individualis-

ation and customisation to meet employers' various needs better. The app offers health and wellness education in the format of articles and videos, it supports events announcements and enrolments, and promotes individual wellness goal-setting and activity tracking. It also uses gamification to increase engagement and additional stickiness such as token hunting – a list of daily tasks users can do to earn points to win competitions and challenges tailored to corporate clients' goals or themes. Other features include communities that create a sense of belonging, contactless biometrics for self-awareness of heart rate, respiratory rate, blood pressure, haemoglobin HbA1c, stress score and more.

Next year, the app will also launch its first chronic disease management digital

“When designing and executing wellness programmes, organisations should prioritise employee needs, customise offerings, communicate effectively and embrace continuous improvement”

suite featuring lower-back pain management. There is a private chat that promotes connectedness and recognition among employees at all levels too. Overall, the app is to be used in combination with offline activities in order to maximise engagement and effectiveness, and is a powerful tool for coordinating employees' health and wellness.

Conclusion

In conclusion, corporate wellness is undeniably a critical area to invest in for organisations aiming to create a healthier, more productive and engaged workforce. These programmes positively impact health, productivity and engagement while offering a wide range of benefits to both employees and employers. Through effective human

capital management, corporate wellness programmes contribute to talent attraction and retention, skill development and succession planning. They also help control claim costs and medical inflation, thus further enhancing an organisation's financial health.

Analytics play a pivotal role in designing, executing and evaluating wellness programmes, providing valuable insights for customisation and improvement. Key elements of a successful programme include leadership support, employee involvement, a comprehensive wellbeing approach, incentives, as well as continuous measurement.

When designing and executing wellness programmes, organisations should prioritise employee needs, customise offerings, communicate effectively and embrace continuous improvement. Funding considerations can vary, but organisations should assess return on investment to justify ongoing investment.

Ultimately, corporate wellness programmes should prioritise outcomes related to health, employee satisfaction, reducing absenteeism, productivity improvement and cost savings. By following prioritisation strategies based on employee needs, data analysis, feedback and benchmarking, organisations can create impactful wellness programmes that benefit both individuals and the organisation as a whole. 🌟

¹ Chapman LS. *Meta-evaluation of worksite health promotion economic return studies: 2005 update*. Am J Health Promot. 2005 Jul-Aug;19(6):1-11.

² Edmans, Alex, *The Link Between Job Satisfaction and Firm Value, with Implications for Corporate Social Responsibility* (17 August 2012). *Academy of Management Perspectives*. 2012 Nov; 26(4), 1-19.

³ Human Relations – 1968 Style. *Industry Relations*. 2008 May;7(3):262-276.

⁴ Berry LL, Mirabito AM, Baun WB. *What's the Hard Return on Employee Wellness Programs?* Harvard Business Review. 2010 Dec.

⁵ *World Health Statistics 2023 – A visual summary* (who.int).

⁶ *How Employee Health Correlates with Job Satisfaction and Productivity*. Virgin Health Miles. 2021 Jul.

⁷ *Gen Z Deep Dive: Talent Retention in Focus*. Randstad. 2021 Nov.

⁸ *Health on demand 2023 survey report* (Mercer).

⁹ *Inclusion, Diversity and Social Equality*. KPMG. 2021

¹⁰ *Corporate Giving Is Top Driver of Employee Experience at the Best Companies to Work For – Especially Now*. Great Place To Work. 2021.



PROVIDER NETWORK MANAGEMENT

AIA explores how it is reshaping healthcare, making it more accessible, affordable and effective through thought leadership and innovative solutions

In today's complex healthcare landscape, challenges abound. Private healthcare capacity is stretched thin, the quality of care varies based on socio-economic factors and healthcare expenses are a significant financial burden for many.

Moreover, customers demand personalised, integrated as well as convenient healthcare experiences. The rising healthcare spending and medical cost inflation further exacerbate these issues.

AIA, a leading life and health insurer in the region, is taking decisive steps to address these challenges.

AIA's approach

As a regional leader in life and health insurance, AIA is committed to providing customers with accessible, affordable and effective healthcare.

Integrated online and offline healthcare

Our strategy involves integrating high-quality physical and virtual care, including telemedicine to guide customers to the right care at the right time, simplifying their healthcare journeys.

Network

Across our markets, we have partnered with more than 10,000 local providers and hospitals. Additionally, we leverage our pan-Asian presence to grant customers access to leading international hospitals across multiple markets through our Regional Health Passport. This service offers the convenience of region-wide referrals, appointment scheduling and cross-border cashless payments, all seamlessly administered through our central service centre.

Local outpatient facilities

In markets like Hong Kong and the Philippines, where healthcare demands are high, we have established our own outpatient facilities. These facilities offer primary care, speciality care, day procedures, diagnostic services and more.

Beyond medical services, we provide wellness and lifestyle solutions to both group scheme and retail customers at preferential rates. This approach enhances network efficiency and improves healthcare utilisation.

Effective healthcare administration

Recognising that data and analytics form the foundation of effective healthcare administration, AIA continually invests in technology to enhance data acquisition. Our electronic data interfaces streamline processes like eligibility checks, pre-authorisation and claims submissions. This reduces turnaround times and waiting periods for benefit validations during care or discharge.

Cost-effective healthcare

We are transitioning towards value-based care to promote affordability and optimise benefit coverage. This approach fosters better care pathways, cost-effectiveness and improved health outcomes. Through innovative contract models such as surgical fee schedules and bundled fee arrangements with specialists, day surgery centres and partner hospitals, we are redefining healthcare delivery.

AIA's thought leadership journey in healthcare is driven by a deep commitment to making it accessible, affordable and effective. Our approach encompasses an extensive network, local outpatient facilities and a shift towards cost-effective healthcare and effective healthcare administration. Through these initiatives, we aim to reshape healthcare, ensuring individuals and businesses alike can access high-quality care that caters to their unique needs. Together, we can drive positive change in healthcare, creating a healthier and more equitable future for all. 🌟





STRATEGY LOCALISATION

AIA has offices in Singapore and mainland China to help multinationals implement global benefit offerings in regional markets

In today's interconnected world, multinational corporations seek streamlined solutions to manage employee benefits across diverse regions. AIA, as a leading insurance provider in Asia Pacific, has a robust regional structure that understands the nuances of each local market. It is this expertise that is being harnessed to bridge the gap between global strategies and local implementation.

One of the primary challenges for captive clients is ensuring that employee benefits and services are consistent across regions, complying with local regulations while aligning with global standards. AIA has offices in Singapore and mainland China to stay close to our local business units on implementing global strategies,

such as standardising benefit offerings across the regional market, designing and implementing wellness strategies that resonate with the local workforce and providing consistency in service delivery, which is paramount for captive clients. This consistency extends to claims processing, customer support and policy administration, ensuring a seamless experience for both employers and employees.

From the perspective of captives, wellness assumes a crucial role as a risk management component. Captives excel in identifying cost-saving opportunities that can, in turn, unlock additional resources to be channelled into wellness initiatives. With this landscape, AIA Regional Solutions emerges as a pivotal facilitator, bridging

risk managers' and HR's requirements, thus fostering harmonisation across global, regional and local stakeholders. This comprehensive support extends to the diligent execution of the captive's strategies at the local level, which may encompass seizing a significant opportunity to enhance HR's product offering and their effective implementation with new coverage or enhancement of terms and conditions. Such strategic enhancements elevate HR's product offerings and bolster their successful implementation as well.

Captives, along with their local companies, actively seek data analytics and insights to finely craft their wellness programmes. Understanding employee health trends and needs is essential for creating impactful wellness initiatives. Leveraging sophisticated analytics through AIA Analytica, AIA Regional Solutions mines health data to identify local trends and areas where improvements can be made. This equips captives to make informed decisions about their wellness initiatives, tailoring them to their unique wellness goals and also to the diverse needs of their local companies.

This data-driven approach dovetails seamlessly to unlock resources for wellness and ensures that innovative and customised employee benefits solutions remain in strict compliance with local statutes and regulations.

In an ever-evolving international landscape, AIA's unwavering commitment to regional and local collaboration stands as a strategic differentiator for corporations seeking to optimise their employee benefit programmes across diverse markets in Asia Pacific. 🌟





WHY COORDINATION IS A CRUCIAL SUCCESS FACTOR

Why taking a coordinated and collaborative approach ultimately leads to the best outcomes for clients

Coordination and collaboration with AIA among different functions is essential in order to see success and results in the below functions:

1. Improved efficiency: Effective coordination between LBU and the central team reduces duplication of efforts, minimises conflicts and streamlines processes. This increased efficiency results in client cost savings, faster decision-making and smoother operations.

2. Enhanced communication: Coordination between stakeholders facilitates better communication and information sharing. When different departments or teams collaborate, they can exchange valuable insights, knowledge and feedback. This leads to improved problem-solving, innovation and a more comprehensive understanding of the clients' challenges.

3. Synergy: Coordinated efforts between the local and central teams can generate synergies where the output is beneficial for the client. Collaborative environments enable higher levels of performance and achieve goals that would be challenging if tackled alone.

4. Consistency and alignment: Coordination helps ensure all teams are aligned with the client's overall strategy and objectives. It promotes a shared understanding of priorities, where everyone works towards the same goal. This alignment reduces conflicts and enhances the ability to respond coherently to internal and external changes.

5. Customer satisfaction: Coordinated local and central teams can deliver a seamless and consistent experience to customers. When different departments work together effectively they can address customer needs holistically, provide superior service and meet or exceed expectations. This enhances customer satisfaction and loyalty, leading to positive business outcomes.

6. Adaptability and agility: In a rapidly changing business environment, coordination between internal and external stakeholders results in more adaptability and agility. By collaborating closely and sharing information, we can help clients to respond quickly to market shifts,

emerging trends or external events (such as the Covid-19 pandemic). This agility allows organisations to seize opportunities, mitigate risks and stay ahead of the competition.

In summary, coordination among critical functions is a success factor for AIA and our clients because it promotes efficiency, enhances communication, generates synergy, ensures alignment, improves customer satisfaction and enables adaptability. By encouraging collaboration and integration, we can achieve higher performance levels for our clients and offer a competitive edge in today's dynamic business landscape. 🌟





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