AIA Hong Kong
27/F Hopewell Centre,
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T: (852) 2881 3333
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Memo

Attn:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau)	**From:**	Angela Lau
Copy:	Mr. Alger Fung / Ms. Amy Chan / Ms. Alice Liang / Ms. Melissa Wong / Mr. Louie Ho / All Department Heads / Heads of Agency Division / BPs / Call Centre	**Dept:**	Health Proposition Department
Date:	17 October, 2025	**Total page:**	9 pages

Subject: A251063 **升級版「全助你」健康增值服務現已上線**
Upgraded Health Value added Service "Care Concierge" is available



隨著港人北上就醫日益普遍，面對截然不同的醫療制度與流程，許多客戶感到無所適從。我們深知這些挑戰，我們很高興向您宣佈，保險業首創[&]**「全助你」**[※]服務已升級，新增兩項貼心功能，貼心護航客戶在中國內地的健康旅程，讓客戶的跨境就醫體驗更加便捷、安心。

服務亮點包括:

- 線上家庭醫生問診，並[新增] 送藥上門服務[@]
- 就醫陪診員服務，並[新增]醫療費用預先批核[^▲]申請前行政支援，幫助客戶清晰掌握醫療費用預算
- 優先門診及優先住院服務
- 家居護理員服務
- 醫護上門探訪於內地生活的父母

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如何服務啟動流程及使用服務

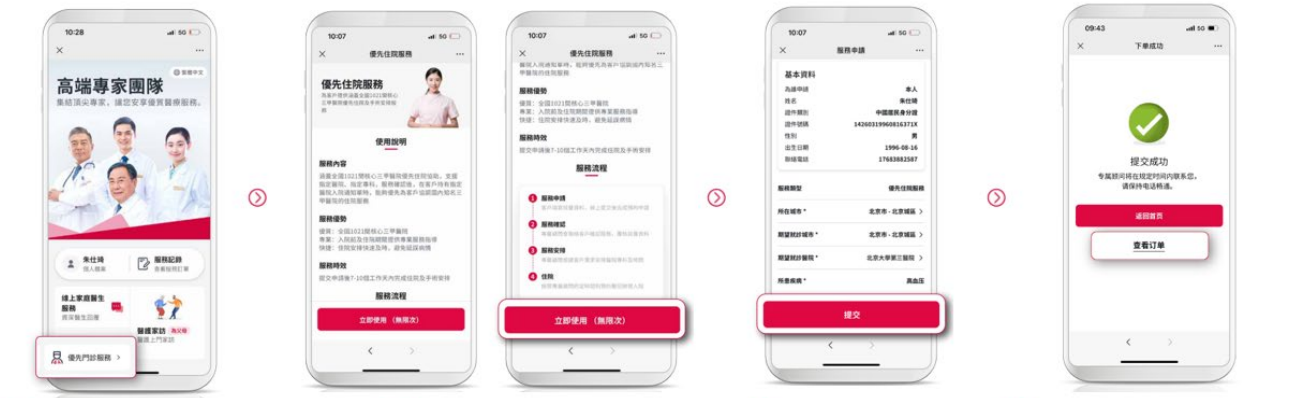
服務啟動流



1. 在微信掃瞄二維碼去進入「**全助你**」公眾號並點擊“追蹤公眾號”
2. 輸入並驗證手機號碼以註冊帳戶
3. 填寫受保人 (與保單相同) 的資料並確認同意將填寫的資訊發送到AIA，並會與AIA保單資訊進行核對驗證。
   *** 關鍵資料(必須與保單相同)**：保單號碼、姓名、出生日期、身分證件類型/號碼
4. 確認資格後，可選擇啟動受保人或受保人的父母服務

使用服務

註冊後, 客戶可以透過「全助你」公眾號頁面進入服務首頁去使用服務



1. 於「**全助你**」首頁選擇所需服務
2. 進入服務介紹頁，點擊 **“立即使用”**
3. 依需求填寫資訊並 **“提交”** 服務申請
4. 提交成功後，可點選 **“查看訂單”** 查看服務記錄或點擊 **“返回首頁”**

如有查詢及需要技術支援，請致電服務中國內地供應商的客戶服務熱線：(86) 4008981618

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為幫助您及客戶更輕鬆理解並分享服務，我們準備了升級服務宣傳材料，包括：

1) 1 分鐘精華視頻 ——全面介紹服務亮點 (掃瞄二維碼觀看視頻)



(廣東話版)

(普通話版)

2) 更多服務簡介短片

第一集：
穿梭兩地商人 — 住院篇



廣東話版　普通話版

第二集：
緊張爸爸 — 貼心線上家庭醫生篇



廣東話版　普通話版

第三集：
孝順女 — 醫護家訪爸爸媽媽篇



廣東話版　普通話版

Location:
AIA 企業網頁>保健醫療服務>全助你>服務短片
Youtube>搜尋「全助你」

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3) 服務簡介單張



繁體中文

簡體中文

Location: AIA 企業網頁>保健醫療服務>全助你>了解更多>下載服務簡介

4) 服務用戶指引手冊



繁體中文

簡體中文

Location: 客戶收到保單時及服務簡介單張，內有服務用戶指引手冊之二維碼

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合資格客户包括以下產品（基本計劃及附加契約版本）的受保人：

- AIA 自願醫保睿選計劃
- 「睿選」醫療計劃及「睿選明珠」醫療計劃
- 「愛伴航」保險計劃 2 及「愛伴航 — 首護摯寶」保險計劃 2
- AIA 自願醫保尊耀計劃
- 「尊耀」醫療計劃及「尊耀明珠」醫療計劃
- 「極臻 • 至尊醫療計劃」及「極臻 • 至尊明珠醫療計劃」
- 「至尊醫療計劃 5」及「至尊醫療計劃（環球）5」*
- 「至尊明珠醫療計劃 5」及「至尊明珠醫療計劃（環球）5」*

*只適用於 2024 年 4 月 22 日或之後繕發的新保單

如有關服務有任何查詢，請電郵至健康創新方案部部門 (Health Proposition) aiahk.health-and-wellness-proposition@aia.com 。

&截至 2024 年 1 月 31 日，與香港主要保險公司之同類型服務比較。
※此服務為額外增值服務，並非自願醫保保單的保障內容及並不構成保障內容的一部分，且非保證。AIA 有權隨時修訂、暫停或終止「全助你」的服務、服務的任何部分、服務供應商，或修改任何相關條款及細則，而毋須另行通知，並保留絕對酌情權。服務只適用於合資格 AIA 產品之受保人，服務由友邦指定的第三方服務供應商在中國內地提供，該等服務並不於香港及澳門提供。
@在「線上家庭醫生服務」下可提供的藥物包括指定非處方藥物(即無需註冊醫生簽發處方即可購買的藥物)及指定處方藥物。處方藥物僅可在受保人提交由中國內地註冊醫生根據當地相關法律法規簽發的有效處方後方可提供。任何藥物的處方(無論為非處方藥物或處方藥物)，均須視乎相關藥物的供應情況、相關限制與要求、受保人提交的有效處方(適用於處方藥)的審核、以及指定家庭醫生對受保人之適用性及健康狀況所作出的評估，並由指定家庭醫生及/或服務供應商全權酌情決定。藥物運送服務受地理範圍限制及藥物本身的特定限制及/或要求所約束。藥物及其運送的費用均須由客戶自行承擔，並直接向服務供應商支付該等費用。
^服務的供應視乎指定的第三方醫療服務供應商及須經友邦批核。
▲ 醫療費用的預先批核申請受限於友邦批核。受保人須向友邦提交醫療費用預先批核及出院免找數服務的申請表。

請注意!您不能向友邦以外的任何人士或一方傳播、分發或散佈此通告。

請將以上訊息傳達予屬下的營業同事，多謝合作！

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Upgraded "Care Concierge"※ — to provide personalised support on customer's healthcare journey

As more Hong Kong residents seek medical care in Mainland China, many find themselves navigating unfamiliar healthcare systems and processes. We understand these challenges, and we're excited to announce that the market first& "Care Concierge"※ service has been upgraded with two new features designed to provide comprehensive support throughout customers health journey in Mainland China—making medical care easier and more reassuring.

- **Online family doctor service with [Upgraded]delivery of designated medications@**
- **[Upgraded]Medical Companion Service will provide administrative support prior to applying pre-approval for medical expenses^,▲,** facilitating you to have a clear view of the budget required for your medical costs
- **Medical home visit service exclusively for the insured person's parents in mainland China**

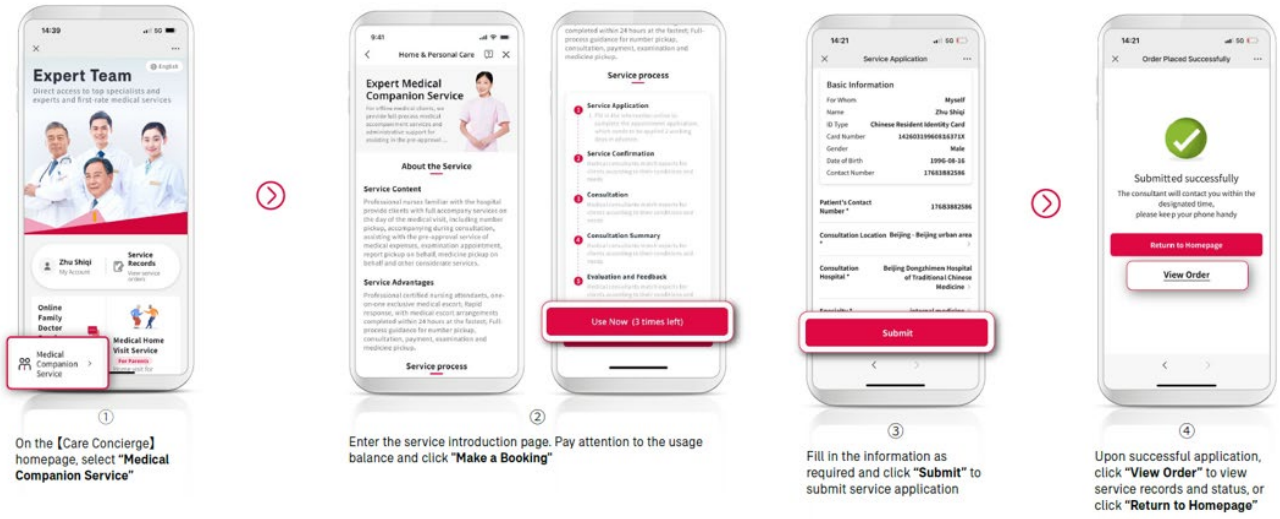
How to Activate and Use the Service

Service Activation



1. Scan the QR code in WeChat to access the **"Care Concierge"** official account and clicking **Register**
2. Enter the insured's mobile number for verification and login the service
3. Fill in the insured's name, type of identification document and number, policy number, gender and date of birth for service registration ***information (must match the policy exactly)**
4. Select "For The Insured" or "For insured parent" after registration

Use the service



① On the【Care Concierge】homepage, select **"Medical Companion Service"**

② Enter the service introduction page. Pay attention to the usage balance and click **"Make a Booking"**

③ Fill in the information as required and click **"Submit"** to submit service application

④ Upon successful application, click **"View Order"** to view service records and status, or click **"Return to Homepage"**

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For enquiries and technical support only, please call the service provider Mainland China Hotline Number: (86)4008981618

More resources to help you understand the service

To make it easier for you and customers to learn about and share these upgraded services, we've prepared the following materials:

1) **1-Minute Highlight Video (in Cantonese and Mandarin)** — A quick overview of key features
(Scan the QR code to watch)



Cantonese

Mandarin

2) More service videos (in Cantonese and Mandarin)

Esp 1 :Businessman – Support for pre- and post - Hospitalization



Cantonese Mandarin

Esp 2: Nervous Daddy – Online Family Doctor service



Cantonese Mandarin

Esp 3: Lovely daughter — Medical Home Visit Service for insured's parents



Cantonese Mandarin

Location:
AIA Corporate Website > Health & Wellness Services > Care Concierge > Service Videos
Youtube> Search「全助你」

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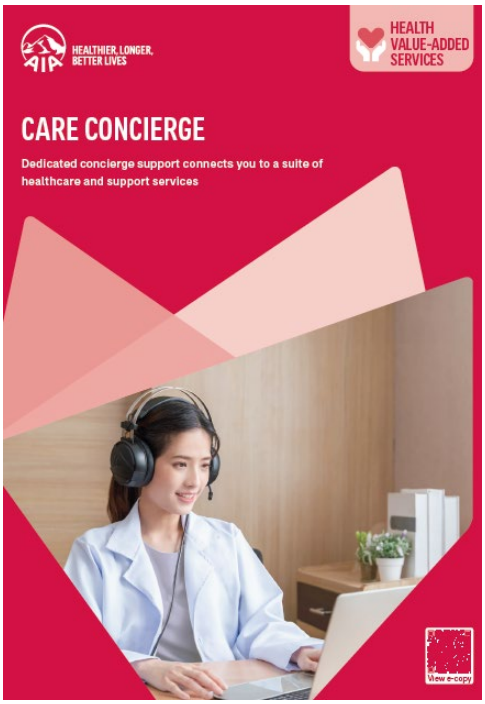
3) Service leaflets



Scan QR code to learn more

Location: AIA Corporate Website > Health & Wellness Services > Care Concierge > Want to know more? > Download service leaflet

4) Care Concierge User Guide



Scan QR code to learn more

Location: There is a QR code in the service leaflet coming with the policy pack

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Eligibility plans (both Basic and Rider versions):

- AIA Voluntary Health Insurance SelectWise Scheme
- SelectWise Medical Plan and SelectWise Pearl Medical Plan
- On Your Side Insurance Plan 2 & On Your Side Insurance Plan 2 - First Gift
- AIA Voluntary Health Insurance Privilege Ultra Scheme
- Privilege Ultra Medical Plan & Privilege Ultra Pearl Medical Plan
- OptimaCEO Medical Plan & OptimaCEO Pearl Medical Plan
- CEO Medical Plan 5 & CEO Medical Plan (Worldwide) 5*
- CEO Pearl Medical Plan 5 & CEO Pearl Medical Plan (Worldwide) 5*
  *Applicable to those new policies issued on or after 22 April 2024 only

For enquiries, please email Health Proposition at aiahk.health-and-wellness-proposition@aia.com for enquiry Care Concierge Services.

※ It is an additional value-added service and does not form part of the VHIS Certified Plan nor do not form part of the contractual benefit and are non-guaranteed. AIA reserves the right to amend, suspend or terminate the Services, any part thereof , service provider(s) or change any terms and conditions relating thereto at any time without prior notice at its absolute discretion. The Services are only available to the insureds of AIA's eligible product(s) only, and are not provided in Hong Kong and Macau.
& as of 31 January 2024 compared against similar services offered by major Hong Kong insurance companies.
@The medications which can be prescribed under Online Family Doctor Service are certain over-the-counter medications (i.e. medications without the requirement for a prescription issued by registered medical practitioners), and certain prescription medications. The prescription medications may only be prescribed if the insured submits to the a valid prescription issued by a registered medical practitioner in Mainland China subject to the relevant local laws and regulations. The prescription of any medication, regardless of whether it is over-the-counter or prescribed medication, is subject to the availability and certain limitations and requirements of the relevant medications, the review of the valid prescription submitted by the insured (applicable to the prescribed medications), and the assessment by the designated family doctor on the suitability and conditions of the insured at the sole discretion of the designated family doctor and/or the Service Provider. The delivery of medications is subject to geographical limitation and certain limitations and/or requirements of the medications. The costs of the medications and the medications delivery shall be borne by the customer and be settled directly with the Service Provider.
^ Availability of the service is subject to designated third party medical service providers and AIA's approval.
▲ The insured person is required to submit the application form for the pre-approval & cashless service of medical expenses to AIA. Request for pre-approval of medical expenses is subject to AIA's approval.

Attention! You **MUST NOT** disseminate, distribute, or circulate this memo to any person or party outside of AIA.

Please convey the above message to your fellow agents. Thank you for your attention.

Best regards,



Angela Lau
Head of Health Proposition