AIA Hong Kong

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Memo

Attn:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau)	**From:**	Health Proposition
		Dept:	Health Proposition
Copy:	Mr. Alger Fung / Ms. Alice Liang / Ms. Amy Chan / Ms. Melissa Wong/Mr. Louie Ho / All Department Heads / ABDD Executives	**Total pages:**	6 pages
Date:	28 November 2025		
Subject:	**A251159 [保險業首創#] AIA+ 全新功能: 尋找/ 預約醫生** **[Industry First#]** AIA+ New "Find/ book doctors" Feature		

全新升級 – 即時預約網絡醫療醫生，輕鬆一鍵完成！

您是否曾遇過客戶在自己或至親患病時，因要尋找及預約醫生時，既花時間和程序繁瑣而感到困擾？

我們聽到這些痛點，並花費數月精心打造全新升級功能，讓您的服務更高效、更具競爭力！

【尋找/預約醫生*】功能全面升級，四大亮點：

1. **一鍵預約，極致便利**
   客戶可透過 **AIA+ 手機應用程式** 或 **致電熱線**，即時預約網絡醫療專科團隊，免除多次溝通，節省時間。

2. **尋找 功能同步升級**
   客戶在 AIA+內選澤醫療網絡後，可按專科、醫療機構或地區篩選，輕鬆搜尋並選擇心儀的醫生，體驗更智能、更貼心的操作。

3. **專屬優先時段，尊享服務**
   AIA 客戶享有專屬預約時段，提升就診體驗。

4. **加值服務**
   當您致電熱線為客戶預約時，同樣可享受此功能帶來的便利與優先安排，讓您的服務更快、更專業！

適用範圍：

此功能適用於 **所有 個人及團體醫療計劃**，助您服務更多客戶，提升銷售優勢。

就即時網上預約而言，保險業首創是指香港保險業首創於網上即時預約醫療網絡中的專科醫生。截至 2025 年 10 月 13 日，與香港主要保險公司之同類型手機應用程式／登入網頁比較。

* 「尋找/預約醫生」功能可能不適用於 **2017 年前**簽發的保單。請查閱您的保單詳情或聯絡客戶服務以確認。

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操作流程示範
簡單輕觸預約醫療服務

1

打開 AIA+點選
「尋找/ 預約醫生」



2

選擇醫療計劃



3

選擇地區及專科 / 設施



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4

根據個人需要，篩選醫生

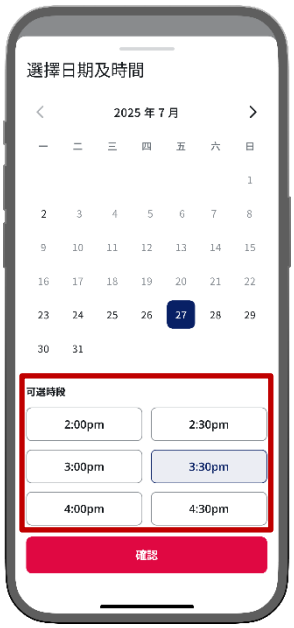
5

選擇日期及時間

6

客戶亦會同時收到 AIA 手機應用程式、訊息和電郵確認預約。







立即行動！

登入 **AIA+** → **健康全程** → **尋找/預約醫生**，體驗全新升級功能。

👉 **觀看**[示範影片]

Angela

總監, 健康創新方案部主管
劉翩翩謹啟

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Subject: [Industry First#] AIA+ New "**Find / book doctors**" Feature

Upgrade – Instantly Book Medical Network Doctors with Just One Tap!

Have you ever encountered customers feeling frustrated when they or their loved ones fall ill, because searching for and booking for a doctor takes too much time and involves complicated procedures?

We've heard these pain points and spent months carefully developing an upgraded feature to make your service more efficient and competitive!

The enhanced **[Find/ Book Doctors*]** feature comes with four key highlights:

1. **One-click booking**
   Customers can instantly book a network medial specialist team via the AIA+ mobile app or by calling the hotline, eliminating repeated communication and saving time.

2. **Upgraded Find function**
   After selecting the medical network in AIA+, customers can filter by speciality, medical institution, or location, easily search and choose their preferred doctor for a smarter, more personalized experience.

3. **Exclusive priority slots for premium service**
   AIA customers enjoy dedicated appointment times for an enhanced consultation experience.\

4. **Value-added service**
   When you call the hotline to book on behalf of customers, you can also benefit from the convenience and priority arrangements this feature offers, making your service faster.

Scope

This new function applies to **individual** and **group medial plans,** helping you serve more customers and strengthen your sales advantage.

Regarding instant online booking, 'industry first' refers to being the first in the Hong Kong insurance industry to enable instant online booking of specialists within a medical network. As of 13 October 2025, this is based on comparison with similar mobile apps or login webpages of major insurance companies in Hong Kong.

* The "Find/ book doctors" feature may not be available for policies issued before **2017**. Please check your policy details or contact our customer service for confirmation.

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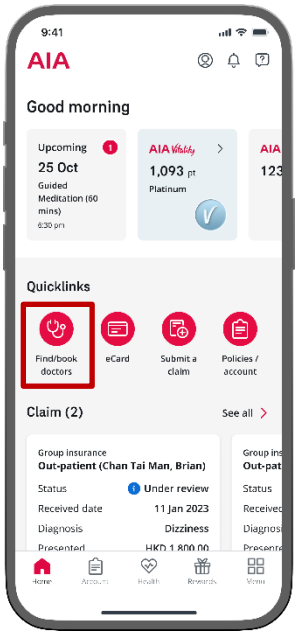
Booking Process

Simple Tap to Book Medical Services

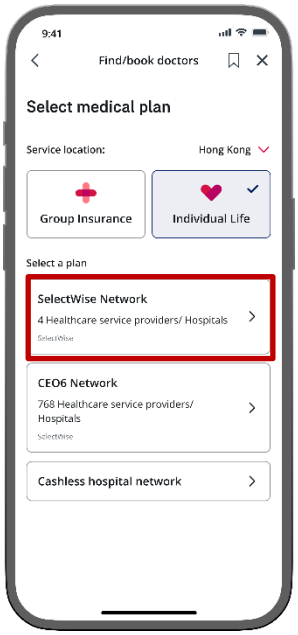
1

Open AIA+
Select [Find/ book doctors]



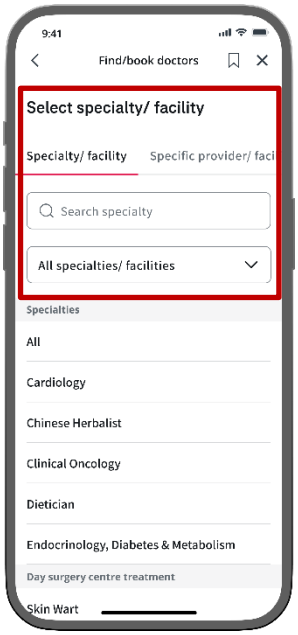
2

Select Medical Plan



3

Choose Location & Specialty



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4

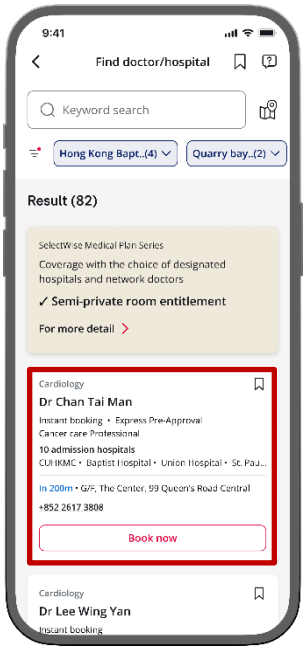
Filter Doctors from your preference

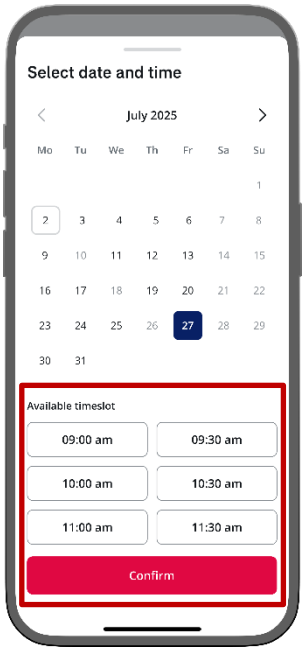
5

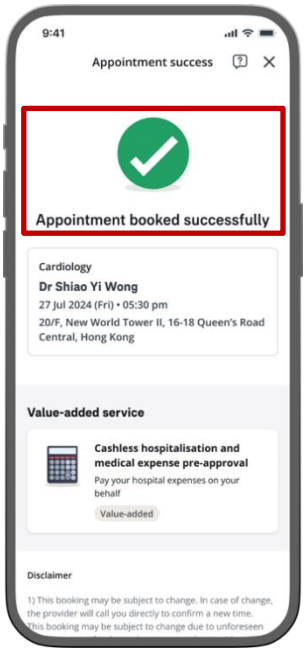
Select Date/ Time

6

Customers will receive the booking confirmation via AIA+, SMS and emails.







Act Now

Log in **AIA+** → **Health** → **Find/ book doctors** enjoy exclusive medical services

👉 **Watch** [tutorial video]

Best Regards,

Angela Lau
Director, Head of Health Proposition

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