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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 Leo Cheung
Copy:	All Department Heads Macau CEO / ABDD Executives	**Dept:**	Health Proposition Department Life & Wealth Management Proposition
Date:	02 January 2026	**Total page:**	16 pages

Subject: **A260138** **隆重推出友邦峻宇會會員尊享香港保險市場首創*「尊享醫療管家」**
Exquisitely introducing First in the HK Market* 「Family Health MedTeam」Exclusively for AIA Alta Club members



對於高淨值人士，健康是「傳承核心」，不僅象徵生活品質，更是世代延續的保障。市場調查顯示[1]，超過45% 的香港高淨值人士將「健康」列為首要投資領域。同時，高淨值客戶與內地的連結緊密，無論是商務拓展、子女教育，還是家族生活，內地早已成為他們的核心領域。若缺乏可靠醫療資源與專業協助，健康管理將面臨風險，甚至影響財富與家族傳承。

因此**友邦峻宇會隆重推出香港保險市場首創*「尊享醫療管家」，為友邦峻宇會鑽日及金月級別會員 (“合資格會員”) 與摯愛**▲打造，暢享中國內地⁺優質醫療資源，達致財富和健康的極致平衡。

全新服務將於 1 月 8 日透過電郵通知於 AIA 留有電郵地址紀錄，並已同意接受 AIA 直銷推廣訊息 (opt- in) 的友邦峻宇會鑽日及金月級別會員，相關服務詳情及通訊樣本已載於本通告以供參考。

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 。

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。

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創新臻享亮點:

全家尊享
四人同享
(合資格會員+3位家庭成員)

專屬 WeChat 微信群
一站式安排 無縫溝通

尊享 市場罕有^
服務

服務臻萃包括：

三大階段由預防，治療，到慢性疾病管理，守護世代安康！



1. 24/7 全天候專屬服務團隊

配備專屬家庭醫生及註冊護士擔任客戶的健康管家，全天候在線為客戶提供專業的一般健康諮詢%與醫療支援。

2. 定制個人化三甲醫院體檢計劃

為客戶進行專業評估及在中國內地指定頂尖三甲醫院提供個人化體檢服務**，高效掌握健康全貌。

3. 三甲醫院線上線下全程就醫支援

為客戶安排中國內地指定公立三甲醫院的各項就醫支援，包括線上專家一般健康諮詢%、門診與住院優先預約，以及專人陪診服務。

4. 慢性疾病線上支援管理與送藥上門服務

提供線上慢性疾病長期管理支援，包括覆診提醒及送藥上門服務#，足不出戶即可安心管理全家健康。

有關服務使用資格細則及條款， 請瀏覽服務簡介單張。

「我們」、「AIA」、「友邦」或「友邦香港」是指友邦保險（國際）有限公司（於百慕達註冊成立之有限公司）
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服務適用資格:



服務啟動流程:



[1] Source: 2024 WEALTHLENSTM HONG KONG

*截至 2025 年 9 月 16 日，香港保險業首個在中國內地提供的醫療支援，結合了線上一般健康諮詢、定制三甲醫院體檢、以及慢性疾病管理線上支援及送藥到家服務，並提供門診及住院優先預約服務及就醫陪診服務，與香港主要保險公司之同類型服務比較。

▲「尊享醫療管家」作為友邦峻宇會的禮遇適用於（i）友邦峻宇會鑽日或金月級別會員及（ii）最多 3 位其合資格家庭成員，受「尊享醫療管家」及友邦峻宇會的條款及細則約束。有關「尊享醫療管家」的使用資格之詳情，請參閱服務簡介。 AIA 可不時更改使用服務的資格，並將在 AIA 官方網站上公佈。

^截至 2025 年 9 月 16 日，與香港主要保險公司之同類型服務比較。

+服務由中國內地指定獨立第三方服務供應商（「服務供應商」）提供，及只適用於身處中國內地的服務使用者，並受其相關條款及條件約束。 有關服務的相關條款和細則，請按此瀏覽服務簡介或前往 https://www.aia.com.hk/zh-hk/aia-alta/familyhealth

%「尊享醫療管家」所提供的任何資料和建議僅用於一般健康與保健參考，並不能取代任何醫療意見或治療。 所有服務均不應視為任何形式的醫療意見、診斷、治療或建議。

**體檢費用及其引起的費用均由服務使用者承擔及直接向相關醫療機構繳付。

#藥物及其運送的費用均須由服務使用者自行承擔及直接向服務供應商繳付。「慢性疾病管理線上支援及送藥到家服務」只限於購買及運送指定處方藥物到指定的運送地點之相關行政支援。

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服務宣傳及支援配套:

Memo

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)

更多服務短片將於 1 月上旬推出

Location: AIA 企業網頁> AIA 企業網頁>友邦峻宇>友邦峻宇會>健康與養生方案>香港保險業首創* 尊享醫療管家^>服務短片 / Youtube Channel: AIA Hong Kong And Macau

2) 服務簡介單張



Location: AIA 企業網頁> AIA 企業網頁>友邦峻宇>友邦峻宇會>健康與養生方案>香港保險業首創* 尊享醫療管家^>了解更多>下載服務簡介

3) 友邦高淨值客戶策略簡報 (於 1 月 8 日起於 eAC 瀏覽)



Location: eAC > 部門資訊 > 人壽與財富產品主張及策劃部 > 高淨值業務專頁 > 友邦峻宇會

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如何查閱合資格客戶名單：

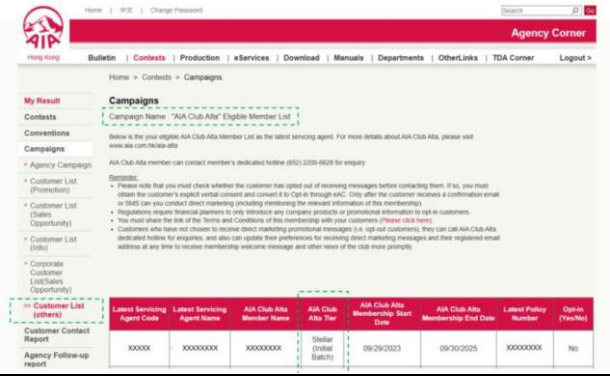
財務策劃顧問可透過以下途徑查閱友邦峻宇會會員名單。

溫馨提示:

- 請注意，於接觸客戶前請必須檢查客戶是否已選擇拒收訊息。如是，請您必須取得客戶明確的口頭同意後，透過 eAC 填報轉為 Opt-in，客戶收到確認電郵或短訊後，才可進行直接促銷 (包括提及此會籍相關資訊)。·
- 財務策劃顧問不應利用友邦峻宇會所提供之福利及以往曾提供的活動作為誘因, 從而進行受規管活動。財務策劃顧問應根據產品的合適性及客戶的可承擔能力進行任何受規管活動。
- 法規要求財務策劃顧問只可向已 Opt-in 客戶介紹公司任何產品或推廣資訊。
- 請您必須與客戶分享有關此會籍之條款及細則的連結 (按此)。
- 未有選擇接受直銷推廣訊息(即為 opt- out)之客戶，除了可致電友邦峻宇會會員專線進行查詢外，亦可隨時更新其接受直銷推廣訊息喜好及登記電郵地址，以便更快收取會籍迎新及其他會籍籍最新消息。

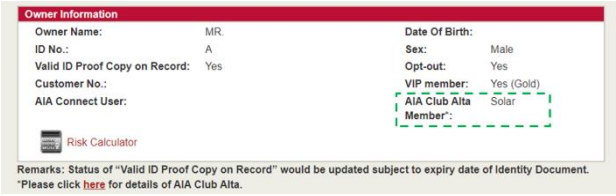
方法一：營業員專頁 (eAC) > 客戶名單 (其他)

作為合資格客戶的最新服務財務策劃顧問，您可登入營業員專頁 (eAC) > 競賽及成績 > 競賽報告 > 客戶名單 (其他) >「友邦峻宇會」合資格會員名單



方法二：營業員專頁 (eAC) > 保單查詢系統(PES) 作為合資格客戶的財務策劃顧問，您可登入 PES 查閱客戶是否合資格客戶及其會籍級別(如有)。

- 登入 eAC > PES，搜尋保單號碼



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对于高净值人士，健康是「传承核心」，不仅象征生活品质，更是世代延续的保障。市场调查显示[1]，超过 45% 的香港高净值人士将「健康」列为首要投资领域。同时，高净值客户与内地的连结紧密，无论是商务拓展、子女教育，还是家族生活，内地早已成为他们的核心领域。若缺乏可靠医疗资源与专业协助，健康管理将面临风险，甚至影响财富与家族传承。

因此**友邦峻宇会隆重推出香港保险市场首创*「尊享医疗管家」，为友邦峻宇会钻日及金月级别会员（"合资格会员"）与挚爱▲**，畅享中国内地+优质医疗资源，达致财富和健康的极致平衡。

全新服务将于 1 月 8 日透过电邮通知于 AIA 留有电邮地址纪录，并已同意接受 AIA 直销推广讯息 (opt- in) 的友邦峻宇会钻日及金月级别会员，相关服务详情及通讯样本已载于本通告以供参考。

如有关服务有任何查询，请电邮至健康创新方案部部门 (Health Proposition) aiahk.health-and-wellness-proposition@aia.com 。

请注意! 您不能向友邦以外的任何人士或一方传播、分发或散布此通告。

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创新臻享亮点：

Memo



服务臻萃包括：

三大阶段由预防，治疗，到慢性疾病管理，守护世代安康！



1. 24/7 全天候**专属**服**务团队**
配**备专属**家庭医生及注**册**护士担任客户的健康管家，全天候在线为客户提供专业的一般健康咨询%与医疗支援。

2. 定制**个**人化三甲**医**院体**检计**划
为客户进行专业评估及在中国内地顶尖三甲医院提供个人化体检服务**，高效掌握健康全貌。

3. 三甲**医**院**线**上**线**下全程就**医**支援
为客户安排中国内地指定三甲医院的各项就医支援，包括线上专家一般健康咨询%、门诊与住院优先预约，以及专人陪诊服务。

4. 慢性疾病**线**上支援管理与送**药**上**门**服**务**
提供线上慢性疾病长期管理支援，包括覆诊提醒及送药上内服务#，足不出户即可安心管理全家健康。

有关服务使用资格细则及条款, 请浏览服务简介单张 。

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服务适用资格:



服务启动流程:



[1] Source: 2024 WEALTHLENSTM HONG KONG

*截至 2025 年 9 月 16 日，香港保险业首个在中国内地提供的医疗支援，结合了线上一般健康咨询、定制三甲医院体检、以及慢性疾病管理线上支援及送药到家服务，并提供门诊及住院优先预约服务及就医陪诊服务，与香港主要保险公司之同类型服务比较。

▲「尊享医疗管家」作为友邦峻宇会的礼遇适用于（i）友邦峻宇会钻日或金月级别会员及（ii）最多 3 位其合资格家庭成员，受「尊享医疗管家」及友邦峻宇会的条款及细则约束。有关「尊享医疗管家」的使用资格之详情，请参阅服务简介。AIA 可不时更改使用服务的资格，并将在 AIA 官方网站上公布。

^截至 2025 年 9 月 16 日，与香港主要保险公司之同类型服务比较。

+服务由中国内地指定独立第三方服务供应商（「服务供应商」）提供，及只适用于身处中国内地的服务使用者，并受其相关条款及条件约束。有关服务的相关条款和细则，请按此浏览服务简介或前往 https://www.aia.com.hk/zh-hk/aia-alta/familyhealth

%「尊享医疗管家」所提供的任何资料和建议仅用于一般健康与保健参考，并不能取代任何医疗意见或治疗。 所有服务均不应视为任何形式的医疗意见、诊断、治疗或建议。

**体检费用及其引起的费用均由服务使用者承担及直接向相关医疗机构缴付。 #药物及其运送的费用均须由服务使用者自行承担及直接向服务供应商缴付。「慢性疾病管理线上支援及送药到家服务」只限于购买及运送指定处方药物到指定的运送地点之相关行政支援。

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服务宣传及支援配套:

为帮助您及客户更轻松理解并分享服务，我们准备了升级服务宣传材料，包括：

1) 1 分钟精华视频——全面介绍服务亮点 (扫瞄二维码观看视频)



(广东话版)

(普通话版)

更多服务短片将于 1 月上旬推出

Location: AIA 企业网页> AIA 企业网页>友邦峻宇>友邦峻宇会>健康与养生方案>香港保险业首创* 尊享医疗管家^>服务短片 / Youtube Channel: AIA Hong Kong And Macau

2) 服务简介单张



Location: AIA 企业网页> AIA 企业网页>友邦峻宇>友邦峻宇会>健康与养生方案>香港保险业首创* 尊享医疗管家^>了解更多>下载服务简介

3.友邦高净值客户策略简报 (于 1 月 8 日起于 eAC 浏览)



Location: eAC > 部门资讯 > 人寿与财富产品主张及策划部 > 高净值业务专页 > 友邦峻宇会

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如何查阅合资格客户名单：

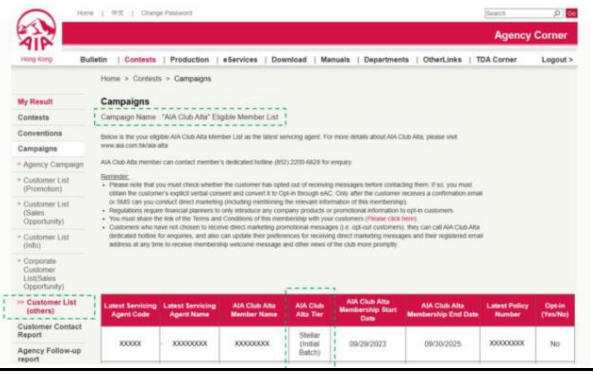
财务策划顾问可透过以下途径查阅友邦峻宇会会员名单。

温馨提示：

- 请注意，于接触客户前请必须检查客户是否已选择拒收讯息。如是，请您必须取得客户明确的口头同意后，透过 eAC 填报转为 Opt-in，客户收到确认电邮或短讯后，才可进行直接促销 (包括提及此会籍相关资讯)。
- 财务策划顾问不应利用友邦峻宇会所提供的福利及以往曾提供的活动作为诱因，从而进行受规管活动。财务策划顾问应根据产品的适合性及客户的可承受能力进行任何受规管活动。
- 法规要求财务策划顾问只可向已 Opt-in 客户介绍公司任何产品或推广资讯。
- 请您必须与客户分享有关此会籍之条款及细则的连结 (按此)。
- 未有选择接受直销推广讯息(即为 opt- out)之客户，除了可致电友邦峻宇会会员专线进行查询外，亦可随时更新其接受直销推广讯息喜好及登记电邮地址，以便更快收取会籍迎新及其他会籍籍最新消息。

方法一：营业员专页 (eAC) > 客户名单 (其他)

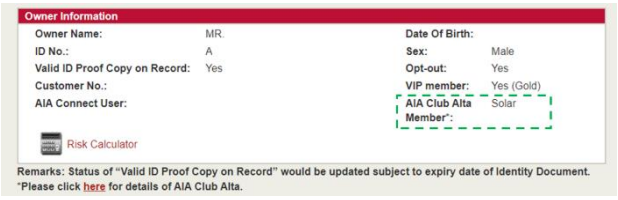
作为合资格客户的最新服务财务策划顾问，您可登入营业员专页(eAC) > 竞赛及成绩 > 竞赛报告 > 客户名单 (其他) > 「友邦峻宇会」合资格会员名单



方法二：营业员专页 (eAC) > 保单查询系统(PES)

作为合资格客户的财务策划顾问，您可登入 PES 查阅客户是否合资格客户及其会籍级别（如有）。

登入 eAC > PES，搜寻保单号码



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Memo



For high-net-worth individuals, health is the 'core of inheritance,' not only symbolizing quality of life but also serving as a safeguard for generational continuity. Market research[1] shows that over 45% of high-net-worth individuals in Hong Kong consider 'health' their top investment priority. At the same time, these individuals maintain close connections with Mainland China, whether for business expansion, their children's education, or family life; the Mainland has long been a central area for them. Without reliable medical resources and professional support, health management faces risks that could even impact wealth and family inheritance.

Therefore, **AIA Alta Club is proudly launching the Hong Kong insurance market's first* 'Family Health MedTeam', allowing AIA Alta Club Solar and Luna tier members ('eligible members') and their loved ones▲** experience seamless, quality healthcare support in Mainland China+ – helping them live Healthier, Longer, Better Lives.

Eligible AIA Alta Club Solar and Luna tier members who have a valid email address on record with AIA and have chosen to receive direct marketing promotional messages from AIA (opt-in) will be notified about the new service via email on January 8. Details of the service and a sample of the communication are included in this memo for reference.

For enquiries, please email Health Proposition at aiahk.health-and-wellness-proposition@aia.com for enquiry Family Health MedTeam Service.

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

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Innovation Excellence Highlights:

Memo



The Essence of Services includes:

The three major stages - prevention, treatment, and chronic disease management, safeguarding the well-being of generations!



1. 24/7 Dedicated Online Medical Team

AIA Alta Club members and their families have round-the-clock access to a dedicated online medical team, providing immediate, professional support anytime, anywhere, ensuring peace of mind wherever life takes them.

2. Tailored Health Checkups at Grade 3A Public Hospitals

Receive professional assessments and enjoy personalized health checkup services** at designated Grade 3A public hospitals in Mainland China, helping them to gain a deeper understanding of your health.

3. Comprehensive Online & Offline Healthcare Support at Grade 3A Hospitals

We arrange a full suite of healthcare support at designated Grade 3A public hospitals in Mainland China for members and their family. This includes online general health consultation with specialists%, priority booking for both outpatient and inpatient services, and dedicated medical companion assistance.

4. Chronic Disease Online Support & Home Medication Delivery

Enjoy online support for chronic disease management, including medical appointment reminders and home medication delivery services#, so members can manage their family's health without leaving home.

For details regarding eligibility and terms of service, please refer to the service leaflet.

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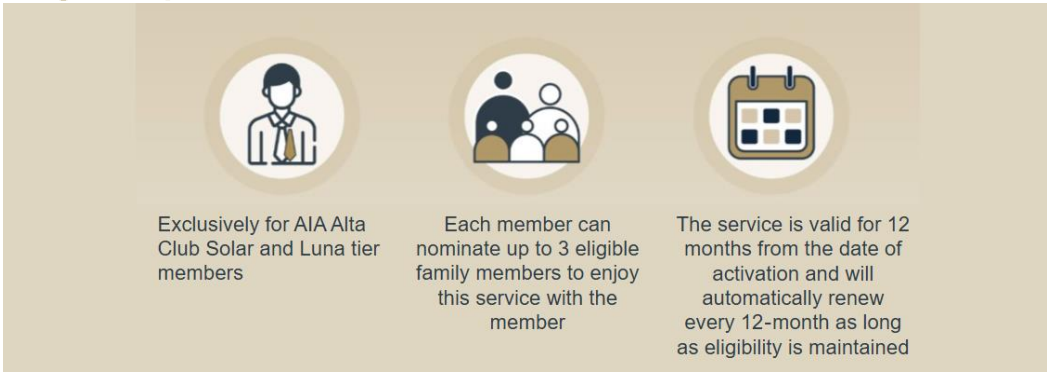
Eligibility and Service Conditions:



Service activation:



[1]Source: 2024 WEALTHLENSTM HONG KONG
* As of 16 September 2025, Hong Kong insurance industry's first healthcare support in Mainland China, which integrates Online General Health Consulting along with Personalising Health Checkup at Grade 3A Hospitals and Online Support for Chronic Disease Management and Home Medication Delivery, Priority Booking for Outpatient and Inpatient Services, and Medical Companion Service, was compared with the similar services offered by major Hong Kong insurance companies.
▲Family Health MedTeam offered as a privilege of AIA Alta Club are available to (i) AIA Alta Club member in the Solar or Luna tier and (ii) up to three of his/her eligible family members, subject to the terms and conditions of Family Health MedTeam and AIA Alta Club. For details of the eligibility of using Family Health MedTeam, please refer to the section below headed under "Eligibility of Services".
+ The services under Family Health MedTeam ("Services") are only available to the eligible AIA Alta Club member and his/her eligible family member(s), who must be physically in Mainland China at the time of using the service(s). The Services are provided by the independent third-party service provider of Family Health MedTeam ("Service Provider") at the designated cities in Mainland China. For details, please visit https://www.aia.com.hk/en/aia-alta/familyhealth.
^As of September 16, 2025, comparison with similar services offered by major insurance companies in Hong Kong.
% Any information and recommendation provided under Family Health MedTeam is for general health and wellness information only and does not replace any medical advice or treatment. None of the Services shall be considered as a medical advice, diagnosis, treatment, or recommendation in any kind. Except for the administrative support for the purchase and delivery of certain prescription medications under Online Support for Chronic Disease Management and Home Medication Delivery, the Services do not include any prescription, dispensing, administration and delivery of medications. The Service User must be physically present in Mainland China during the time of provision of the Services otherwise no Services will be provided.
**The costs of the health checkup and any related expenses shall be borne and settled directly with the relevant medical institution by the Service User.
#The costs of the medications and the medications delivery shall be borne and settled directly with the Service Provider by the Service User. Online Support for Chronic Disease Management and Home Medication Delivery is limited to the administrative support for the purchase and delivery of certain prescription medications to designated delivery location only.

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Memo

Service promotion and supporting packages:

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 Highlights Video – Comprehensive Introduction to Service Highlights

(Scan the QR code to watch)



(Cantonese) (Mandarin)

More service videos will be released in early January.

Location: AIA Corporate Website >AIA Alta >AIA Alta Club >Our Health & Wellness solutions > Hong Kong insurance industry's first* Family Health MedTeam Service^ >Service video / Youtube Channel: AIA Hong Kong And Macau

2) Service leaflet



Location: AIA Corporate Website > AIA Alta > AIA Alta Club > Our Health & Wellness solutions > Hong Kong insurance industry's first* Family Health MedTeam Service^ > Learn more> Download Service leaflet

3) Engagement deck (Available on eAC on January 8)



Location: eAC > 部門資訊 > 人壽與財富產品主張及策劃部 > 高淨值業務專頁 > 友邦峻宇會

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How to view Eligible Member List:

Memo

Financial Planners can check the eligible customer lists of AIA Alta Club through the following methods.

Friendly Reminder:

- Please note that you must check whether the customer has opted out of receiving messages before contacting them. If so, you must obtain the customer's explicit verbal consent and convert it to Opt-in through eAC. Only after the customer receives a confirmation email or SMS can you conduct direct marketing (including mentioning the relevant information of this membership).
- Agent should not actively use AIA Alta Club's privileges/ previous activities as a selling point to induce client to apply insurance but not focusing on the suitability and affordability of applying the new product.
- Regulations require Financial Planners to only introduce any company products or promotional information to opt-in customers.
- You must share the link of the Terms and Conditions of this membership with your customers (click here).
- Customers who have not chosen to receive direct marketing promotional messages (i.e. opt-out customers), they can call AIA Alta Club dedicated hotline for enquiries and also can update their preferences for receiving direct marketing messages and their registered email address at any time to receive membership welcome message and other news of the club more promptly.

Method 1: eAC > Customer list (others)

As eligible customer's latest servicing agent, you can login eAC > Contests > Campaigns > Customer List (others) to view the eligible member list.



Method 2: eAC > PES

As eligible customer's Financial Planner, you can login PES to view if customer is an AIA Alta Club member and the membership tier (if applicable).

- Login eAC > PES and search policy number



Best regards,



Angela Lau
Head of Health Proposition



Leo Cheung
Head of Life & Wealth Management Proposition

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附件一：會員通訊 – 電郵 Appendix: Member Communications - Email

Memo

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