友邦香港
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AIA Hong Kong
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183 Electric Road
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Hong Kong

Memo

Attn:	All EDD & Honourable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners	From:	Victor Man Min Su
Copy:	Mr. Alger Fung / Ms. Amelie Shen / Ms. Amy Chan / Mr. Louie Ho / All Department Heads / ABDD Executives / CSBD Executives / IVS Executives / Contact Centre	Dept:	Corporate Solutions
Date:	10 February 2026	Total pages:	4

Subject: (A260250) **隆重推出：團體保險客戶專屬 – 全新「心理健康平台 MindAid」**
Official Launch: Group Insurance Clients Exclusive – A Newly Introduced "Mental Health App MindAid"

WorkWell with AIA 致力為團體保險客戶提供先進健康數碼工具，提升成員對健康的關注。企業業務隆重推出**費用全免**的**全新「心理健康平台 – MindAid」**。透過此平台，**團體保險客戶可與專業心理輔導員進行即時文字聊天，在專屬的私人空間獲得心理健康支援服務**。

服務概要：

服務生效日期	**2026 年 2 月 6 日**
合資格成員	**現有及全新友邦團體保險計劃成員及家屬** （此服務只適用於18歲或以上人士，此服務只於香港境內提供）
如何使用MindAid	• **登入 AIA+ 後點擊「健康全程」進入 MindAid**；或 • **於 AIA+「全部」頁面進入 MindAid**
MindAid 特點 （詳情請按此參閱）	1. **服務時間為星期一至星期六，上午 10 點至晚上 9 點（公眾假期除外）** 2. **免費及無限次的文字聊天心理健康支援** 3. **提供情緒日誌、心理健康問卷、文章與影片功能**

為讓財務策劃顧問及團體保險客戶了解職場心理健康問題及 MindAid 可以如何幫助客戶，企業業務將於 **2 月 13 日舉行 MindAid 網上簡介會**，詳情如下：

主題	**MindAid – 團體保險心理健康平台簡介會**
日期及時間	**2026 年 2 月 13 日，下午 2 時 30 分至 3 時 30 分**
語言	**廣東話及英語**
登記連結	**請登入 https://comm.aia.com.hk/aiacorpevent 登記參加，網上簡介會連結將透過電子郵件發放至已登記之營業同事**
發佈會內容	1. **日益嚴峻的心理健康問題** 2. **及時尋求支援的重要性** 3. **提升心理健康的策略** 4. **MindAid 如何帶來支援**
備註	**MindAid 網上簡介會之連結亦會以 eDM 形式發放予團體保險客戶**

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MindAid 條款及細則：

1. 「MindAid」提供的服務 (「服務」) 只適用於AIA指定團體保險產品之合資格受保人，服務只於香港提供。
2. 受限於個別保單的條款及細則，服務為額外增值服務，並不構成保障內容的一部分，並且非保證。
3. 服務由指定獨立第三方服務供應商 – Whitecoat Holdings Pte. Ltd. (「服務供應商」) 提供，及受服務供應商的相關條款及細則約束。請於使用服務前閱讀其條款及細則。
4. AIA 有權隨時修訂、暫停或終止「MindAid」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。如有任何爭議，AIA 保留最終決定權。
5. AIA 並不是服務供應商或其中介。AIA 就服務的質素及其可用性不作陳述、保證或承諾，並且不會就服務供應商所提供的服務，或因該等服務而引致或與之相關的任何損失、責任、傷害、索償或損害承擔任何責任或義務 (包括但不限於使用或依賴服務所提供的資訊)。在任何情況下，AIA 均不會就提供服務時的作為、不作為或疏忽承擔任何責任或義務。
6. 服務供應商提供的任何服務、產品或任何類型的招攬並非由 AIA 銷售或推廣，且 AIA 不對服務供應商提供的任何服務、產品或任何類型的招攬承擔責任及 / 或義務。
7. MindAid 提供的文字聊天心理健康支援，將於指定服務時間內，由服務供應商指派的心理學家或輔導員提供，並視乎當時的可供應情況而定。
8. 服務僅供一般資訊參考，請注意所有服務均不適用於緊急護理。如現時或曾經有任何心理健康狀況，或正在接受任何心理健康服務，或有任何疑問或查詢，請立即向註冊醫生及 / 或合資格的醫療專業人士尋求獨立意見。 請不要忽視或延遲尋求醫療建議和治療。
9. 請注意合資格 AIA 團體保險產品下的實際理賠金額將以提交完整的理賠文件、受保人於合資格計劃下可享的保障內容、不保事項、保單契約、條款及細則為準。詳情請向 AIA 查詢。

如有任何查詢，歡迎與聯絡負責 貴區之企業業務營業拓展部同事聯絡。

祝 業務蒸蒸日上！

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WorkWell with AIA is dedicated to providing advanced digital health tools for group insurance clients to enhance member wellness awareness. Corporate Solutions proudly presents the launch of "MindAid, a complimentary mental health platform". Through this platform, Group Insurance members can engage in real-time text chats with professional mental health counselors, and receive mental health support services in their own private space.

Service Details:

Service Effective Date	6 February 2026
Eligible Members	Existing and new AIA Group Insurance members and their dependants (This service is only available to members aged 18 or above and is only available in Hong Kong)
How to Access MindAid	• Log in to AIA+ and click "Health" to enter MindAid ; or • Access MindAid from the "Menu" page in AIA+
Features of MindAid (Please Click Here for Details)	1. Servicing hours are Monday to Saturday, from 10:00am to 9:00pm (exclude public holiday) 2. Unlimited free text-chat mental wellness support 3. Include functions of mood log, mental health questionnaire, articles and videos

To help Finanical Planners and Group Insurance members understand workplace mental health issues and how MindAid can support clients, an online launch event will be held on 13 February. Details are as follows:

Topic	MindAid – AIA Group Insurance Mental Health Platform Market Launch
Date & Time	2:30pm – 3:30pm on 13 February 2026
Language	Cantonese & English
Registration Link	Please login to https://comm.aia.com.hk/aiacorpevent to register, the online event link will be sent via email to all registered Finanical Planners
Event Outline	1. The Growing Challenge of Mental Health 2. The Importance of Reaching Out for Help 3. The Strategy for Improving Mental Health 4. The Difference MindAid Can Make for you
Remarks	Registration link of the MindAid online launch event will be sent to Group Insurance members by eDM

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Terms and conditions of MindAid:

1. The services under MindAid ("Services") are only available to the eligible insureds of AIA's designated group insurance product(s), the service is only provided in Hong Kong.
2. Subject to the terms and conditions of the relevant policy, the Services are value-added services and do not form part of the contractual benefit and are non-guaranteed.
3. The Services are provided by the designated independent third-party provider, Whitecoat Holdings Pte. Ltd. ("Service Provider"), and are subject to the terms and conditions as stipulated by the Service Provider. Please read such terms and conditions before using the Services.
4. The Services are subject to change from time to time at AIA's sole discretion. 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. In the event of dispute, AIA reserves the right of final decision.
5. AIA is not the service provider, or the agent of the service provider, of the Services. AIA makes no representation, warranty or undertaking as to the quality and availability of the Services, and shall not be responsible or liable for the Services provided by the Service Provider, or any loss, liability, injury, claim or damage arising from or relating to the Services (including but not limited to the use of, or reliance on, the information provided under the Services). Under no circumstance shall AIA be responsible or liable for the acts, omission or negligence in provision of the Services.
6. Any service, product or solicitation of any kind provided by the Service Provider are not sold or promoted by AIA, and AIA shall not be responsible and/or liable for any service, product or solicitation of any kind provided by the Service Provider.
7. The text-chat mental wellness support under MindAid will be provided within the designated service hours by the psychologist or the counsellor as designated by the Service Provider subject to availability at the time of support.
8. The Services provide general information for reference only and shall not be considered as a medical advice, diagnosis or treatment. Please note that none of the Services is applicable for emergency care. If you have or have had any mental health conditions, or you are receiving any mental health service, or you have doubts or enquiries, please seek independent advice from the registered medical practitioners and/or qualified healthcare professionals immediately. Please do not ignore or delay seeking medical advice and treatment.
9. Please take note that the actual claim reimbursement under the eligible AIA group insurance product(s) shall be subject to the provision of complete claim documents, insured's benefits entitlement, exclusion, policy contract, terms and condition of the eligible product(s). For details, please contact AIA for enquiry.

If you have any questions, please contact your designated CSBD Agency Executives.

We wish you every success!

Yours faithfully,





Victor Man
Head of CS Business Development
Agency Distribution, Corporate Solutions

Dr. Min Su
Head of CS Digital & Health