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# Memo

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| **Attn.:** | All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau) | **From:** | Andrew Tang / Alexander Chiu |
| | | **Dept.:** | Proposition & Healthcare Strategy, Business Activation & Analytics / Medical and Healthcare Provisions |
| **Copy:** | Mr. Alger Fung / Ms. Alice Liang / All Department Heads / Heads of Agency Division / BPs / Call Centre | **Total pages:** | 2 pages |
| **Date:** | 9 June, 2026 | | |

**Subject:** A26044 **新片速遞！深圳新風和睦家醫院短片正式上線！**
**New Video Out Now ! Get to Know Shenzhen New Frontier United Family Hospital in a Snap!**

隨著粵港澳大灣區（" 大灣區" ）醫療基建迅速發展，跨境醫療服務變得觸手可及。公司 2025 年大灣區相關的醫療理賠個案數目為 2019 年的近 3 倍[#]。伴隨跨境醫療的接受度與普及率持續提升，北上就醫已逐漸成為客戶守護健康的新主流。

為協助各位財務策劃顧問輕鬆認識區內熱門醫院，我們特別推出全新工具 —**「跨境醫療體驗短片攻略」**！今次我們親身走訪**深圳新風和睦家醫院**進行實地拍攝，並貼心準備了繁體及簡體兩個版本。

短片將關鍵亮點濃縮，助您透過最輕鬆直觀的方式，一目了然地快速解構醫院的全面設施與服務特色。有了這部短片支援，各位財務策劃顧問不僅能更深入了解醫院環境，在支援客戶、提供協助時也會更有信心、更游刃有餘。

## 深圳新風和睦家醫院

✧ **實地導覽：** 直擊門診、住院及核心醫療設施

✧ **亮點速覽：** 掌握重點科室、特色服務與跨境優勢

✧ **流程解析：** 就醫流程一覽無遺，助您專業支援客戶

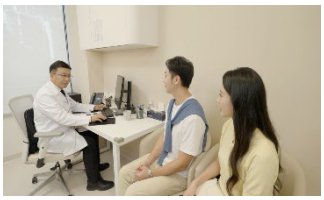


醫院外觀


接待大堂



醫療設備


就醫流程

【只供內部參考】按此觀看

註：請使用您的**財務策劃顧問編號登入**，以觀看短片。
此短片僅限於**香港及澳門地區**觀看。
此短片**只供內部作一般參考及培訓用途**。
財務策劃顧問 (1)不能擅自將此短片複製、下載、傳播、分發或散佈予友邦以外的任何第三方，(2) 不能利用此短片對任何人作任何有關保險產品及醫院之推介、銷售建議及 / 或要約，及(3)不能以此短片取代任何合資格醫療專業人士所提供之醫療建議、診斷、治療或專業建議。
**詳情請參閱短片內的使用條款及重要資料。**

立即觀看，率先掌握大灣區跨境醫療最新資訊！

有關各平台上助銷工具的位置，請參閱下一頁附件。

[#] 友邦香港及澳門之內部理賠數據。

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With the rapid development of medical infrastructure in the Guangdong-Hong Kong-Macao Greater Bay Area ("GBA"), cross-border healthcare services have become highly accessible. The number of medical claims related to the GBA in 2025 was nearly 3 times of 2019[#]. Driven by the continuous rise in cross-border adoption and acceptance, seeking medical care in the Mainland China has gradually become a major new trend for customers protecting their health.

To help financial planners to know about popular hospitals in the region, we are excited to launch a brand-new enablement tool: **"Cross-Border Medical Experience Video"**! This time, we visited **Shenzhen New Frontier United Family Hospital** to film on-site and have prepared two versions: TC and SC.

This video consolidates key highlights, allowing you to quickly understand the hospital's comprehensive facilities and services. Equipped with this tool, financial planners can gain a deeper understanding of the hospital environment, giving them greater confidence when supporting clients and providing assistance.

## Shenzhen New Frontier United Family Hospital

- ✧ **On-Site Tour:** Direct look at outpatient, inpatient, and core facilities
- ✧ **Key Highlights:** Core departments, unique services, and cross-border convenience supports
- ✧ **Customer Journey:** Clear customer journey at a glance to empower your professional support



Hospital Exterior


Main Lobby



Medical Facilities


Customer Journey

【For internal reference only】Click here

**Note:** Please use your financial planner ID to login to watch the video.
This video is available for viewing within the **Hong Kong and Macau** regions only.
This video is for **internal general reference and training purposes only**.
Financial planners (1) must not copy, download, transmit, distribute, or circulate this video to any third party outside of AIA without authorization, (2) must not use this video to provide any recommendation, sales advice, and/or offer in relation to any insurance products and hospitals to any one, and (3) must not use this video to replace any medical advice, diagnosis, treatment, or professional advice provided by a qualified medical professional.
**For more details, please refer to the Terms of Use and Important Information in the video.**

Watch now to stay ahead with the latest GBA healthcare insights!

For the locations of the sales tools on each platform, please refer to the enclosure on the following page.
Best regards,

[#] AIA Hong Kong and Macau internal claim data.

Andrew Tang
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**附件 Enclosure**

財務策劃顧問可登入 **Agency Corner**、**AIA Smart** 、**iAcademy** 及 **iEngage 瀏覽及下載**助銷工具：

- Agency Corner > 部門資訊 > 產品創新發展及執行部 > 醫療 > AIA 自願醫保睿選計劃 / 「睿選」醫療計劃 / 「睿選明珠」醫療計劃 > 助銷配套
- AIA Smart > 資源中心 > 產品資料庫 > 醫療 > AIA 自願醫保睿選計劃 / 「睿選」醫療計劃 /「睿選明珠」醫療計劃 > 助銷配套
- i 學院 (iAcademy) > 網上學習 > 綜合醫療保健策略 (IHS) > 醫療網絡 (Panel Network)
- Health Corner 「健康專區」 > 銷售及宣傳資料 > 宣傳資料
- iEngage > News Feed > 市場資訊及客戶推廣 > 市場推廣及助銷策略

The Sales Enablement Tools are available for **view and download by financial planners at Agency Corner, AIA Smart, and iAcademy**:

- Agency Corner > Departments > Product Innovation, Development & Delivery > Medical > AIA Voluntary Health Insurance SelectWise Scheme / SelectWise Medical Plan / SelectWise Pearl Medical Plan > Sales Enablement
- AIA Smart > Resource Centre > Product Library > Medical > AIA Voluntary Health Insurance SelectWise Scheme / SelectWise Medical Plan / SelectWise Pearl Medical Plan > Sales Enablement
- iAcademy > E-Learning Training > Integrated Healthcare Strategy > Panel Network

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