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Memo

Attn.:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau)	**From:**	Andrew Tang
		Dept.:	Proposition & Healthcare Strategy, Business Activation & Analytics
Copy:	Mr. Alger Fung / Ms. Alice Liang / All Department Heads / Heads of Agency Division / BPs / Call Centre	**Total pages:**	4 pages
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Subject: A260667 **追加推出《醫療天書 2026》精華版及重點短片《5 個選擇 AIA 醫保的理由》**
New Additions: Medical Masterbook 2026 [Concise Edition] & the "5 Reasons to Choose AIA Medical Protection" Video

因應醫療環境及保障需求持續演變，我們早前推出精心打造的**《醫療天書 2026》**，讓你**可分享予客戶**，建立正面市場基調，體現 AIA 可持續保障理念與成果。內容聚焦實際解決方案，涵蓋產品及增值服務的創新設計；並以數據為本，包括理賠數字及更新市場資訊，助你帶出 AIA 超越理賠的保障價值，成為專業對話的有力後盾。

現進一步加推兩款延伸助銷工具：**《醫療天書 2026》精華版** 及 重點短片**《5 個選擇 AIA 醫保的理由》**，無論是偏好文字重點還是視覺內容，均可協助您與客戶快速掌握關鍵訊息，靈活應用於不同銷售情境。

3 大醫療保障助銷工具：情感共鳴 × 理性分析　重塑保障思維

以理性數據釋除疑慮，以感性故事觸動人心，讓你從容應對不同客戶需求與關注，進一步贏得信任。

1. 醫療天書 2026（完整版）



可分享予客戶

按此瀏覽
繁體中文
簡體中文
英文（快將推出）

醫保助銷必備工具

+ 解釋醫保需要及回應客戶疑慮，*更全面*
+ 真實客戶故事引發共鳴，*更感性*
+ AIA 對客戶的承諾與實際支援，*更有信心！*

✓ AIA 的可持續保障理念



✓ 5 個選擇 AIA 的理由



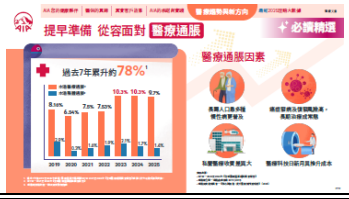
✓ 動人真實客戶故事實證



✓ 產品、服務、理賠的承諾與實踐



✓ 醫療通脹與治療費用參考



✓ 2025 醫療理賠大數據



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2. 醫療天書 2026（精華版）



可分享予客戶

按此瀏覽
繁體中文
簡體中文

濃縮核心重點

- 快速掌握醫療趨勢與保障需要
- 精選關鍵數據，提升解說效率與專業形象
- 精簡易讀，適合即時分享，引發客戶興趣並帶動深入對話

3. 重點短片：5 個選擇 AIA 醫保的理由



可分享予客戶

按此瀏覽
廣東話
普通話

2 分鐘重點影片

- 呈現 AIA 5 大優勢，快速建立第一印象
- 結合理性重點與情感元素，加強共鳴與記憶點
- 靈活傳遞 AIA 獨特價值並推動決策

您亦可登入 Agency Corner、AIA Smart 、i 學院 (iAcademy) 、Health Corner「健康專區」及 iEngage 瀏覽及下載以上工具。

- Agency Corner > 部門資訊 > 產品創新發展及執行部 > 醫療 > 點入主要醫療產品 > 查看「助銷配套」
- AIA Smart > 資源中心 > 產品資料庫 > 醫療 > 點入相關醫療產品 > 查看助銷配套
- i 學院 (iAcademy) > 網上學習
    1. 產品 > 醫療 > 醫療天書 2026
    2. 銷售 > 醫療天書 2026
- 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

如有查詢，請電郵至 AIAHK.PH_SBAA@aia.com，聯絡產品主張及醫療保健業務推展部。

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As the healthcare landscape and protection needs continue to evolve, we previously introduced the **Medical Masterbook 2026**. Designed for **sharing with customers,** it aims to establish a positive market narrative, showcase AIA's commitment to sustainable protection. The content focuses on practical solutions—featuring innovative product designs and value-added services. It remains data-driven, incorporating claims insights and the latest market updates to help you articulate AIA's value beyond claims, strengthening your professional conversations.

Building on this, we are now launching two additional sales tools: the **Medical Masterbook 2026 (Concise Edition)** and a highlight video, **5 Reasons to Choose AIA Medical Protection.** Whether your customers prefer concise written insights or engaging visual content, these tools help you communicate key messages quickly and effectively across different sales scenarios.

3 Medical Protection Sales Tools: Reshaping Protection Mindsets with Emotional Connection × Rational Insights

By addressing concerns with rational data and engaging customers through relatable stories, this tool empowers you to confidently respond to diverse customer needs and build deeper trust.

1. Medical Masterbook 2026 (Full Edition)



Can be shared with customers

Click here to view
Traditional Chinese

Simplified Chinese

English
(Coming Soon)

A must-have tool to support medical sales

More comprehensive
+ Explain protection needs & address customer concerns

More emotional
+ Bring real customer stories to life for stronger emotional connection

More confidence-building !
+ Reinforce AIA's commitment & practical support

✓ AIA's Vision for Sustainable Protection



✓ Five reasons to choose AIA



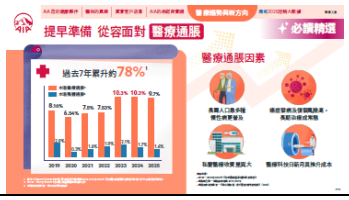
✓ Real customer stories



✓ Comimitments & Achievements in Products, Services & Claims



✓ Healthcare trends and treatment cost references



✓ 2025 medical claims data insights



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2. Medical Masterbook 2026 (Concise Edition)



Can be shared with customers

Click here to view
Traditional Chinese

Simplified Chinese

Key insights, distilled for impact

- Quickly grasp key healthcare trends and protection needs
- Curated data highlights to enhance your efficiency and professional delivery
- Clear and easy to read—ideal for instant sharing to spark interest and drive deeper conversations

3. Highlight video: 5 Reasons to Choose AIA Medical Protection



Can be shared with customers

Click here to view
Cantonese

Putonghua

2-min video that captures what matters most

- Showcases AIA's 5 key advantages to create a strong first impression
- Blends rational insights with emotional appeal to enhance engagement and recall
- Flexibly communicates AIA's unique value, helping to move customers toward decisions

You can also log in to Agency Corner, AIA Smart and iAcademy to view and download the above tools.

- Agency Corner > Departments > Product Innovation, Development & Delivery > Medical > Click any relevant medical product > View "Sales Enablement"
- AIA Smart > Resource Centre > Product Library > Medical > Click any relevant medical product > View "Sales Enablement"
- iAcademy > E-learning Training >
    1. Product & VHIS > Medical > Medical Masterbook 2026
    2. Selling > Medical Masterbook 2026

For any inquiries, please email AIAHK.PH_SBAA@aia.com to contact Proposition & Healthcare Business Activation Team.

Best regards,

Andrew Tang
Head of Proposition & Healthcare
Strategy, Business Activation & Analytics

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