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Attn: All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau)

From: Dr. Alexander Chiu
Medical and Healthcare Provisions

Copy: All Department Heads

Dept: CPHO Office

Date: 26 October 2026

Subject: (A261094) 推出「客戶醫療服務體驗：代理人意見調查」 Launch of Agency Satisfaction Survey on Clients' Medical Service Experience

為持續提升服務質素及加強與代理團隊的合作，我們現正式推出**「客戶醫療服務體驗：代理人意見調查」**。

是次調查旨在收集代理人在支援客戶使用醫療服務期間的觀察及意見。所收集的回饋將有助我們更深入了解代理團隊的需求、提升客戶整體就診體驗，並進一步發掘優化醫療服務網絡及相關支援的機會。

調查邀請將透過電郵發送予符合資格的代理人。符合資格的代理人指曾協助客戶處理最近一次醫療服務，並獲客戶於預先批核申請過程中授權查閱有關醫療費用資料的代理人。問卷將涵蓋以下主要範疇：

- **預約體驗**：預約安排、等候時間及預約熱線支援
- **診所服務體驗**：客戶到診期間所獲得的支援
- **預先批核支援**：預先批核流程的回應速度及整體效率
- **整體滿意度及改善空間**

是次調查屬自願參與。所有回覆將嚴格保密，用於服務改善的意見亦將以匿名方式處理。

我們誠摯邀請各級管理層支持並鼓勵所屬團隊踴躍參與，分享寶貴意見。代理人的回饋對我們持續提升客戶體驗及深化與代理團隊的合作關係至關重要。

邱家駿醫生
醫療管理總監

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To continuously improve our service delivery and strengthen collaboration with agencies, we are pleased to announce the launch of the **Agency Satisfaction Survey** on clients' medical service experience.

The survey aims to gather feedback from agents based on their observations and coordination experience throughout their clients' recent medical service journey. Insights collected will help us better understand agency needs, enhance service quality across the end-to-end customer journey, and identify opportunities to further improve the services provided by our healthcare service network and support teams.

Survey invitations will be distributed to eligible agents via email. Eligible agents pertain to those authorised by the client during the pre-authorisation application process to access information relating to the medical expenses, and have assisted the client with their most recent healthcare service journey.

The survey will focus on the following key areas:

- **Appointment experience:** Booking arrangements, waiting time and hotline support
- **Clinic service experience:** Coordination and support received throughout client visits
- **Pre-authorization support:** Responsiveness and efficiency of the pre-authorization process
- **Overall satisfaction & improvement opportunities**

Participation in the survey is voluntary. All responses will be handled in strict confidence and any feedback shared for service improvement purposes will remain anonymous.

We would greatly appreciate your support in encouraging agents within your teams to participate and share their valuable feedback. Their insights will be instrumental in helping us continuously improve the customer experience and strengthen collaboration with our agency partners.

Dr. Alexander CHIU
Head of Medical and Healthcare Provisions

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