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Memo

Attn.:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong and Macau)	**From:**	Andrew Tang
		Dept.:	Proposition & Healthcare Strategy, Business Activation & Analytics
Copy:	Mr. Alger Fung / Ms. Amy Chan / Ms. Alice Liang / Ms. Melissa Wong / Mr. Louie Ho / Mr. Chris Lau / All Department Heads / Heads of Agency Division / BPs / Call Centre	**Total pages:**	1 page + enclosure
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最新《健康三寶．客群智選方案》正式登場
The "Health Trio - Smart Picks for Every Life Stage" is available now

每位客戶的健康旅程都獨一無二。無論是趁早規劃的 **Gen Z**、兼顧家庭重擔的**中年客戶**，抑或尋求周全醫療保障的**內地訪客**，了解其核心顧慮正是打開保障對話的關鍵。為支援您進行更貼心的客戶對話，我們特別製作全新助銷工具**《健康三寶．客群智選方案》**，結合**吸睛視覺設計**與**貼地的客群專屬內容**，透過精準**痛點剖析**及**度身訂造的方案組合**，助您靈活回應健康及現有健康狀況客戶的不同需求。

《健康三寶．客群智選方案》不僅是一份銷售工具，更支援直接分享給客戶閱覽，助您輕鬆打開話題，將客戶需求轉化為保障商機。誠邀大家靈活運用此工具，發掘潛在需求並展現 AIA 的產品與增值服務實力，引領客戶積極規劃，守護健康與未來。

Every customer's health journey is different. From **Gen Z** building protection early, to **middle-aged customers** managing growing family responsibilities, to **Chinese Mainland Visitors** seeking comprehensive healthcare protection, understanding their unique concerns is often the first step towards meaningful protection planning. To support these conversations, we are pleased to introduce **"Health Trio - Smart Picks for Every Life Stage"**, a new sales enablement tool combining **eye-catching visuals with punchy**, **down-to-earth segment-specific messaging**. Featuring sharp **pain-point insights** and **tailored product solution combinations**, it equips you to address the unique needs of both healthy customers and those with existing health conditions.

More than just a sales tool, **"Health Trio - Smart Picks for Every Life Stage"** can be shared directly with customers, helping you easily spark conversations and turn their needs into protection opportunities. We encourage you to make full use of this guide to uncover meaningful insights, demonstrate AIA's products and value-added services strengths, and inspire customers to take proactive steps towards protecting their health and securing their future.

《健康三寶．客群智選方案》
"Health Trio - Smart Picks for Every Life Stage"

可分享予客戶
Sharable with customers







按此瀏覽
繁體中文 | 簡體中文
(Available in Traditional Chinese & Simplified Chinese only)

Best regards,

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

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財務策劃顧問可於2026年11月20日起登入Agency Corner、AIA Smart及iEngage瀏覽及下載助銷工具；並可於 2026年11月25日起登入i 學院（iAcademy）瀏覽及下載助銷工具：

《健康三寶．客群智選方案》

- Agency Corner > 部門資訊 > 產品創新發展及執行部 > 醫療 >「啟護您」–癌症藥物保障 /「AIA 自願醫保尊耀計劃」/「AIA 自願醫保睿選計劃」/「AIA 自願醫保靈活計劃」/ 極臻•至尊明珠醫療計劃 > 助銷配套
- Agency Corner > 部門資訊 > 產品創新發展及執行部 > 危疾 >「愛伴航」保險計劃 2 >助銷配套
- Agency Corner > 部門資訊 > 產品創新發展及執行部 > 終身壽險及儲蓄壽險 >「活然人生」保險計劃 / 優悅年金保險計劃 /「財富恆裕」人壽保險計劃 3 > 助銷配套
- i 學院 (iAcademy) > 網上學習課程 > 內部牌照 > 產品 > **健康三寶．客群智選方案**
- 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 planner at Agency Corner and AIA Smart from 20 November onward, and via iAcademy from 25 November 2026 onwards:

"Health Trio - Smart Picks for Every Life Stage"

- Agency Corner > Departments > Product Innovation, Development & Delivery > Medical > FutureShield Cancer Drug Plan / AIA Voluntary Health Insurance Privilege Ultra Scheme / AIA Voluntary Health Insurance SelectWise Scheme / AIA Voluntary Health Insurance Flexi Scheme / OptimaCEO Pearl Medical Plan > Sales Enablement
- Agency Corner > Departments > Product Innovation, Development & Delivery > Critical Illnesses > On Your Side Insurance Plan 2 > Sales Enablement
- Agency Corner > Departments > Product Innovation, Development & Delivery > Whole Life, Savings & Endowment > ProsperLife Insurance Plan / EverBliss Annuity Insurance Plan / Wealth Elite Life Insurance Plan 3 > Sales Enablement
- iAcademy > E-Learning Training > Internal License > Product > "Health Trio - Smart Picks for Every Life Stage"

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