



安盛保險

安盛保險 月刊第六期

AXA INSURANCE
NEWSLETTER EDITION 6



盛放

A MESSAGE FROM THE CEO CEO 寄语

Dear Colleagues,

Each time, I've shared all good news. But today I will start with the sad news of Xavier's departing China soon, as you all know. Xavier will take a new role of CEO for AXA XL, Asia and Europe. In fact, it's good news. A greater role and I am very happy for him – congratulations, Xavier!

I also want to express my deep appreciation for Xavier's leadership and contribution. He is integral to the success of AXA in China for the past ten years. As Country CEO for China, Xavier oversaw the process towards full ownership of AXA Tianping, making it the largest foreign-owned P&C insurance company in China. As Chairman of AXA Tianping, he spearheaded the transformation of the company into a diversified insurer and leader in health. He oversaw a series of product and service innovations which embody AXA's Payer to Partner strategy and established strategic partnerships with some of China's most prominent health service companies such as Tencent Trusted Doctors.

We get the transformation off to a good start under Xavier's leadership. We will take it to the next level, with our joint efforts to best play our role in serving customers in China, as "customer-first" has always been our core value guiding us to become a true partner of our customers not only on their health journey but also in every aspect of their life.

Customer-first is where all our thinking starts. Shifting from "Payer" of claims to "Partner" of customers, we are putting ourselves in their shoes at every step of their life journey, from health and beyond.

We are turning this vision into reality by rolling out health services to address customers' evolving needs - mental health consultation service rolled out and some innovative health products to release soon. With collaborated efforts from all teams including health and branding, our nationwide health in action campaign is getting off the ground with physical roadshows in seven major provinces and cities to bring affordable and quality health solutions to more customers.

同事们你们好，

以前每次跟大家分享的都是好的消息。今天反而想跟大家先说一件令人难过的事情，大家都知道，Xavier不久将离开中国，就任安盛信利亚欧区首席执行官。事实上这也是个好消息。Xavier，我为你高兴！祝贺你事业更上一层楼！

我衷心感谢Xavier的领导和付出。Xavier对安盛近十年在中国取得的成绩功不可没。作为安盛中国首席执行官，他带头实现了安盛集团对安盛天平的全面控股，使其成为中国最大的外资财险公司。作为安盛天平董事长，他带领公司转型为业务多元的保险公司和健康险行业领导者。在他的领导下，公司进行了一系列体现安盛“从赔付者到陪伴者”战略的产品服务创新，并与中国领先的互联网医疗服务公司比如企鹅杏仁建立了战略合作伙伴关系。

在Xavier的带领下，公司转型首战告捷；我们将携手努力，继续推动转型迈向新阶段，将最好的服务带给中国客户，因为“客户至上”一直以来是我们的核心宗旨，引导我们成为中国客户在健康管理乃至生活方方面面真正的“陪伴者”。

“客户优先”，时刻心系之。在从保单“赔付者”转型为客户“陪伴者”途中，我们始终为客户着想，守护他们生活的每一步——不论健康还是更加广阔的需求。

我们正在将愿景逐步变成现实，通过推出健康服务满足客户变化的需求，其中包括解压咨询服务，同时更多创新型健康产品将陆续发布。在所有团队包括健康险事业部和品牌部的共同努力下，安盛健康险业务全国推广活动号角已正式吹响，覆盖全国七大重点省市的业务路演也拉开了帷幕，将我们优质实惠的保险方案带给更多的中国客户。

Customer First means we deliver the most suitable services in this rapidly evolving market by leveraging our international expertise, and the innovative partnerships in the local market. Teaming with the online-and-offline health platform Tencent Trusted Doctors/Qhealth, we will be able to nurture the “medical concierge” health management service for Chinese customers and provide an easy-to-access online experience combined with abundant and integrated offline medical resources.

It encourages us to deliver value to customers and continually capture and respond to the changes in their expectations. The newly launched Non-motor Academy provides the core tool to equip us with the right knowledge to better understand the business and customer needs – including courses on retail, commercial, UMC, premium health products, and general skills in sales, underwriting, claims and marketing.

Customer First also requires us to operate in compliance with law and be a responsible enterprise. Compliance is embedded in our culture and internal needs. Everyone is willing to be with a company that has standards, norms and integrity, either for customers or employees. Compliance can protect and empower the company to go further at a steadier pace. Compliance is also ingrained in our brand. We pursue and practice the idea of operating with transparency and winning trust through professional service. I’m proud to see our employees establish “high-quality” customer relations through a compliance path. Led by the legal and compliance team, we are enhancing our compliance governance framework and launching a series of compliance education programs step by step guided by integrity, norms and responsibility.

Everyone is a doer of AXA compliance, and an AXA ambassador to serve our customers! Working together, we will make a real difference. That’s Customer First in action!

Enjoy the summertime!

Yamin Zhu

“客户优先”意味着在瞬息变幻的中国市场,通过我们国际市场的先进管理经验和本地的创新合作,为中国客户提供最合适他们的服务。通过与线上线下医疗健康服务平台企鹅杏仁合作,充分整合便捷的线上服务、打通全面且丰富的线下医疗资源,我们将帮助中国客户打造“医疗管家”的健康管理服务。

“客户优先”这一价值观鼓励我们牢牢把握客户的需求变化,从而提供具有价值的服务。最近上线的“非车学院”作为非车转型项目培训管理的核心载体,就为我们提供了学习非车业务知识的机会,帮助我们深入了解非车业务,洞察客户需求。在非车学园我们可以学习零售险、商业险、中高端健康险(UMC)、高端健康险等各类专业产品课程,以及销售、核保、理赔、营销等各类通用技能课程。

“客户优先”同时也要求公司依法合规经营,坚持做负责任的企业。合规是我们的内在需求和文化。无论消费者、还是员工,每个人都愿意和有标准、讲规范、重诚信的公司为伴,合规能为公司走得更远、走得更稳而保障和赋能。合规更是我们的外在品牌:公司追求并践行在“阳光下”经营、凭专业服务获得信任的理念,我为员工以合规路径建立与客户间的“高品质”关系而骄傲。在法律合规团队带领下,合规治理的框架正在完善,以“正直、诚信、规范、负责”等为核心的合规工作及宣教活动将逐步展开。

我相信,每个人都是安盛合规经营的实践者,都是安盛服务客户的代言人!在大家的共同努力下,公司一定能大有可为。秉承“客户优先”,我们在积极行动!

祝大家夏日愉快!

朱亚明

Special Townhall Meeting Held Online



AXA Tianping held a special online townhall meeting on June 9th, joined by AXA Asia CEO Gordon Watson, AXA Tianping Chairman Xavier Veyry, AXA Tianping Designated CEO Yamin Zhu, management committee members, heads of HQ teams and branches.

The meeting began with Gordon announcing Xavier's new appointment and Yamin's added responsibilities. Xavier will be joining AXA XL as CEO, Asia and Europe and will be based in Dublin, Ireland. He will remain in his current role as CEO of China and will also continue as Chairman of Tianping and board director of ICBC-AXA. As part of transition, Yamin will assume management responsibilities for AXA RMC (Regional Management Company, Shanghai) and the Beijing Representative Office, reporting directly to Gordon. Yamin will also become a Partner in AXA - the Partners group is composed of a group of AXA's top leaders from across the Group. Gordon congratulated Xavier and Yamin on their new roles and especially thanked Xavier for all his contributions towards the China businesses.

Xavier expressed optimism about AXA Tianping's future and gratitude to the China team and Asian markets – an experience of a lifetime, and congratulated Yamin on joining the Partners' Group to shape the future of AXA together.

The meeting closed with a Q&A session moderated by Yamin during which Gordon spotlighted our health business achievement and strategies. In the end Xavier promised to back and visit us on regular basis as we all wish.

Thank you, Xavier! All the best to your new role!

特别员工大会远程召开



6月9日安盛天平召开特别员工大会，安盛亚洲首席执行官Gordon Watson安盛天平董事长Xavier Veyry、安盛天平拟任首席执行官朱亚明以及管理委员会成员、总部各部门及分支机构负责人出席了此次特别员工大会。

会议开始由Gordon宣布了Xavier的最新任命和朱亚明女士领导职能上的变化。Xavier将前往爱尔兰都柏林担任安盛信利亚欧区首席执行官，同时他将继续担任安盛天平董事长及工银安盛董事。在过渡期，安盛天平拟任首席执行官朱亚明女士也将负责管理AXA RMC (区域管理公司,上海) 及北京代表处，并直接向Gordon汇报。朱亚明女士同时加入安盛合伙人 (AXA Partners)，跻身安盛全球顶尖领导人队伍。Gordon同时恭喜Xavier及亚明就任新职并由衷感谢Xavier在领导中国业务期间的所有付出。

会上，Xavier表达了对安盛天平未来发展的乐观展望，并衷心感谢与大家以及亚洲市场的多年共事，这是他一生难忘的经历。Xavier同时也祝贺亚明加入安盛合伙人队伍，与全球团队一道共筑安盛美好未来。

会议最后，在朱亚明女士主持的问答环节中，Gordon肯定了公司在健康险业务上的成绩并分享了健康业务发展策略。最后大家希望Xavier能够常回来看看，Xavier也承诺他会定期回中国看望大家。

谢谢Xavier! 希望你在新岗位一切顺利!

AXA and Tencent Trusted Doctors Share Perspectives on Post-COVID-19 Insurance with Economist Wuxiaobo

On 12th May, a roundtable was hosted by leading finance writer Wu Xiaobo with Xavier Veyry, CEO of AXA China, Yamin ZHU, Designated CEO of AXA Insurance and Dr. Martin, president of Tencent Trusted Doctors/Qhealth for an in-depth conversation around the future of healthcare management and the revolutionary health management in China, marking a deepened and expanded partnership between AXA Insurance and Qhealth to bring high quality and easily accessible health services to our customers via building an online and offline healthcare ecosystem.

This roundtable has actively promoted AXA as a “digital health and innovative service provider” in the industry and a “trustworthy health partner” for our customers in China.

The filmed interview has been distributed via Wu Xiaobo’s [WeChat account channel](#) and has reached 270,000 + readership so far.

安盛、企鹅杏仁、吴晓波圆桌对谈：疫情后的保险行业

5月12日，知名财经作家吴晓波对话安盛中国首席执行官、安盛中国首席执行官卫泽韦 (Xavier Veyry)，安盛保险拟任首席执行官朱亚明，以及安盛保险的战略合作伙伴企鹅杏仁集团总裁马丁，深度探讨了中国未来的医疗健康管理及中国医疗健康服务创新变革。是次圆桌对谈标志着安盛保险与企鹅杏仁战略合作伙伴关系的深化，后续两司将强强联手，建立完善的线上线下健康生态系统，致力打造人人可及的高品质医疗健康服务。

此次圆桌对话有效树立了安盛在中国“数字医疗和创新健康服务新典范”的业界形象、打造了安盛“值得信赖的健康陪伴者”品牌形象。

《吴晓波下午茶》正片已上线微信公众号 [吴晓波频道](#)，目前在微信已有27万以上的阅读量。



Yamin Visits Chongqing Branch

Yamin Zhu, Designated CEO of AXA Tian Ping visited our Chongqing Branch and attended our partner Qhealth's (Tencent Trusted Doctors) Chongqing Integrated Medical Center opening ceremony on June 5th and 6th. She also called on the CBIRC Chongqing Office accompanied by the branch deputy general manager Jiang Jinghua, and visited several government officials, paving the way for our following collaborations with the local government.

During the Chongqing CBIRC visit, Yamin introduced AXA Tianping's business diversification strategy as well as the Group's plan and vision in local market to the P&C insurance officials. They also extended the discussion to some hot topics on foreign P&C insurers' development in China, health insurance and credit guarantee insurance.

Yamin also joined a meeting with middle and senior level managers at Chongqing branch, analysing the status and prospect, and highlighting the core values of AXA: First off, we need to fully understand customers and distributors' needs, leverage our brand value and service quality, and provide customers with what they need and with differentiated products and services. In the transformation, managers should mind their words and actions which will influence our employees and customers, while being agile, decisive and courageous. Sharing her own career stories, Yamin encouraged our colleagues to plan ahead, push ourselves and make endeavour for dreams. "A person with a willing mind and impartiality will win trust. Never complain. Make every part of your journey meaningful." Yamin's vivid talk inspires us all.

The visit was also accompanied by Mr. Yang Yong, Assistant President and Chief Claims Officer, bringing momentum to the branch, raising staff morale and confidence in the transformation.



Yamin with Chongqing branch colleagues
亚明与重庆分公司员工合影

朱亚明女士到访重庆分公司

6月5日-6日，安盛天平拟任首席执行官朱亚明女士到访重庆分公司并出席了合作伙伴企鹅杏仁重庆综合医疗中心开业典礼。期间，朱亚明女士在重庆分公司副总经理江竞华陪同下拜访了重庆银保监局，同时拜望了当地领导，为公司后续政府合作项目奠定了良好基础。

朱亚明女士向重庆银保监局产险负责人介绍了安盛天平的多元化业务发展战略、安盛集团对中国市场的未来布局和经营理念，并就外资产险公司在中国的发展、健康险和信用保证保险的发展等行业热点问题做了深入沟通。

在与重庆分公司班子和中层干部开展的工作会议上，朱亚明女士就重庆分公司发展现状及前景给与分析指导，并强调了安盛核心价值观：第一、要充分了解客户、经销商的需求，盘点公司的现有资源，充分发挥安盛品牌价值优势、服务品质优势，提供满足客户需要的，区别于市场的产品和服务；第二、在公司转型过程中，管理人员要注意自己的一言一行，要用自己的行为影响员工和客户，要敏锐敏捷，敢于决断。此外，朱总以自己的职业历程勉励大家要做好计划，勇于挑战自我，敢于为梦想尝试；“要做一个有心人，不偏不倚，赢得信任；不抱怨，让每一段经历都有意义”，这些经历娓娓道来，春风化雨。

朱亚明女士此次重庆之行由总裁助理兼首席理赔官阳勇全程陪同，给分公司团队注入了新动力，鼓舞了全体员工的士气，增强了对公司转型发展的信心。



Yamin at Qhealth Chongqing Integrated
Medical Center opening ceremony
亚明于企鹅杏仁医生重庆综合医疗中心开业典礼

“Health in Action” Campaign Kick Started, Ushering in a Promising Summer

“AXA Insurance Health in Action Campaign” was officially launched on May 15th to boost health business and to support the branch transformation. Let's look at some major events:

“健行安盛”-- 健康险业务推广活动号角吹响, 开启安盛精彩一夏

旨在推动公司健康险业务增长、协助机构转型的“健行安盛”-- 健康险业务推广活动已于5月15日吹响号角。下面, 让我们一起盘点一下健行安盛大记事:



Internal Campaign: Employee Quiz Competition

On 15th May, an employee quiz competition was launched to activate the Health in action Campaign internally. Up until May 21st, 602 colleagues and 5567 external participants have taken part via WeChat Work as well as through our WeChat corporate account. More than 3980 effective screenshots were received among which the top 60 colleagues were granted with prizes and 12 lucky external participants were rewarded with gifts.

内部活动: 健康险知识竞赛

5月15日, 面向所有安盛员工的健康险知识竞赛活动拉开帷幕。截至5月21日, 企业微信入口共有602名公司员工积极参与答题活动, 微信公众号入口吸引了5567名参与者, 后台共收到多达3980张有效成绩截图。活动结束后, 企业微信入口共60名员工通过自己的努力, 金榜题名, 获得知识竞赛大奖, 微信端口也有12名幸运伙伴赢得了丰厚的奖品。

This campaign is believed to have furthered the understanding of AXA brand and our health business among our colleagues and the public, ushering in a prosperous year of AXA diversifying our brand in health market, transforming from a “Payer” to a “Partner” to our customers, to create a better life within their reach.

In addition, employees who shared “Health in Action” via WeChat Moment and who gathered most “likes”, as “Company Ambassadors”, received gifts such as blender, body fat scale and JD card. So far, 27 branches participated with 330+ “likes” in average; the top one received 1153 likes. The top 5 branches are: Zhejiang, Shanxi, Shandong, Ningbo, Henan. Congratulations!

In parallel, employees’ sales passion have been stimulated through a clearer competition mechanism, with prize rewards, and the organization of “Elite Summit for the Best Sales”.

这场知识竞赛帮助提升了员工及大众对安盛以及健康险业务的认识 and 了解。今年将是安盛保险健康险业务锐意进取的一年, 相信在所有安盛人的共同努力下, 安盛保险定会稳步实现“从赔付者到陪伴者”的愿景, 助力客户盛放人生, 稳步未来。

此外, 通过朋友圈对外传递“健行安盛”的产品活动, 影响力最大的员工还将作为宣传大使获得“健行”奖励, 如榨汁机、体脂秤以及京东卡等。共有27家分公司参与了这次活动, 平均点赞量超过330, 而拔得头筹的员工更是获得了1153个赞。前五名分公司分别为浙江、山西、山东、宁波、河南。恭喜你们!

“在销售层面, 也通过更加明确的竞赛机制, 奖品奖励, 以及举办最佳销售的精英高峰会, 激发了全员销售热情。

Health in Action Distributor Roadshow

Since May 21st, "Health in Action" campaign has kick started and been successfully held in five cities Hangzhou, Nanjing, Shanghai, Guangzhou and Jinan. Soon, it will arrive in Beijing and Shenzhen, to witness each milestone through AXA's Health journey in China.

健行安盛 ----健康险业务全国盛大路演

“健行安盛”健康险业务全国盛大路演已正式拉开帷幕。自5月21日起相继在杭州、南京、上海、广州、济南五座重点城市成功举办，并将在近期抵达北京和深圳，共同见证安盛保险健康险事业之旅上的每一次成功迈进。



About 270 guests, including important brokers, distributors and local executives in Zhejiang and Jiangsu have attended the first two roadshows. AXA Insurance Chief Health Officer Kevin Zhou shared his vision and ambition for AXA's health business in China with the audience. He Zhongxiao, General Manager of Zhejiang branch and Wu Bo, General Manager of Jiangsu branch have also delivered speeches to share their insights.



南京路演

首发的两场路演活动到场嘉宾超过270人, 包括在浙江及江苏的重要渠道合作伙伴及两地分公司领导。安盛保险首席健康险业务官周晞烨先生对安盛保险健康险业务的发展与愿景作了清晰细致的阐述。会上, 安盛保险浙江分公司总经理何中晓与安盛保险江苏分公司总经理吴波也分别在现场发表了致辞。



杭州路演

Following the first two events, Health in Action Distributor Roadshow has arrived at two metropolises: Shanghai on May 27th, then Guangzhou on May 29th. With over 150 guests gathering in Shanghai and more than 130 guests attending the Guangzhou event, both roadshows received warm welcome and witnessed the important moment of AXA health business.

随后“健行安盛”健康险业务盛大路演于5月27日及5月29日分别来到上海与广州两座国内超一线城市。上海场出席嘉宾150位, 广州场130位。每一场路演活动均受到了当地嘉宾的热烈欢迎, 也见证了安盛健康险业务进程的重要时刻。



广州路演



上海路演

At the Shanghai event, Yamin Zhu, Designated CEO of AXA Tianping, attended the event and delivered speech with a vision of a bright future for AXA's health business in China market.

上海场路演活动中，安盛天平拟任首席执行官朱亚明女士出席并发表致辞，寄语并展望了安盛保险健康险业务在中国市场的广阔前景。



Meanwhile, Zhang Xiaoyu, General Manager of Shanghai branch, AXA Insurance, and Liu Chuquan, General Manager of Guangdong branch, AXA Insurance, also shared their outlook at the events.

现场，安盛保险上海分公司总经理张晓宇与安盛保险广东分公司总经理刘楚权也分别在现场发表了致辞和对未来的展望。

Our “from Payer to Partner” strategy is well delivered through this series of distributor roadshows, boosting AXA's health business among branches and brokers across China.

此次线下路演活动充分体现了安盛保险的“从赔付者到陪伴者”策略，通过在分公司面向渠道合作伙伴的健康险路演活动，安盛健康险业务将迈向新阶段。



扫码一览路演精彩照片
Scan the QR code for roadshow photos

Social media exposure for Health in Action Campaign

健康险社交媒体广告宣传

5月22日 May 22nd	安盛保险联合网易数读发布《新中产白皮书》 AXA Insurance cooperated with NetEase DataBlog to release the UMC White Book	截止5月28日，白皮书阅读量超过80万次 Dated May 28, the readership has reached nearly 800,000	 扫码阅读《白皮书》
同日 May 22nd	安盛保险联合网易哒哒互动H5上线 AXA Insurance cooperated with NetEase Dada Studio to release	截止5月28日，互动H5参与人数超过25万 Dated May 28, the participants has reached over 250,000	 扫码参与互动
5月24日 May 24th	GQ实验室发布文章《病了...》 GQ Lab published an article	阅读量10万+ Received viewership of 100,000 +	 扫码参与互动
5月25日 May 25th	财经KOL功夫财经发布文章《用“焦虑”换来美好生活的中产，要用来保护胜利果实？》 Gongfucailing, the financial KOL released an article	阅读量10万+ with a readership of 100,000 +	 扫码阅读文章
5月28日 May 28th	情感KOL斜杠先生发布文章《我很爱你，但我不想为你花钱》 The emotion KOL Mr. Xiegang made his article	阅读量近10万 with a readership of nearly 100,000	 扫码阅读文章
6月 June	6月，还将有16位各领域KOLs发布相关文章，让我们期待精彩内容刷爆朋友圈。同时，所有精彩内容都将通过Brand Hub第一时间分享给大家。 In June, we will still have 16 KOLs to create fantastic content and an info storm in our Moment can be expected. Meanwhile, all the brilliant content will all be shared with you via Brand Hub.		

China's Upper Middle Class White Paper, jointly released by AXA and NetEase Data Blog

AXA Insurance and NetEase Data Blog jointly released an UMC Whitepaper, comprehensively portraying China's upper middle-class life, including their purchasing power, career development, consuming habits as well as rising health concern. Through precise data analysis, the Whitepaper showed the two conflictive sides of China's upper middle class: behind the seemingly glorious facade, a single disease could destroy their lives, which opened a discussion around our International Cancer Therapy product, a high-quality medical solution supported by global network to secure and protect China's upper middle class's life.

安盛保险x网易数读联合发布中产阶级必盛白皮书

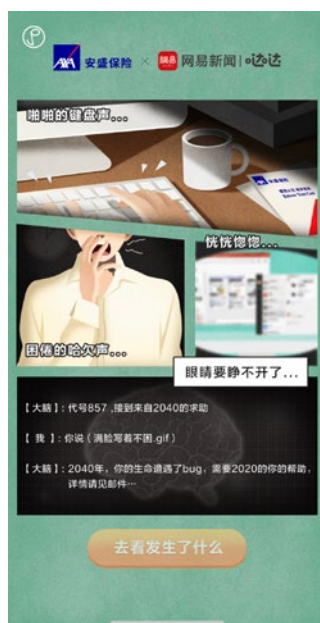
安盛保险联合网易数读发布新中产必盛白皮书，通过大数据全方位展现中国新中产阶级购买力、事业发展、消费习惯以及健康管理相关画像。白皮书清晰指出新中产的脆弱与两面性：光鲜亮丽背后，一场大病就能将他们打回原形，从而引出盛放人生·全球癌症医疗保险产品讨论，突出强调产品依托全球先进技术，守护新中产健康与盛放的品质。

Until 26th May, a readership of over 100,000 on the account of NetEase News, NetEase Data Blog and Welle Studio has been reached, followed by more than 10,000 comments and discussions. Besides, an H5 game, jointly developed by AXA and NetEase Dada, was introduced at the end of Whitepaper, to interactively guide readers to find “the key of life”. In an entertaining and interactive way, readers can better understand our International Cancer Therapy product, while given the opportunity to ponder on some meaningful and deep thoughts about life.

The H5 game can be accessed via the link at the end of whitepaper, or by scanning the QR code.

截止5月26日，白皮书在网易数读公众号、网易新闻公众号、浪潮工作室公众号阅读量均破10万+，并且在网易新闻客户端获得超万条的跟帖与讨论。此外，白皮书在文末介绍了一支由安盛保险与网易哒哒合作开发的必盛人生解谜H5小游戏，通过找寻游戏中的线索，获得打开生命之门的钥匙，充满趣味的互动玩法，全面体现全球癌症医疗险产品特色，并引发参与者的深度思考。

H5可通过白皮书文末阅读原文链接或扫描下方二维码进行体验。



Online consultation services

Partnering with Qhealth, we've rolled out the 7*14 mental health tele-consultation as a value-add service for our health insurance. The service is provided by a team of medical experts certified by the state, to our customers who purchased certain health products from 15th May to 14th August. It will help customers relieve pressure via the one-on-one exclusive and free tele-consultation, during which their personal data will be fully protected. As of today, 992 new clients have enjoyed the online consultation service.

线上解压咨询服务

作为健康险业务的增值服务，安盛保险联合企鹅家庭医生推出线上解压咨询室，专家团队经国家认证，7*14小时在线聆听快速响应，信息全程加密保护隐私，解除心理压力。凡在5月15日-8月14日期间购买指定安盛健康险产品，都有机会领取免费1次1对1专享电话解压咨询服务。截止发刊时间，已有992位新客户获得电话解压咨询服务。

Smartcare Exclusive Included in The Social Medical Insurance System in Nantong City

AXA Tianping was listed as the only foreign P&C insurer collaborating with Nantong City Social Insurance platform. Starting from June 1st, our medical insurance product “Smartcare Exclusive – Essential IP Only Plan” was included in the social medical insurance system of Nantong City Jiangsu Province, a bold move to blend commercial insurance in the social medical insurance system, and to meet differentiated customer needs in healthcare.

Thank you to our global healthcare team and Nantong branch for taking this proactive step to bring best-in-class, comprehensive and global standard health solutions to more Chinese customers, encouraged by Chinese government’s further opening the insurance sector to introduce management expertise and technologies from abroad, and calling for a greater role for commercial health insurance in supplementing the social insurance system.

With commercial insurance accessible in the social medical insurance system, insured persons can purchase designated products from AXA for themselves as well as their spouses, parents and children using their basic medical insurance accounts. As a supplement to the social medical insurance, the “Smartcare Exclusive – Essential IP Only Plan” brings more options on top of the social insurance coverage, including medicines not covered by the system and self-financed medical services such as private-room hospitalization. It also helps to expand the medical network and enhance customer experience through providing more top hospital resources as well as multiple and accessible medical services.

As a global insurer serving 108 million customers worldwide with integrated services and solutions, AXA aims to empower people to live a better life. Together with AXA, we hope more and more Chinese customers are inspired by KNOW YOU CAN spirit and live a healthier and better life!

安盛天平“卓越环球 – 智选住院计划”正式纳入南通市个人医保账户

安盛天平成为唯一进驻南通医保平台的外资财产险公司,从6月1日起“卓越环球-智选住院计划”正式纳入江苏省南通市个人医保账户支付商业健康险产品。通过社保体系与商业保险相结合,为满足广大客户差异化的医疗保障需求做出积极探索与尝试!

随着中国银行保险业进一步对外开放,越来越多全球成熟的管理经验、技术和精细化产品引入中国市场,政府陆续出台政策,鼓励商业健康险与基本医保有效衔接。感谢全球健康险事业部和南通分支的同事们,在你们的积极行动下,越来越多的中国客户能够有机会享受安盛国际水准、保障全面、卓越高效的健康保障服务。

在商业医疗险纳入个人医疗账户后,参保职工可以使用个人账户购买,或是直系亲属(包括配偶、父母和子女)共同投保指定的健康险产品。“智选住院”产品作为医保的补充,突破了传统“社保范畴”局限,涵盖非社保药品、私人住院病房标准等自费医疗项目;此外也突破传统医疗地域限制,解决对于国内顶尖公立资源的限制;同时更提供了多种医疗服务,以改善客户的就医体验。

通过为全球1.08亿客户提供量身定制的服务和解决方案,安盛集团的使命是为人们更美好的生活赋能。和安盛在一起,希望未来更多中国客户「盛放人生,稳步未来」!

The First Ever Online “Non-Motor Academy” Launched to Accelerate Non-motor Transformation

The “**Non-Motor Academy**” – a core online tool for non-motor training was launched on May 13th, to provide all employees, especially branch staff with the right knowledge and skills to further understand our business transformation and better serve our customers.

The Academy was born at a pivotal time when AXA Tianping is on the accelerating path of business transformation from a volume-driven motor mono-liner to a value-driven multi-liner. Courses on retail, commercial, UMC, premium health products are available on the online Academy, together with the general skills in sales, underwriting, claims and marketing are all available now for non-motor knowledge acquisition.

A Non-motor Course Competition has already launched. All branches are encouraged and expected to take quick actions to pioneer the non-motor transformation and to be the "top student" in Non-motor Academy.

Welcome all of you to visit the Academy and enjoy the learning and sharing. Every one of you can be an non-motor expert!

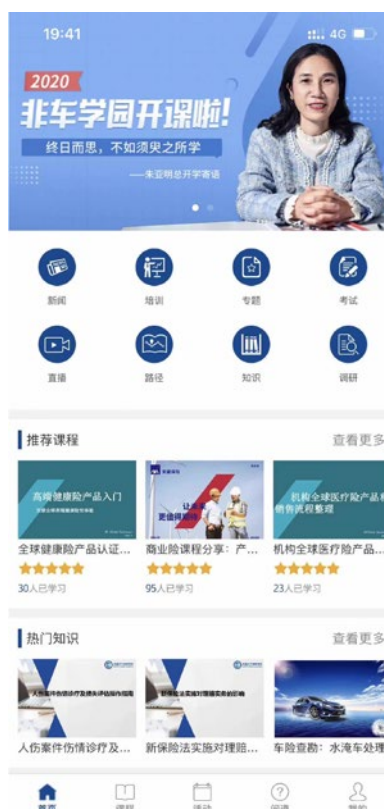
助力业务加速转型, 非车学园正式开学!

作为非车转型项目培训管理的核心载体, **非车学园**在5月13日正式与大家见面了!通过这一内部非车学习和交流平台, 所有员工尤其是机构的同事们都可以互相分享学习知识财富和相关技能, 深入了解公司转型和非车业务, 更好服务客户。

此时正是公司由规模导向、单一车险业务线的公司向聚焦价值、业务多元的公司加速转型的关键时期。目前非车学园已涵盖零售险、商业险、中高端健康险(UMC)、高端健康险等各类专业产品课程, 以及销售、核保、理赔、营销等各类通用技能课程, 是非车知识学习的宝藏之地。

同时, 非车险“金牌课程征集大赛”已经开启, 希望各机构积极行动, 争做非车转型的领跑者, 力争上游做学园里的“尖子生”。

欢迎大家到非车学园报道学习, 分享经验, 希望你们乐在其中, 都会成为这一领域的专家。



2020 New Project Approval & Management Process Launched!

PMO introduced the 2020 New Project Approval & Management Process during the afternoon tea time on May 22nd, together with IT and Finance as well as representatives from different departments. The session went well with good vibes and positive thoughts.

The new project approval and management process plays a critical role in our transformation. As part of AXA, we will further integrate into the group's project management system with this new process, and gradually cultivate the concept and methodology of project management. The process will be optimized and upgraded step by step in the future. PMO, IT and Finance team will continue to support everyone on the process when put in practice.

Thank you for bringing this global project to life in China, PMO, IT and Finance team!

2020新项目审批和管理流程上线啦!

5月22日下午, PMO联合IT 和财务团队,与全司各团队的代表们一起度过了周五的欢乐下午茶时光。借此机会,PMO介绍了2020年新的项目审批与管理流程,现场大家在轻松的氛围中认真倾听,积极互动,收获良多。

新项目审批与管理流程是公司转型中的重要一部分。作为安盛的一员,新流程将帮助我们更好地融入集团的项目管理制度,逐步培养项目管理的理念和方法,未来也将在实践中逐步优化、完善。PMO、IT和大财务也将持续在实践过程中为大家提供支持。

感谢PMO、IT团队和财务团队将此项目落地中国!



Training site
分享会现场

Chengdu Contact Center Jiangsu Direct Sale Customer Transformation off The Ground!

Chengdu Contact Center kicked off the first pilot program of the Jiangsu Direct Sale Customer Transformation project on April 28. As an active part of the company-wide transformation, Chengdu Contact Center takes this opportunity to improve operational capacity and enhance health insurance sales capability to better accommodate customers' needs.

At the meeting, Cathy Shen, GM of CDCC, expressed her full support to the transformation and encouraged her team to keep up the good work. Under the constantly changing market environment, company transformation has been an inevitable trend. Through transformation we will grasp the market opportunities and expand our business map.

Thank you CDCC for your quick action and efforts!

成都在线中心江苏直销客户转型正式开启!

4月28日,成都在线中心举行了江苏直销客户转型项目第一批试点的启动会。成都在线中心也应顺势而上,不断提升运营能力及健康险销售能力,以更好地服务客户,成为公司转型的中坚力量。

会上,成都在线中心总经理沈咏表达了对公司转型项目的支持以及对团队的鼓励。在不断变化的市场环境下,公司转型已是必然趋势,只有转型才能把握新的市场机遇,拓展新的业务版图。

感谢成都在线中心的积极行动!



Meeting photo
会议合照

When Insurance Meets AI – Xavier Talks at Economist Webinar

当保险遇上人工智能——卫泽韦《经济学人》线上谈



Xavier Veyry – AXA China CEO and AXA Tianping Chairman, joined a live panel alongside with Oliver Klein – Lead Technologist APAC of Amazon Web Services, and Barbara Li – Partner at Norton Rose Fulbright Beijing office on the Economist Corporate Network on May 21, to talk about the opportunities in AI and big data, and how these technologies empower our business.

The discussion covers AI application and implication in various industries, which is proved to be a substantial opportunity to present how AXA embracing AI technologies to enhance efficiency and accuracy of underwriting, pricing and customer service to optimize customer experience. For example, the AI solution in anti-fraud backed up by our global sophisticated machine learning and AI technology was localized by our Claims and IT team in China to raise operational efficiency, which is also an award-winning innovation in China.

In the session, Xavier also elaborated how AI is reshaping insurance industry in China in two ways – claims management and health sector. Some other takeaways of the discussion included Xavier talking about healthcare scenario with AI being the driving force behind innovation towards personalized health and medical solutions.

Please visit the panel through: [HERE](#)

安盛中国首席执行官兼安盛天平董事长Xavier Veyry于5月21日参加了由《经济学人》杂志主办的线上研讨会，与亚马逊AWS云服务首席科技官 Oliver Klein以及诺顿罗氏律师北京事务处合伙人李晓蓓女士就人工智能和大数据赋能各行各业展开讨论。

是次研讨会主要探讨了人工智能在不同行业的应用和影响，对我们而言是一次很好的机会阐述安盛在运用人工智能提升承保、定价及客户服务效率及准确度的经验。比如在中国，在集团精细化机器学习和人工智能技术支持的基础上，由IT团队支持，理赔团队结合国情落地本土研发了反欺诈AI智能解决方案，提升了运营了效率并斩获了国内保险科技大奖。

Xavier同时详细讲述了人工智能科技对中国保险业的影响，主要体现在两方面——理赔管理和健康险领域。Xavier的发言重点还包括对未来健康管理的展望，其中人工智能在推动定制化医疗健康服务方面将是主要驱动力。

研讨会回放请访问经济学人官方网站：[HERE](#)

Xavier Veyry Featured in Top Chinese Business Journal National Business Daily

《每日经济新闻》专访Xavier



A top-tier business publication – National Business Daily did two interviews with Xavier Veyry in May, one **in-dept interview** about AXA’s transformation, health strategy and local partnership, one Two Sessions insight sharing of being people’s health partner in post-COVID-19.

Titled “Interview with AXA China CEO Xavier: P&C Insurer to transform from volume-driven motor mono-liner to value-driven multi-linear business model”, the interview article spotlighted AXA Tianping’s ongoing growth and transformation, health strategies, partnerships with local health players, and ongoing digital innovation. The views were further spread on major online portals and social KOLs.

Xavier was also invited by NBD’s editorial team to share insights during its 2020 Two Sessions H5 online campaign, including dedicated page, poster and printed section. Xavier reiterated AXA’s commitment to China market when being the health partner for Chinese people, while highlighting AXA’s bullish attitudes toward China’s economic development, the dedication to protecting Chinese customers’ health, the local partnership as well as our “payer to partner” strategy.

These articles are excellent examples of how we are sharing our strategic health focus, our competitive advantages, and vision for the future in the China market.

五月,财经媒体《每日经济新闻》与Xavier进行了两次采访 —— 一次就安盛天平转型、健康策略和合作的深度采访,以及在两会期间就后疫情时代成为人民健康陪伴者的观点分享。

专访文章以《每经专访安盛中国首席执行官卫泽韦:财险公司将从走量车险模式转型到以价值为导向的多元化业务模式》为题,重点阐述了安盛天平的业务转型及持续增长、健康险策略、与企鹅杏仁的合作以及科技赋能的健康管理服务。这些观点由主流门户网站和一些保险微信号进行了二次传播。

在两会期间,《每经》编辑团队邀请了Xavier在其千名企业家建言两会H5活动中献声建言,其中包括了的专属页面、文章及海报和纸质版文章。Xavier分享了安盛对中国经济发展的信心、安盛守护中国客户健康的决心、与中国健康领域业务伙伴的合作以及由“赔付者”转型为“陪伴者”的转型策略。

通过这些媒体报道,我们能够将健康策略、业务优势和对中国市场的展望传递至更多的中国客户。

This month, we have interview Zhejiang branch's general manager, Mr. Zhongxiao HE, who shared his views on Health in Action distributor roadshow pregame, and his vision towards AXA's health business in China.

本月,编辑部采访了浙江分公司总经理何中晓何总,听他与我们分享健康险的全国路演杭州首战告捷的心得,以及他对安盛在中国发展健康险的展望。



Hi, Mr. He. Could you please introduce yourself and your work experience in AXA Tianping briefly?

Hello everyone, I'm He Zhongxiao. I'm honored and proud to celebrate the 12th anniversary of my on-boarding recently. I used to work at the Tangshan Central Branch, Hebei branch, and HQ's direct sales business department. Currently, I'm the general manager of the Zhejiang branch.

In my spare time, I like to read, play games and go hiking.

何总您好,请简单介绍一下您自己和您在安盛天平的工作经历?

大家好,我是何中晓,刚刚庆祝入职12周年,非常开心也非常骄傲。我服务过唐山中心支公司、河北分公司、总公司直销事业部,目前担任浙江分公司总经理。

平时我喜欢阅读、游戏和徒步。

Could you please introduce what is Zhejiang branch's role in the Health in Action distributor roadshow pregame, which set the first stop in Zhejiang?

AXA's roadshow program is an important part of the company's transformation, and the Zhejiang Branch is thrilled to participate in the transformation and become the "pioneer". This is also why I applied to the HQ to set the first stop of the national health insurance road show in Hangzhou. As one of the non-motor pilot branches, the Zhejiang Branch has an important mission to explore a suitable model for the company's transformation on a branch level.

How do you feel about the health insurance roadshow? What's the feedback from the distributors and agents in Zhejiang?

This roadshow perfectly showcased AXA's global brand and its "customer first" value from its format to its content. I would like to applaud for our colleagues in HQ's health insurance business department and branding department. After the roadshow, we followed up with all the distributors and agents, and the feedback was very positive. Strong customer demand for health insurance and the suite of diversified health insurance products have convinced them that they can bring more value to their customers. This roadshow not only enhanced people's awareness of AXA as an international brand, but also encouraged our partners' confidence in further cooperation in the future.

What is your view on our current business transformation and the setup of non-motor business unit in Zhejiang?

Transformation is difficult for any organization, but with hard work comes great rewards.

In Zhejiang, we conducted in-depth and comprehensive research on the local P&C insurance market, and tried to obtain some insights on customer demands. We also integrated the existing resources and sorted out a feasible way to launch non-motor business. All the projects are now progressing smoothly.

这次健康险的全国路演, 首站杭州, 浙江分公司在“健行安盛”中的角色可否详细介绍一下?

“健行安盛”是公司转型的重要组成, 浙江分公司非常愿意成为一名“探路者”。这也是我向总部申请, 把健康险全国路演第一站放在杭州的原因。浙江分公司作为非车试点机构之一, 探索适合公司转型在机构端的落地模式, 是我们的重要使命

您在此次健康险路演有何感受? 浙江的经销商和经纪人有何反馈?

本次路演无论从展现形式, 还是传导内容上都完美的诠释了AXA的全球品牌和“客户至上”的价值观。在这里, 我要为总公司健康险事业部和品牌部的伙伴们点赞。路演结束, 我们对所有的经销商、经纪人进行了跟进, 反响非常热烈。消费者对健康险的旺盛需求和我们公司健康险多元化的产品布局, 使经销商和经纪人都相信能为他们的客户带来更多的价值。这次健行安盛的路演活动, 不仅增强了大家对安盛这一国际品牌的认知, 也鼓舞了大家对于未来更好的展业合作的信心。

您对我们目前的业务转型以及非车落地机构在浙江落地的情况以及心得?

转型对任何组织都是一条艰难之路, 但正因为艰难才会有巨大的收获。

在浙江, 我们首先对浙江的财产险市场进行了深入的调研, 也尝试了一些客户需求洞察方面的工作。其次, 我们整合了机构的现有资源, 梳理出一条可行的非车险落地路径。目前, 各项工作进展顺利。

It is important to believe in yourself and believe in the team. Transformation on the employee front is a powerful support for the company's business transformation and non-motor business development.

In addition to the strategic transformation, the company is also promoting the Group's four core values, among which "customer first" is the most important one. It symbolizes the significance of delivering our promises to customers. Can you talk about your vision for AXA's future development and customer service in China amid the company's transformation?

China is undergoing major changes, and Chinese consumer demand is also at a critical stage of rapid increase. Therefore, our company's "customer first" value will surely resonate with them. Our customer service and company development will be backed up by AXA's global expertise. China has a large population. Anchored in the core values, the company is striving to meet Chinese customers' needs for insurance services. I have full confidence in AXA's health-driven diversification in China.

我的心得是：相信自己、相信团队，员工转型是公司业务转型和非车发展的有力支撑。

公司除了战略上的转型以外，目前也在推进集团价值观的落地，其中“客户至上”位于公司四个核心价值之首，兑现对客户承诺的重要性可见一斑。可否谈谈在公司转型之际，您对安盛在中国未来发展、服务客户的畅想？

中国正在发生重大的变革，中国人的消费需求也处于迅猛提升的重要阶段，我们公司“客户至上”的价值观，必将引起社会的共鸣。而安盛全球市场的专业知识和成熟经验又是我们服务客户和公司发展的有力保障。中国是一个人口大国，从公司的价值观出发，保持初心，完全顺应当下社会的服务需求，我个人对安盛以健康险为主导的多元化在中国的发展充满信心。



安盛保險