



安盛保險

月刊第十期

NEWSLETTER EDITION 10



盛放

A MESSAGE FROM THE CEO CEO 寄语



Dear Colleagues,

First off, congratulations to us all!

I'm really proud of the progress we made in the past month and the way we are responding to changes in our transformation journey. I'm so grateful for your enthusiasm, dedication and teamwork.

Thanks to all of you, we've made huge strides in **HEALTH** acceleration. More integrated health offerings are rolled out spanning global healthcare, inclusive PPP insurance and digital innovations.

Second is extended **COLLABORATION**. As part of AXA, we've been working closely with The French Embassy in China and local authorities on various health initiatives and community engagement across the country.

I'm so glad that we are building more impact on the community through releasing two guides on mind health and workplace health for customers, business partners and broader community. We make a difference and help protect what matters.

同事们大家好，

首先，恭喜大家！

过去一个月我们取得了很多进展，大家对转型之路上的诸多变化应对从容，我为大家感到骄傲！非常感谢各位对工作的投入和热情，感谢大家的团结协作。

在各位的共同努力下，我们推出了更加整合、全面的健康险产品和服务，包括高端医疗险、惠民保以及数字化服务平台，在健康险加速途中收获颇丰。

其次，我们深化了合作伙伴关系。作为安盛的一员，我们跟法国驻华大使馆以及本土相关部门，加深了在健康领域的合作，并助力中国健康产业的发展。

同时，很开心看到我们为社会带来了更大的影响力，通过发布心理健康和职场健康指南，我们希望为客户、合作伙伴和更多的人群带来关怀，守护他们生命中最在意的东西。

My most heartfelt thanks to every one of you. Looking forward to the next success!

Yamin Zhu

诚挚感谢大家每一个人。期待我们下一站的优秀成绩！

朱亚明

World Mental Health Day

On October 10th – the World Mental Health Day with the 10th anniversary of the AXA Corporate Responsibility (CR) Week the week before, which was also mental well-being focused in Asia, we initiated the mental health campaign in China to strengthen our brand awareness and build public attention on mind health.

The campaign focused on a livestream broadcast kicked off by Asia CEO Gordon Watson, AXA Tianping CEO Yamin, Chief Health Officer Kevin and medical expert Zhu Yingbo, generating **9 million viewership** in total. Medical and health KOLs also involved to warm up and amplify the initiative, **reaching 105,903,123 audience**.

世界心理健康日活动

10月10日世界心理健康日，我们在中国启动了心理健康项目，提高安盛品牌知名度的同时，鼓励大家关爱心理健康，提升心灵幸福，活动恰逢安盛企业责任周十周年启动过后一周，也与其在亚洲的活动主题不谋而合。

世界心理健康日的活动主要以心理健康直播方式展开，安盛亚洲CEO Gordon Watson、安盛天平CEO朱亚明、首席健康险业务官周晞烨，与医疗专家竺映波一起加入直播分享，共计**900多万观看量**。同时，医疗健康领域的KOL也帮助预热并宣传了这次活动，**活动触达用户共计105,903,123**。



Inclusive PPP Insurance

A great milestone in our health acceleration journey that we launched Beijing Jinghuibao – an inclusive PPP insurance for Beijing people on October 15! As part of our holistic health solutions, Beijing Jinghuibao brings Beijing residents access to safe and affordable health protection.

Through joint efforts of our health division, Beijing branch, strategy, finance, IT, claims, legal and compliance, the initiative marks the first and only inclusive PPP insurance program where a foreign insurer is actively involved to bring rich and convenient health management services in line with the municipal government's efforts to construct a comprehensive, multi-level medical security system.

As of November 11th, nearly 900,000 people have purchased Beijing Jinghuibao. Congratulations to our great team! Looking forward to our next health success!

惠民保险北京京惠保成功发布!

在健康险加速路途中,我们迎来了里程碑式的业务进展!10月15日,我们的惠民项目——北京京惠保成功发布。作为安盛全面的健康险解决方案的重要组成部分,北京京惠保为北京市民带来了可靠实惠的健康保障。

这是团队齐心协力的成果,参与团队包括健康险团队、北京分公司、战略、财务、IT、理赔、法律合规等。这也是首个且唯一由外资独资险企积极参与的惠民保项目,以丰富、便民的健康服务,助力全面、多层次医疗保障体系的建设。

截至11月11日,参保人数已接近90万人。恭喜大家!期待健康险业务再接再厉,再下一城!





Welcome Emma by AXA to China!

Welcome Emma to China! So excited that we've launched Emma by AXA (安盛健康在线) for our Chinese customers!

Through the one-stop health management digital platform, it's just one-click to get integrated add-on services across the continuum of healthcare: from prevention, diagnosis and screening, to care and treatment, covering both physical health and mental wellbeing. We're happy that the platform will help our customers get one step ahead in their health management journey!

Please explore more about the platform and enjoy the experience scanning the poster or search "Emma by AXA" in WeChat

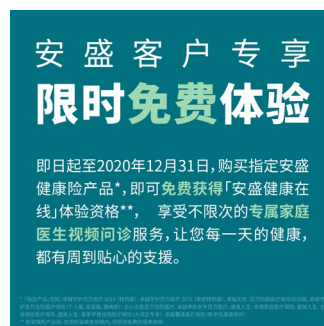


「安盛健康在线」正式上线

千呼万唤始出来,翘首以盼的Emma by AXA (中文名称为安盛健康在线) 终于正式在中国市场成功亮相!

通过安盛健康在线这一一站式线上医疗健康平台,保单用户通过简单的线上操作,即可享受丰富的健康附加服务:从预防、诊断、筛查到治疗和康复,并涵盖身体健康与心理健康服务,帮助客户在健康管理过程中领先一步!

关于安盛健康在线的更多产品详情,请在手机微信端输入“安盛健康在线/Emma by AXA”进行体验吧!



Global Prestige Individual Medical Insurance Launched

We are keeping up the momentum in our health journey! Our Global Healthcare team has introduced a new product the Global Prestige Individual Medical Insurance to the market and particularly for the High Net Worth families in China.

The product made its debut through three launch ceremonies in first-tier cities of Shanghai, Beijing and Guangzhou from October 29 to November 5, attended and well received by over 300 distribution partners nationwide.

Kevin Zhou, the Chief Health Officer commented, “Global medical insurance is an essential part in our holistic health offerings. As an active player to drive the health ecosystem, AXA is not merely a claims Payer, but more as a Partner for customers’ health management.”

“The product reflects our commitment to our customers in China. With the group’s health expertise and medical network around the globe as well as local partnerships, we are bringing quality health solutions to Chinese families along their health management journey.” said Fred Ding, the Managing Director of AXA Global Healthcare (China).



“尚越环球”个人高端医疗险来了！

健康险业务一路高歌猛进。前不久，在全球健康险业务团队的努力下，“尚越环球”个人高端医疗险成功面市，为中国客户尤其是高净值家庭客户带来优质健康保障。

10月29日到11月5日，全球健康险团队先后在上海、北京、广州三大一线城市举办了盛大的产品发布会，共计300多名渠道合作伙伴参加了发布活动。

安盛保险首席健康险业务官周晞烨表示，「高端医疗险是安盛全面的健康管理解决方案中非常重要的一环，作为健康生态系统的积极推动者，安盛不仅仅是客户保单的“赔付者”，更是他们健康管理中贴心的“陪伴者”。」

安盛全球健康险(中国)董事总经理丁侃认为，「尚越环球个人高端医疗险体现了我们对中国客户的坚定承诺；依托安盛集团在全球健康险领域的专业经验，优质丰富的医疗健康资源，以及超大规模的本土服务网络，安盛为中国家庭客户带来优质的健康保障方案，陪伴他们的健康管理之路。」



Management Team Outing

Our management team had spent the crisp autumn days teaming out in late October. A bunch of indoor and outdoor group activities were arranged in the two-day event, building camaraderie and trust, one of the most important aspects of a successful team towards our goal in the “Soar to Success” journey.

An excellent way for the team to bond around physical and brainstorm programs! A vital part of the company growth that we believe will be led by our successful management team!



安盛CXO大联盟拓展活动

安盛管理层团队在十月末的晚秋时节展开了为期两天的拓展活动,包括室内室外多项团队活动,促团结,增信任,为“鲲鹏万里”转型项目注入强心剂。

一系列的体力比拼和思维碰撞完美增进了大家的了解和信任。相信在成功的管理团队的带领下,公司发展会越来越好!



Big Data Application Team Established

The new department is committed to transforming business pain points into data solutions and optimizing business operations. Aiming to drive the company's digital transformation, the team leverages customer labels, visualized reports, data analysis and algorithm models, to promote the application of data in customer acquisition, operation, experience, products and so forth, with OneData platform being the core.

In the meantime, the annual Data Open Day is held to raise our awareness of data every year. In Aug 2020, an online data competition was held.

"I hope everyone can show his or her abilities in our open and happy workplace, so that our users can feel it." Said Philip Yu.

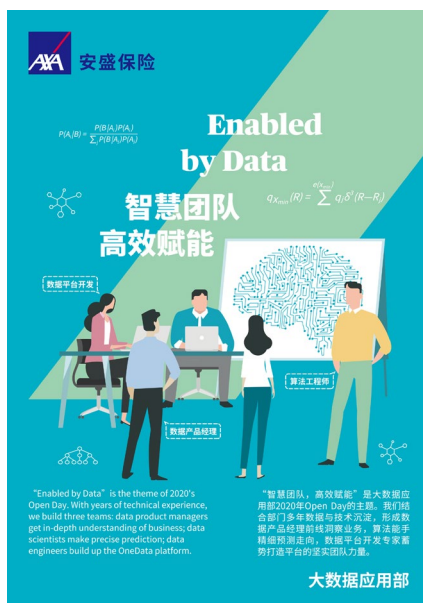


大数据应用部成立啦

大数据应用部致力于将业务痛点转化为数据解决方案,优化业务运营。以推动公司数字化转型为目标,以OneData数据平台为核心,利用客户标签、可视化报表、数据分析、算法模型等,推动数据在获客、运营、体验、产品等领域的应用。

同时,为了让大家感受数据文化的魅力,提升数据意识,大数据应用部将在每年举办数据公开日的活动,今年的活动是以线上竞赛的方式开展。

余总寄语:“希望大家能在一个开放、开心的环境中,把自己的能力展现出来,让我们的用户能感受到。”



Double-Eleven Written Premium Dashboard

You may have noticed the Double-Eleven Written Premium Dashboard displayed in headquarter offices. It was initiated and designed by the Big Data Application team to track our real-time product sales and performance from contact centers and branches during the Double Eleven period via TV, PC and mobile devices.

The team this year also works with Shandong branch in its local Double Eleven sales campaign and developed the first tailor-made dashboard.

Part of our digital transformation program, it demonstrates our Data Drive to Data Lead strategy to drive the growth.

双十一保费战报

大家或许都已经注意到了在总部办公室大屏上,出现了双十一保费战报播报。这是由大数据应用部发起并设计开发的电销中心和机构的双十一实时业绩播报,电视、PC、移动设备等多种方式都可接入。

同时为配合山东分公司双十一销售活动,大数据应用部与山东分公司合作,打造了第一个双十一机构定制版滚动大屏,在销售一线实时进行业绩播报。

这是配合公司数字化战略的一项举措,体现了从数据驱动到数据引领的策略,实现数据赋能业务、业务持续增长。



Yamin Speaks at AXA XL Virtual Inauguration

Yamin was invited to attend the virtual inauguration ceremony of AXA XL Re China on October 22. A reinsurance webinar was held simultaneously where Yamin shared her views on China's health insurance landscape as well as collaboration opportunities between the two companies.

Please check the [link](#) for the ceremony playback.



亚明参加信利再保险中国线上开业

10月22日, 亚明获邀参加了信利再保险中国线上开业仪式, 并在其2020再保险论坛中就中国健康险行业发展以及再保险合作前景发表了演讲。

视频回放请点击:[链接](#)



We Grabbed CCI France Chine “Better Workplace” Award

Another award! Our “Better Health Better Life at AXA” program was awarded the CCIFC (French Chamber of Commerce and Industry in China) “Better Workplace Award 2020” at the institutional Shanghai Gala Dinner which gathered this year more than 800 guests of the French community in China on October 23.

Yamin was handed the awards on stage when our delegates from commercial, health, retail and strategy also joined the gala

The award recognizes our efforts in offering a positive work environment to inspire and unite employees through programs including employee health and wellbeing and flexible work scheme.



安盛荣获中国法国工商会颁发的“Better Workplace”大奖

我们又得奖了!在10月23日举办的中国法国工商会2020晚宴活动中,安盛以“健康生活快乐工作”项目获颁“Better Workplace”大奖,当夜参会嘉宾800余位。

亚明代表公司上台领取了奖杯,同时,商业险、健康险、零售险以及战略部的同事代表共同参加了晚宴活动。

通过员工健康关爱计划和弹性办公等项目,安盛致力为大家打造一个健康舒适的职场环境,鼓舞员工,凝心聚力,这份荣誉便是对我们的极大肯定!



French Medical Day in Shenzhen

Invited by the Embassy of France in China, we attended the French Medical Day Shenzhen stop on October 31 and witnessed the closer healthcare cooperation between China and France.

Organized by the Embassy, Consulate General of France in Guangzhou, Shenzhen government and French Healthcare Alliance in China, the event drew over 220 medical experts. Kevin also met with GBA media friends during the event, where he underlined our commitment to be a partner in customers' health journey through holistic and innovative health solutions.



中法医学日在深召开

10月31日,在法国驻华大使馆的邀请下,安盛代表团参加了中法医学日深圳巡回站的活动,见证了中法两国在健康领域的深度合作。

这次中法医学日活动由法国驻华大使馆、法国驻广州总领事馆、深圳市政府有关部门以及法国健康产业联盟共同举办,汇集了220多名医疗行业专家。首席健康险业务官周晞烨向大湾区的媒体朋友们重点介绍了安盛通过全面且创新的健康解决方案,成为广大客户健康旅程“陪伴者”的初心。



We Top the AXA World Relay Challenge!

We truly moved the needle on this year's AXA Group Global 24h relay challenge, fielding 1,924 "AXAers" to take part from 28 branch offices and contact centers across China. The first among all entities across the world which is highly praised by Group. What a great contribution to be proud of, congratulations!

The team did more than show up: together, we ran 12,386kms! Each kilometer run by the team translated into a donation towards the Sunshine Family, an NGO that takes care of the mentally disabled in Shanghai.

Noted Yamin, "I am thrilled that we joined AXA Hearts in Action to share the Group's vision and promise to 'Act for Human Progress by Protecting What Matters.' I am proud that we are keeping this promise through a long-term program to offer continuous love and care to those who are desperately in need."

安盛24小时全球爱心助力跑, 中国第一名!

在今年的安盛24小时全球爱心助力跑活动中, 我们中国团队志愿者共计1924名, 来自28家机构和在线中心, 在全球所有参与的机构中独占鳌头, 得到集团高度赞扬。如此佳绩, 值得骄傲, 恭喜大家!

这份成绩是我们大家一步一步跑(走)来的 —— 共计12,386公里! 每一公里都将化作我们对公上海关注智力缺陷青年的公益组织“阳光之家”的爱心。

亚明寄语: 很激动看到我们真正参与到了集团的“安盛筑爱在行动”这么好的项目中, 完美体现‘守护生命之本, 践行人类进步’的集团使命。大家能够在接下来的时间积极投身于长期志愿者活动, 为最需要关怀的朋友带去关爱, 真为你们自豪!



MEDIA COVERAGE 媒体报道

Business Updates and Thought Leadership in Spotlight

Beijing Jinghuibao media report highlights:

As of November10, 1356 media reports on the product, 593 related to AXA.

聚焦业务进展与行业前瞻见解

北京京惠保媒体报道重点：

截至11月10日，共计1356篇媒体报道，与安盛有关的共计593篇



French Medical Day exposure:

中法医学日媒体报道一览：



作为一家总部在法国的全球保险集团，安盛集团专注保险服务和资产管理，尤其是健康险服务，业务主要分布在近60个国家。安盛天平首席健康险业务官周晔辉表示，粤港澳大湾区是安盛在中国重点关注的区域，目前安盛已经推出了面向大湾区客户的“高端住院医疗”解决方案，为客户提供在大湾区一流医院、医学专家等资源，通过整合国际医疗市场健康管理的成功经验和中国本土知识与见解，加上创新的解决方案，为客户提供更加精细化的产品和服务，帮助他们解决生活中的痛点。



安盛天平首席健康险业务官周晔辉



“中法医学日”巡回活动在深圳举办

中国报通讯(通讯员 黄煜)10月31日，由法国驻华大使馆和法国驻广州总领事馆主办，联合深圳市政府有关部门，以及法国健康产业联盟共同举办的中法医学日活动在深圳隆重举行。220多名罕见病、人口老龄化以及传染病领域的中法专业人士和专家出席活动，共同探讨如何加强两国在健康领域的合作关系。招商高利泽、安盛保险、优格基金会、中国罕见病联盟等相关企业及单位共同参与了活动。





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