



Media Alert

MEDIA CONTACT:

Cigna Worldwide Life Insurance Co. Ltd. & Cigna Worldwide General Insurance Co. Ltd.

Heidi Lee

Email: heidi.lee@cigna.com

Tel: (+852) 2539 9456

Cigna Launches Telemedicine and New AI Solutions for Hong Kong Customers

Cigna takes next step in digital transformation journey

HONG KONG (April 30, 2019) – Cigna Corporation’s (NYSE:CI) Hong Kong business today announces the launch of two digital innovations, becoming the first medical insurer in the city to tap into telemedicine as well as launching a WhatsApp chatbot service powered by artificial intelligence (AI).

Cigna Hong Kong’s employer customers can now access quality healthcare anytime, anywhere through a customized mobile application powered by Hong Kong-based DoctorNow. The service allows customers to book virtual consultations with network doctors and receive medical consultations through video to enjoy medicine delivery and specialty service referral. By partnering with DoctorNow, a medical and healthcare concierge service provider that integrates information technology and medical services, Cigna becomes the first medical insurer in Hong Kong tapping into telemedicine.

According to [2019 Cigna 360 Well-Being Survey](#), nearly half (45 percent) of Hong Kong respondents said they are likely to use telehealth, which are health services accessed via telephone or online, if there is an option to consult and obtain a diagnosis from doctors through their smartphone or computer. Convenience is seen as the number one benefit of telehealth.

Yuman Chan, CEO and Country Manager, Cigna Hong Kong, said: “With Hong Kong in the bottom five of our global Well-Being Index, and stress continuing to be a major issue, we hope our collaboration with DoctorNow will make life simpler for our customers. We want them to have timely advice and access to quality care, when and where they need it.”

Cigna’s newly-launched WhatsApp service chatbot has been co-developed with a local start-up Clare.AI. The breakthrough solution allows customers to easily access information and services via one of Hong Kong’s most popular messaging apps. The first release focuses on making it easier for local group customers to ask for information about Cigna’s in-network doctors. It enables customers to find a doctor by name, location or specialty instantly. Customers can also choose a doctor based on their current location and obtain directions to clinics via google maps. The chatbot allows customers to book appointments with specialists and obtain additional information, such as opening hours, quickly and easily.

The services available through WhatsApp provide hassle-free claims process for local group customers, with full service for group and individual customers by the end of 2019.

“We are leading the way in transforming health services. The launch of these two innovations demonstrate our commitment to strengthening our digital capabilities to improve customer experiences. We want to simplify health management for those we serve,” Chan added.

###

About Cigna Worldwide Life Insurance Company Limited and Cigna Worldwide General Insurance Company Limited (Cigna Hong Kong)

Since 1933, Cigna Hong Kong has been offering insurance solutions at the right place and the right time, providing advice to customers throughout the different stages of their life journeys. Cigna delivers comprehensive health and wellness solutions to employers, employees and individual customers. Leveraging an extensive global healthcare network, Cigna provides group medical benefits that are suitable for international companies with a worldwide workforce, but also offers tailored and packaged group medical insurance plans to local small and medium-sized enterprises that fit specific needs of the company and its employees. For individual customers, Cigna offers a full suite of health insurance products that caters to consumers' diverse needs. For more details, please visit www.cigna.com.hk.