
Cigna Hong Kong Launches Medical Insurance Solution for Diabetics

- *Tailored medical coverage for Type 1 and Type 2 diabetes, and pre-diabetes patients*
- *Access to healthy lifestyle incentives and community support*

HONG KONG – September 5, 2017 Cigna Hong Kong has today launched **Cigna HealthFirst DiaMedic Plan** (“DiaMedic”), a medical insurance solution tailored to the needs of individuals suffering from diabetes and pre-diabetes in Hong Kong. One in 10 people in Hong Kong suffer from diabetes¹, and the Hong Kong Hospital Authority reported a 31.5% increase in patients seeking consultation between 2009/10 and 2014/15². DiaMedic is specifically designed to address the rising medical bills of these patients, who are frequently denied medical insurance coverage or face large premiums.

According to a recent survey conducted by local diabetes patient support group Angel of Diabetic (“AOD”), over 90% of diabetics want medical insurance but only around 32% are protected by a medical insurance plan. The survey also found that some diabetes patients have been denied medical insurance (55%), and have had diabetes-related complications excluded from their policy (30%).

“Cigna understands that people in Hong Kong who are at risk of diabetes, or are already a diabetic, find it difficult to obtain adequate protection locally. This is why we developed Cigna HealthFirst DiaMedic Plan, which offers a holistic solution to address Hong Kong people’s diabetes rehabilitation needs,” said **Mr. Ramsy Yeung, Chief Marketing Officer, Cigna Hong Kong**.

“While diabetes is a chronic disease, it can be effectively managed through a combination of smart diet, exercise and medicine. Patients with manageable conditions can live a normal life through community support and contact with others afflicted with the disease. We have introduced additional health and well-being related features to DiaMedic, to offer a comprehensive medical insurance plan to help people manage their health proactively and cultivate a healthier lifestyle with tailored services and rewards,” added Mr. Yeung.

In addition to reimbursements of most incurred expenses for in-patient treatment³, DiaMedic provides for up to 12 General Practitioner Outpatient Consultations every policy year. Customers with inpatient treatment due to diabetes will be assisted by a designated Care Manager upon hospital admission, in-hospital support and post-discharge follow-ups.

Customers are entitled to a free annual diabetic medical check-up under DiaMedic. They can enjoy an annual health reward of up to HK\$3,500 based on the results of their latest report⁴. A one-year free trial of the premium version of a top healthcare mobile app is also available, to help customers monitor their blood glucose level and support a healthy lifestyle. Customers will also be automatically enrolled as a member of Angel of Diabetic, where they can join classes on healthy lifestyles, receive diabetes-related consultation services and, most importantly, receive support from others facing the same situation as they strive towards a healthier lifestyle.

“Cigna is dedicated to providing the right solutions to meet Hong Kong’s diverse medical insurance needs. The Cigna HealthFirst DiaMedic Plan demonstrates our mission to improve the health, well-being, and sense of security not only of our customers, but of the whole community where we live and work,” concluded Mr. Yeung.

###

About Cigna Corporation

Cigna Corporation (NYSE: CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America and Cigna Life Insurance Company of New York. Such products and services include an integrated suite of health services, such as medical, dental, behavioural health, pharmacy, vision, supplemental benefits, and other related products including group life, accident and disability insurance. Cigna maintains sales capability in over 30 countries and jurisdictions, and has more than 95 million customer relationships throughout the world.

About Cigna Hong Kong

Since its presence in Hong Kong in 1933, Cigna 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 tailors cost-effective plans for 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 for consumers’ diverse needs.

For more details, please visit www.cigna.com.hk.

Notes:

1. Source: Hospital Authority, Hong Kong
(<http://www21.ha.org.hk/smartpatient/SPW/en-us/Disease-Information/Chronic-Diseases-Zone/Details/?guid=c73a0386-fe66-42eb-a979-7619ac8359da>)
2. Source: Centre for Health Protection, Department of Health, Let’s beat diabetes, World Health Day, 7 April 2016, P.9
(http://gia.info.gov.hk/general/201604/07/P201604070251_0251_162590.pdf)
3. For more details of coverage, please refer to the Benefit Schedule of Cigna HealthFirst DiaMedic Plan.
4. For more details on the eligibility of the annual health reward, please refer to the “Health Reward” section under the “Important Information” section of the relevant product brochure.

MEDIA CONTACT:

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

Stella Tsang

Email: stella.tsang@cigna.com

Tel: (+852) 2539 9327