

Allianz Partners China

Communications

Media release

Allianz Partners China takes home two awards at Insurance Asia Awards 2022

- Allianz Partners China's Digital Health Assistant awarded Insurtech Initiative of the Year in Country Award category
- Allianz Partners China's Olympic and Paralympic Movement Initiatives awarded Marketing Initiative of the Year in Country Award category

Beijing, September 1, 2022

Allianz Partners China has been awarded two trophies at the Insurance Asia Awards 2022, Insurtech Initiative of the Year for "Digital Health Assistant" and Marketing Initiative of the Year Award for "Olympic and Paralympic Movements" Marketing Initiatives. Insurance Asia recognizes the conscious efforts of the most outstanding companies in insurance sector in Asia that put out solutions and deliver exceptional value to its stakeholders.

Allianz Partners China's Digital Health Assistant: Insurtech Initiative of the Year – China

Allianz Partners aims to create health services which help address people's challenges in today's increasingly fast paced world. Whether those challenges are due to lack of time, or a lack of information and guidance to make the right choices for their health, our new health assistant brings together a number of digital health services to meet the needs of our customers.

Responding to a growing demand for digital health services in China, especially during the pandemic, we rolled out our "Digital Access to Care" solution in the Chinese market early this year. It provides a smart, convenient and fast way for people to connect with healthcare services even when they're under lockdowns.

The service is accessible with WeChat on a mobile device and provides customers with three core health services:

- Symptom Checker to evaluate and understand symptoms with an AI-based “self-service” guiding system
- Health Advice via chat with qualified medical professionals to inquire, respond and follow up at your convenience.
- Video Consultations: Online video consultations with medical professionals who can provide health advice in a local language, 7 days a week

Our “Digital Health Assistant” comes at a time of increasing demand for telehealth solutions and comprehensive digital health services particularly in the context of the ongoing pandemic.

The digital health solution offers convenience to users reducing the time for travelling far or endure a long wait, as well as to those who would like an additional health opinion. COVID-19 also brings consideration for reducing face-face contact, preserve in public healthcare resource capacity, reduce clinician workload.

The COVID has accelerated these trends and forced many to adopt new ways of accessing care and these trends are here to stay, with benefits to both the patients and the healthcare system.

Allianz Partners China’s “Olympic and Paralympic Movement” Marketing Initiatives: Marketing Initiative of the Year - China

Joining the Olympic & Paralympic Movements is more than a sound business decision. It’s a statement about Allianz itself. Connecting Allianz’s purpose – we secure your future – with the Olympic vision of building a better world through sport and the Paralympic vision to make for an inclusive world through sport will secure the future for individuals, families and businesses around the world.

Allianz is proud to be the Worldwide Insurance Partner of “Olympic and Paralympic Movements” from 2021-2028. In line with our strategy, we took this chance to drive our brand impact and accelerate our growth in China market, with Games taking place in China - Beijing 2022.

- Doing sport does not only foster physical skills, it also influences our everyday working life. As part of the Allianz family, Allianz Partners’ employees actively engaged in Beijing 2022, especially in the torch relay and volunteering work. We support the sports ecosystem and shared core values of Olympic and Paralympic - excellence, friendship, inclusion and respect.

- As a member of Allianz, we are proud to provide tailored solutions for the Games - insurance related 7*24-hour assistance services for Beijing 2022, incl. accident assistance services and medical assistant.
- We've also had a series of marketing campaigns via integrated marketing channels, which ensures people internally and externally are aware, understand and actively support the partnership to have a positive experience with our brand.

“We are very delighted at winning the two awards in Insurance Asia Awards 2022. It recognizes our commitment to delivering innovative and convenient solutions for our customers, as well as our endeavors in helping facilitate a positive brand experience – bring people confidence in tomorrow.

At Allianz Partners, we provide peace of mind to our clients and customers with transparent, simple and intuitive solutions, supporting customers throughout key moments of life, fully digitalized with the ‘human touch’. This is why we are the pioneers in our field. Our approach to helping people sets us apart, because we believe technology should always have a heart.” commented Philip Rong, CEO of Allianz Partners Greater China.

Press contact

Allianz Partners Greater China Cathleen Wang cathleen.wangn@allianz.com

About Allianz Partners

An Allianz Group entity, Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span international health and life, travel insurance, mobility and assistance. Customer driven, our innovative experts are redefining insurance services by delivering future-ready, high-tech high-touch products and solutions that go beyond traditional insurance. Our products are embedded seamlessly into our partners’ businesses or sold directly to customers, and are available through several commercial brands including Allianz Assistance, Allianz Travel and Allianz Care. Present in over 75 countries, our 19,800 employees speak 70 languages, handle over 64 million cases each year, and are motivated to go the extra mile to offer peace of mind to our customers around the world. We entered the Chinese market in 2003 as a wholly foreign owned company in Beijing. As the first assistance company in China certified with ISO9001:2008 and upgraded to ISO9001:2015 in 2017, Allianz Partners is today the leading provider of outsourced assistance services in Chinese mainland. With our national provider network and advanced technologies, we’ve been consistently working on providing more excellent, efficient and secured solutions, creating more value for your clients and customers.

For more information, please visit: www.allianz-partners.cn

Social media



Follow us on Sina Weibo: <http://e.weibo.com/agachina>



Follow us on WeChat: AGA-CHINA