

Media Alert



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Cigna Hong Kong Launches DIY Health Plan

First-in-market product that offers the flexibility to make your choice of seven benefits to best suit your needs

HONG KONG – January 5, 2021 – Cigna Corporation’s (NYSE:CI) Hong Kong business today launched Cigna DIY Health Plan, a first-in-market proposition enabling Hongkongers to select from a range of benefits to build their own personalized medical insurance protection.

Unlike the ‘one-size-fits-all’ model of traditional medical insurance products, the Cigna DIY Health Plan allows customers to tailor their own health protection by choosing from seven benefits to customize the protection. These include Core Outpatient Benefit, Outpatient Surgery Benefit, Supplementary Outpatient Benefit, Dental Benefit, Accident Benefit, Cancer Benefit, and Vision Benefit. Enrolling in the product is simple and application can be completed online in just a few steps.

According to the latest findings of the [Cigna COVID-19 Global Impact Study¹](#), while Hongkongers are concerned about their health during the pandemic, the top driver of stress is finance, with 28% of respondents identifying this as a cause of their stress. In particular, the study found that only 14% of people said they have financial security in case of emergencies or when they are unable to work. Cigna DIY Health Plan offers a wide variety of benefit combinations and gives Hongkongers total flexibility so they can tailor a solution to protect them from financial burden of medical expenses.

Julian Mengual, Chief Executive Officer, South East Asia & Regional Health Solutions at Cigna, says: “The COVID-19 pandemic is causing stress to the personal finances of people from all walks of life. People continue to see their financial situation and long-term financial security negatively impacted. We understand that the people of Hong Kong want to be well protected with financial support and assistance if they suffer from any illness. The new Cigna DIY Health Plan helps customers boost their medical protection against such diseases with affordable premiums from HK\$8 per day², easing their financial concerns and giving them a peace of mind.”

Cigna DIY Health Plan allows customers to top up and supplement their existing medical protection. Once the online application has been approved, customers will immediately enjoy the protection. Cigna is now offering exclusive privileges to customers who apply for the new Cigna DIY Health Plan, with premium discount as high as 30% depending on the combination of benefits purchased.

For more information about the new product, please refer to Cigna’s website or the product brochure: <https://www.cigna.com.hk/en/our-insurance-solutions/medical-health/cigna-diy-health-insurance-plan>

1. Cigna COVID-19 Global Impact Study is part of Cigna's annual 360 Well-Being Survey. The research is the third in a new series of studies from Cigna to better understand the global impact of the COVID-19 pandemic on people's well-being in 11 of Cigna's markets, including Hong Kong.
2. The premium is calculated based on a male, aged 27, selecting Dental Benefit Plan 1 and Accident Benefit Plan 1.
3. The above-mentioned benefits are subject to terms and conditions. For details of the benefits, please refer to the relevant product brochure and policy provision.

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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.