

Media Alert



MEDIA CONTACT:

Stella Tsang
(+852) 2539 9327
stella.tsang@cigna.com

Cigna Hong Kong Launches Cigna CareChoice Group Plan

New Plan enables local start-ups and SMEs to manage the health of their employees with Ease, Choice and Care

HONG KONG – May 25, 2020 – Cigna Corporation’s (NYSE:CI) Hong Kong business today announced the launch of Cigna CareChoice Group Plan, a new group medical insurance solution that provides owners of start-ups and small and medium enterprises (“SMEs”) in Hong Kong with peace of mind and outstanding medical care for their employees.

Tailored to local start-ups and SMEs with three or more employees, Cigna CareChoice Group Plan offers a choice of five plan levels. SME owners can tailor the plan for different groups of employees by mixing and matching the five levels of Hospital & Surgical Benefits with a range of optional benefits including Outpatient Benefit, Dental Benefit, and Life and Accidental Death and Disablement Benefit. The plan also allows employers to choose different benefit levels for each employment level. This wide range of choices gives employers full flexibility to customize a plan that truly meets their needs.

Members can enjoy other digital services such as Cigna Telehealth Service, a virtual consultation and medication delivery service that allows patients to book and consult with a doctor from the comfort of their home or office, thus avoiding lengthy waiting times and reducing the chances of infection at a crowded clinic, and the Cigna Customer Service Chatbot, a WhatsApp Chatbot that conveniently helps them find a doctor, book an appointment and get directions to the clinic.

According to a recent survey on the group health insurance landscape in Hong Kong¹, 71% of SMEs in Hong Kong consider group health insurance important but only 48% offer it. Group health insurance is important for SMEs because it shows the employees that they are valued, improves employee morale and helps to retain talent.

“We understand from the survey¹ that some SMEs in Hong Kong consider group health insurance to be part of a comprehensive employee benefits program as they see their employees as their greatest asset. This is why we have developed Cigna CareChoice Group Plan to take care of the health and wellness needs of employees and their dependents with Ease, Choice and Care. The plan allows SME owners to maximize the protection of their employees to ensure these employees will receive high quality care if they are sick, reducing business interruption caused by employee illnesses or injuries,” said Ramsy Yeung, Chief Marketing Officer, Cigna Hong Kong.

To help ease the financial burden of SMEs and to offer extra peace of mind, Cigna Hong Kong is offering a limited-time offer of two months’ premium waiver² to new Cigna CareChoice Group Plan applicants, which is equivalent to a 17% discount.

Employers can also choose a special Pre-authorization Saving option where they can receive an extra 5% discount on annual Basic Benefit premiums if members use Cigna’s pre-authorization and/or cashless hospitalization service prior to their surgery or hospitalization in specific treatment settings. Members can benefit from direct access to Cigna’s team of

registered nurses who can offer medical classification services, arrange a second medical opinion and cashless hospitalization. Other features include no itemized limit for Hospital & Surgical Benefits and a 'Cigna Prestige Hospital Cash' that provides members with additional cash benefit when they access Cigna's high-quality network of medical service providers for the best medical treatment.

Click [here](#) for more information or [download](#) the product brochure.

- ¹ KANTAR - Understanding SME landscape in Hong Kong (September 2019)
- ² The discount is applicable only on the first premium invoice, which means that the discount could not be applied if there is any member movement thereafter. The offer is applicable only for new applications within the promotional period from now till 25th June 2020.
- 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.