



network news

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Country News: Belgium

Comprehensive insights into Group Income Protection insurance: trends and data

In today's job market, where work incapacities are on the rise, employee benefits play a crucial role in retaining talent, attracting new employees, and supporting sick workers.

AG, with over 200 years of expertise, is a market leader in group insurance, covering pension, death, healthcare, and disability. Leveraging its position, especially in disability insurance, AG aims to transform available data to help employers position themselves effectively in the labor market.

AG's Benchmark Study provides an in-depth analysis of the Group Income Protection and Waiver of Premium Insurance sector, focusing on contracts taken out with AG, which represent 45% of the market, and therefore accurately reflect the situation of companies with a head count of over 100 employees¹. The study examines the significance of income protection insurance, the legal replacement income in the event of incapacity to work, and the importance of supplementary income protection insurance.

Key findings

1. Overestimation of social security protection and underestimation of the value of Income Protection Insurance

One of the key findings of this study is that the impact of income protection insurance is often underestimated. Many employees overestimate the level of financial support they would receive from the state in case of work incapacity, which can lead to significant financial hardship if they are unable to work for an extended period.

This misconception is particularly prevalent among higher earners who may not realize that state benefits are capped and may not cover their full salary.

¹ The data analyzed in the study includes group corporate-sponsored plans for companies with over 50 employees, focusing on active plan participants who are beneficiaries of employer contributions. The study uses the entity's VAT number to associate plan participants with their employers and determines applicable sectors based on NACE codes. This comprehensive data set allows for a detailed analysis of trends and best practices in the income protection insurance sector.

2. Risk of falling ill

The study highlights that the risk of falling ill is higher than the risk of hospitalization or death. This finding underscores the importance of having comprehensive income protection insurance that covers a wide range of health issues, not just catastrophic events. Employees are more likely to experience periods of illness that prevent them from working, making income protection insurance a crucial safety net.

3. Influence of company size, sector, and salary

Company size, sector, and salary significantly influence the likelihood of having income protection coverage and the extent of coverage chosen by employers. Larger companies are more likely to offer comprehensive income protection plans, while smaller companies may have more limited offerings.

Certain sectors, such as Accounting & Audit or Pharma, tend to provide better coverage compared to others. Additionally, higher salaries often correlate with increased coverage options.

This variability highlights the need for tailored insurance solutions that consider the specific needs and characteristics of different companies and their employees. Employers in sectors with lower coverage rates should consider enhancing their benefits packages to remain competitive in the job market.

4. Coverage discrepancies

The study identifies surprising discrepancies in coverage, such as some employees having retirement/death benefit coverage but not waiver of premium coverage. This inconsistency can leave employees vulnerable if they are unable to work and cannot afford to continue paying their insurance premiums.

Employers need to ensure that their benefits packages are comprehensive and address all potential risks faced by their employees.

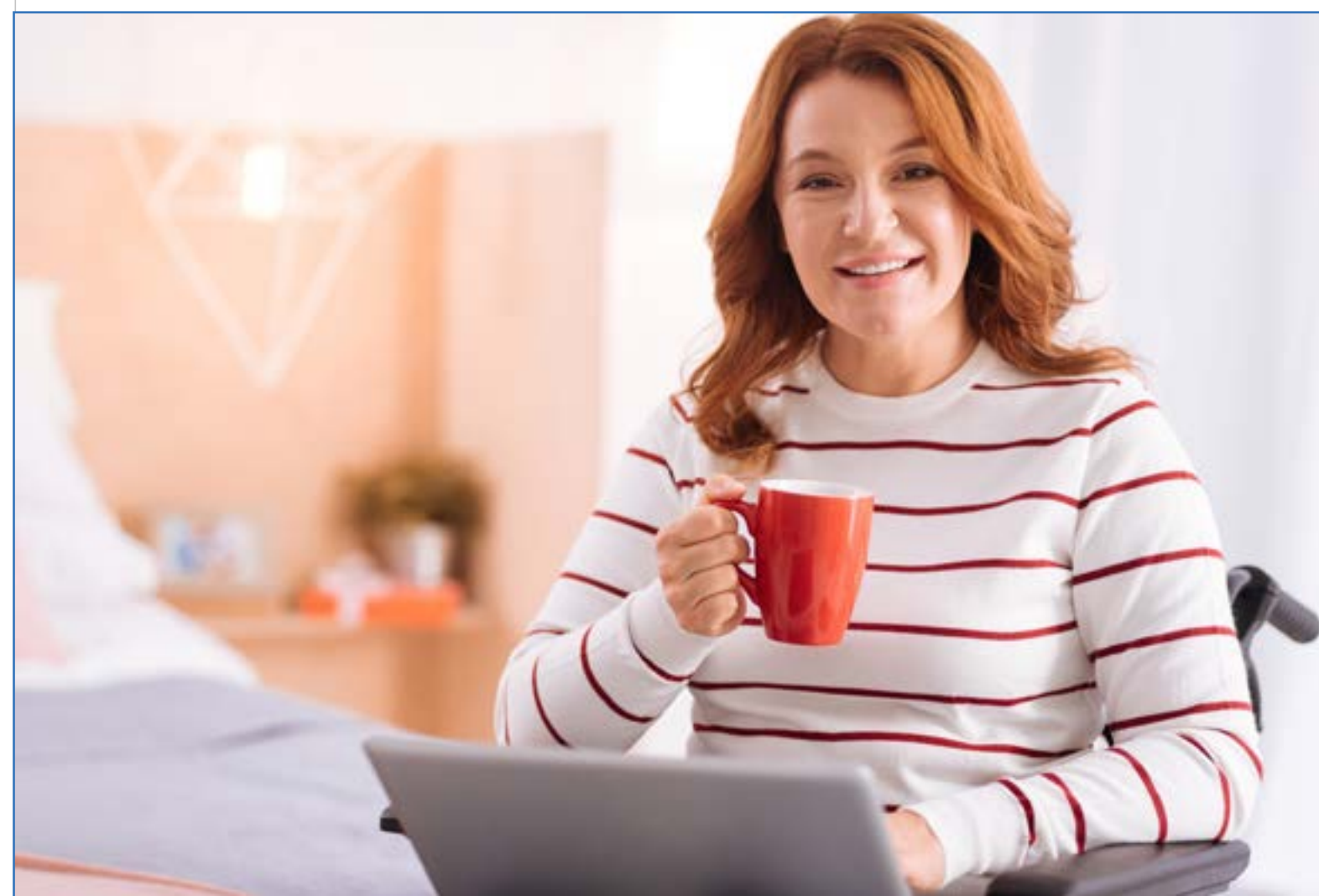
5. Holistic well-being approach

Financial coverage alone may not be sufficient; a holistic well-being approach can potentially reduce absenteeism. The study emphasizes the importance of addressing mental health and overall well-being to create a more resilient workforce.

Employees are increasingly looking for benefits that support their mental and physical health, and employers who offer such benefits are more likely to attract and retain talent. AG's initiatives, such as the reintegration program and Waldon prevention services, are examples of how employers can take a proactive approach to employee well-being.

Key takeaways:

- Legal financial intervention for work incapacity is often overestimated by employees, particularly higher earners.
- The risk of falling ill is higher than the risk of hospitalization or death.
- Company size, sector, and salary significantly influence the likelihood of having income protection coverage and the extent of coverage chosen by employers.
- There are surprising differences in coverage, such as some employees having retirement/death benefit coverage but not Waiver of Premiums coverage.
- Financial coverage alone may not be sufficient; a holistic well-being approach can potentially reduce absenteeism.



How can AG help?

AG has been at the forefront of developing innovative solutions to meet the evolving needs of employers and employees in the realm of income protection insurance. Recognizing that financial coverage alone can be insufficient,

AG's initiatives reflect a holistic approach to employee well-being, addressing both financial and mental health needs. By focusing on prevention, reintegration, and continuous support, AG aims to create a more resilient and productive workforce:

1. Return to work program

Pioneer in the market, AG integrated a reintegration program into its insurance coverage in 2017 to help employees with stress-related conditions returning to work safely and sustainably after a long period of incapacity for work.

2. Waldon prevention services

In 2019, AG launched Waldon prevention services, focusing on proactive measures to support employee well-being and prevent long-term sick leave. Waldon offers mental health support, stress management programs, and wellness initiatives, helping to create a healthier and more productive workforce.

3. My WellRi psychosocial risk auditing service

Introduced in 2022, this service helps employers identify and mitigate psychosocial risks in the workplace. Developed in partnership with Waldon, My WellRi enables employers to create a safer and more supportive work environment.

4. Return to work dashboard

Launched in 2023, this dashboard helps employers track and monitor long-term sick leave cases, particularly stress-related conditions. It provides real-time data and insights, enabling timely and appropriate actions to facilitate employees' return to work.

These initiatives have had a significant impact on both employers and employees. For employers, the benefits include reduced absenteeism, higher employee retention, and a more engaged and productive workforce. For employees, the initiatives provide

crucial support during periods of incapacity, helping them maintain their financial stability and mental well-being.

AG's proactive approach to employee well-being sets a benchmark for the industry, demonstrating the value of comprehensive and integrated benefits solutions. By continuously evolving its offerings to meet the changing needs of the workforce, AG helps employers create a supportive and resilient work environment that attracts and retains top talent.

Conclusion

AG's Benchmark Study on Group Income Protection Insurance underscores the importance of comprehensive income protection coverage and a holistic approach to employee well-being.

Employers must recognize the limitations of state benefits and ensure that their benefits packages provide adequate financial protection for their employees. By addressing mental health and overall well-being, employers can create a more resilient workforce and reduce absenteeism.

Overall, the study provides valuable insights into the trends and best practices in the income protection insurance sector. Employers can use this information to make informed decisions about their benefits offerings and create a more supportive and resilient work environment for their employees.

Unlock the full insights: Download the study now!

Enhance your understanding of Group Income Protection Insurance in Belgium and build a resilient, productive workforce with AG's comprehensive benchmark study.

Why Download?

- Access detailed data on group corporate-sponsored plans, including participant figures, employer contributions, and sector classifications based on NACE codes.
- Gain sector-specific insights on how company size, sector, and salary impact income protection coverage, with breakdowns across 18 different sectors.
- Get expert recommendations to improve your benefits offerings and create a supportive, competitive work environment.
- Don't miss this valuable resource! Click the image below to download the full study:



Empower your organization with the knowledge and tools to stand out in today's job market.
Download the study today!

For more information, please contact your IGP Business Development Manager or...

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Network Partner News: Manulife

Helping Canadians live longer, healthier, better lives through technology, research, and enhanced benefits

Manulife Canada Group Benefits has been making strides to become a trusted health partner to Canadians by leveraging innovative technology, sharing information on health trends, and enhancing benefit offerings.

Personalized, digital healthcare

Last year, Manulife Canada began a strategic partnership with **League**, a leading healthcare technology provider, to give members a personalized and digital healthcare experience that is fully integrated within Manulife's Group Benefits ecosystem.

In addition, Manulife is providing more self-guided, digital service capabilities that allow plan sponsors and members to easily access benefits information and healthcare support.

This includes a recently added innovative mobile app that offers:

- A health profile* to support individual wellness goals
- Customized content to help members better understand and optimize their benefits
- Live chat** that's integrated with benefits information for personalized support

* Completion of the health profile is not mandatory, but it helps Manulife personalize program recommendations.

** Live chat agents are available when the 'Live chat' option appears in the lower right-hand corner of the screen. Simply click on it to start a chat. Live chat is available during hours of operation Monday to Friday between 9 a.m. to 7 p.m. ET.

- Resources that help members easily connect with products and care providers
- Motivational tools and challenges to help engage users

Other large-scale digital initiatives include: a new claims platform to improve turnaround times, the revamping and digitization of the disability portal, and the provision of digital self-serve tools for plan sponsors.

Streamlining access to mental health care

Manulife expanded its partnership with **TELUS® Health**, a virtual health care program provider, to offer members more options to access integrated and personalized mental health care.

In June 2024, a new mental health and counseling service was offered to members of Manulife Extended Health Care plans. This digital access point helps members connect with mental health care – from personalized assistance to help find the appropriate mental health provider, easier appointment booking, shorter wait times to speak with a counselor, self-serve resources, and support throughout the journey.

With this voluntary program, Manulife members and their dependents now have even more options to get faster and easier access to integrated and personalized mental health support online.

These new mental health and counseling services come at no additional cost to the plan sponsor. Based on their plan's coverage, members can use their available EHC benefit to cover these services. Coverage amounts, maximums, and practitioner types vary by plan.

Trends in claims data shed light on employee health status and needs

Analyzing aggregate claims data (across Manulife's block of group benefits business) such as healthcare utilization or medication usage rates can play a crucial role in understanding emerging health trends. This can bring into focus the health status and needs of plan members as a whole.

Manulife's *Health Insights* reports highlight these trends to provide sponsors with an overview of the health issues affecting their workforce. In these reports, Manulife experts and their Medical Director, **Cleveland Clinic Canada**, analyze the trends and

make recommendations for workplace policies and practices that can help to support employee health and well-being.

With this information, sponsors can also make data-driven decisions about their benefits plans that may help to reduce absenteeism and disability claims.

Increase in anti-obesity drugs, medications to treat substance use disorder

Recently, Manulife has observed two significant trends: a notable increase in the use of anti-obesity drugs and a rise in members seeking treatment for substance use disorder.

Unique claimants for anti-obesity drugs grew by 42% in 2023 and about 92% since 2020.¹ Increased media coverage of anti-obesity drugs may be contributing to the growing interest in these medications.

Read more about the surging demand for anti-obesity drugs and ways employers can better support employees.

More people are also reaching out for help for substance use disorder. In 2023, there was a 17% year-over-year increase in claims related to substance





use disorder (including alcohol use and opioid use disorder).¹

[Read more](#) about the reasons why employees are seeking **treatment for substance use disorder**.

Supporting heart health in the workplace

Manulife is also seeing some trends related to the cardiovascular health of Canadians – specifically among young people and pregnant individuals.

Having high cholesterol and high blood pressure, or hypertension, earlier in life can increase the risk for major health problems at a younger age, including heart disease or kidney disease.

Major cardiovascular diseases, like heart attacks or strokes, can also have a profound effect on employees and their work, and so addressing the risk factors can lessen this impact. By promoting heart-healthy behaviors, offering workplace wellness programs, and providing access to a group benefits plan, employers can help reduce the effect of cardiovascular disease on their workforce.

To find out more about the cardiovascular trends affecting employees, [read the full Heart Health Insights Report](#).

Gender Affirmation Benefits

Manulife supports employees in being their most authentic selves. Everyone experiences gender in their own unique way. Gender affirming care helps align one's physical features with their experienced gender.

As part of its DEI benefits offerings, Manulife includes coverage for eligible gender affirming treatment as part of its Extended Health Care Benefit. Offering this inclusive benefit can be an essential component of your organization's DEI strategy, helping to attract and retain talent and supporting employees so they can bring their best selves to work.

How Manulife can help

Do you want to provide counseling or educational resources to employees to help them adopt diets and activities that support a healthier heart?

- Manulife's Well-being team offers educational webinars on nutrition, heart health, and other health-related topics. Learn how Manulife's Workplace Well-being Team can support your organization: Why workplace health clinics should be part of your wellness program.
- Manulife's **Guide to Healthy Living** is a resource that can be shared with employees. It includes advice for people planning to make meaningful improvements in diet, physical activity, sleep, stress

relief, and social connections – all of which can play a role in a healthy cardiovascular system. [Download the guide and share it with your employees.](#)

- Medications are commonly used to manage high blood pressure. Organizations can provide support by ensuring that their benefits plans have adequate coverage for key medications, and by providing educational information around the importance of taking medications as prescribed.

[Read more](#) about helping employees with **medication adherence**.

- Within the benefits plan, services such as **Healthcare Online**, the **Employee and Family Assistance Plan** and nutritional counseling by dietitians can help remove barriers to care for employees. They might also provide the support people need to successfully make important lifestyle changes. Setting goals around physical activity, diet, sleep, alcohol consumption, smoking, and stress management are all steps that may help people manage or prevent high blood pressure.

Why partner with Manulife Canada

The Canadian division of Manulife helps Canadians protect their loved ones, grow their wealth, improve their health – and build their futures.

It is also a leading provider of life, health, disability, and travel insurance to professional, alumni, and retiree associations as well as retailers and financial institutions.

Manulife Canada's Group Benefits Division offers businesses of all sizes a range of traditional and flexible benefits programs that includes life, critical illness, disability, health, and dental coverages. More than 30,000 Canadian businesses have entrusted their employee benefits programs to Manulife Group Benefits.

To learn more about the advantages of partnering with Manulife Canada, view their key figures, recent awards and recognitions and get in touch with the local IGP contact, [click here](#).



For the latest news from Manulife, visit the **Group Benefits Newsroom**, and be sure to follow them on **LinkedIn** for additional insights from its team of experts.

Source:

¹ Manulife aggregate drug claims data, 2023

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 Manulife



Country News: Poland

The value of life insurance as a workplace benefit

Like many countries, Poland is experiencing a demographic shift due to an aging population and a shrinking workforce. This can create challenges for the job market as demand exceeds the number of available job applicants.

According to Eurostat, Poland's unemployment rate is among the lowest in the European Union. In July 2024, the rate of registered unemployment in Poland was estimated by the Ministry of Family, Labour and Social Policy to be 5% - the lowest since 1990. In July 2024, employers reported 94.2 thousand job vacancies. This is 3.2 thousand more than in July last year.¹

As a result, the demand for workers is very competitive. To attract top talent, companies need to stand out with compelling job offers that provide a sense of security. This is particularly true for full-time, permanent positions — especially those that include life insurance.

¹ Unemployment in July lowest in 34 years - Ministry of Family, Labour and Social Policy - Gov.pl website (www.gov.pl)

Feeling secure is a fundamental human need, and work can play a crucial role in fulfilling it.

Research commissioned by Unum Life reveals that full-time employment significantly contributes to a sense of security, as noted by over half of the survey respondents.

However, it's not the only factor. Other elements that enhance a person's sense of security include family (46%), permanent employment (42%), being in a relationship (33%), and life insurance (29%).

A life insurance policy can provide employees with a greater sense of protection than savings or a high salary.

Life insurance ranks 5th
in the hierarchy of areas that give respondents a sense of security.

1	Full-time job	55%
2	Family	46%
3	Working indefinitely	42%
4	Being in a relationship	33%
5	Life insurance	29%
6	Work experience	26%
7	Savings/having investments	23%
8	High salary	20%

Employees often prefer life insurance to other benefits, especially when the employer pays the premium.

In Poland, only 11% of employers fully pay the premium, 37% of employees pay the premium together with the employer, 46% of employees pay the full premium and 6% of respondents aren't sure about the financing scheme.

How are premiums for group insurance typically paid

- 11% Employers pay the entire premium
- 46% Employees pay the entire premium
- 37% The Employer and Employee both pay a share of the premium

Despite this, 79% of surveyed employees consider group life insurance to be one of the most attractive benefits, second only to vacation subsidies (88%) and additional paid vacation (85%).

In the ranking of desirable benefits, life insurance even wins over private medical care.

Life insurance is among the top five most attractive employee benefits, indicated by research participants

1	Additional payments for holidays	88%
2	Additional paid leave	85%
3	Group life insurance	79%
4	Medical care	77%
5	Subsidized or free meals at work	73%

Joanna Grudnik, Director of the Group Insurance Sales Department at Unum Życie, advises that "Good group insurance programs not only provide benefit payments in case of serious illness, accident, or injury. Employees can benefit from medical checkups, medical consultations and a 24-hour medical hotline organizing medical services for them."

What Matters to Employees

Group life insurance has evolved significantly. It is no longer a one size-fits-all policy for all employees.

Today's employees are carefully evaluating workplace group insurance offerings and prefer customizable coverage to suit their individual needs.

What most employees appreciate in group life insurance

- 67% Types of events that the insurance covers
- 65% Number of events, covered amount
- 64% The amount of the monthly contribution
- 62% Sum insured in case of death
- 61% Sum insured in case of events other than death

Which elements are important to employees when selecting group life insurance

- 22%** Amount of monthly contribution to be paid
- 18%** The breadth of insurance coverage
- 12%** Ease of enrolling in the insurance plan
- 11%** Amount of insurance sum in case of death
- 9%** Possibility to insure family members

What matters most to employees are the type of events covered (67%) and the number of events covered (65%). Interestingly, the premium amount ranks third among the elements they consider important.

Employees are willing to pay more for enhanced protection, but that doesn't mean they don't expect assistance from their employer in this regard.

60% of companies offered several variants of group insurance to choose from and the possibility of selecting of additional options.

"Our analysis shows that employees are eager for additional variants, such as insurance for loved ones, or for cardiovascular, oncological or civilization diseases. Additional variants give employees a wide range of options and the ability to tailor protection to their needs, age, family situation, health, or hobbies," adds Joanna Grudnik.*

*Diseases of civilization include Cancer, Diabetes, Obesity, etc.

Support for the employer

More than half of the organizations surveyed offered several group insurance options to choose from.

Such an offer certainly requires companies to explain in detail to employees what the specific options consist of, how to enroll in the insurance, and whom and to what extent it covers.

Companies, on the other hand, do not have to handle these tasks themselves. Insurers have plans in place to implement and support employers in this area.

Michał Glasenapp, Group Policy Implementation Director advises that "Unum Życie has dedicated flyers, online materials, can set up meetings with employees; and for those who manage insurance in the company, such as HR employees, can provide workshops, training and modern tools to make their work easier."

What information do employees most need about insurance?

1. The extent of the insurance offered
2. How to report a loss
3. Duration of the insurance
4. When the insurance coverage begins
5. How to enroll in the insurance

The benefits of employer-sponsored group life insurance

- Provides employees with a benefit that addresses their greatest concerns, such as lack of money for medical treatment (medical riders can be added to the group life insurance plan in Poland) or serious illness
- Supplements medical care - Depending on the package selected, the insured employee or his or her covered relatives, can have preventive or diagnostic medical examinations, and in case of health difficulties, benefit from a pre-diagnosis or a second medical opinion. The insurer can also arrange rehabilitation, medical consultations and medical examinations or psychological assistance.
- The ability to use insurance as a benefit can be more valuable to the employee than a modest increase in salary. More importantly, it demonstrates the employer's genuine concern for the employee's wellbeing and sense of security

When employers offer life insurance as a benefit, it can be highly valued by employees. It not only enhances the overall compensation package but also demonstrates that the employer cares about the long-term well-being of their employees and their families. This can boost employee loyalty and job satisfaction.

Survey results are based on a computer assisted web-interviewing (CAWI) process conducted by Norstat.co.uk research panelists commissioned by Unum Życie, N=609, October 2022. Norstat is a leading data collector for market research in Europe.

Why partner with Unum Życie TUIR S.A. for group insurance

Unum Życie offers group policies that can be tailored to the needs of each employee. Thanks to additional packages, each employee can adjust the scope of protection to their preferences and needs due to age, family situation, work specifics or health situation.

For more than 25 years, the company has provided group and individual life insurance in the Polish market (until 2018, the company was known as Pramerica Życie TUIR S.A.).

Unum Życie specializes in group life and disability insurance as well as critical illness cover, oncology and cardiology packages, hospitalization, and surgical coverage, etc. Unum has over 430,000 in-force customers and covers more than 8,000 Polish companies. In 2023, PLN 219 million of benefits were paid to customers.

Unum Życie is part of the Unum Group, a leading provider of financial protection benefits in the United States and the United Kingdom and the leading provider of disability income protection in the world. Unum has more than 175 years of experience, protects almost 43 million people worldwide and pays nearly USD 8 billion in benefits annually.

[Unum Życie TUIR S.A.](#) has been an IGP Network Partner since 2011.

To learn more about the advantages of partnering with Unum Życie TUIR, view their key figures, recent awards and recognitions and get in touch with the local IGP contact, [click here](#).

For more information on employee benefits in Poland, please contact your IGP Business Development Manager or...

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Network Partner News: Shin Kong Life

Supporting sustainability and building a healthy ecosystem in Taiwan

For over six decades, Shin Kong Life has been committed to supporting the welfare of the people of Taiwan, guided by a corporate commitment to benefiting humanity, the principles of innovation, service, integrity and giving back to society, and a mission to make insurance coverage available to all.

Shin Kong Life has a company culture that emphasizes innovation, the importance of service quality, duty and compassion, and a commitment to making life better for the people of Taiwan.

It consistently strives to provide quality financial and insurance products and services to meet customer protection needs while exemplifying social responsibility.

Shin Kong Life has made steady progress toward its vision of sustainable development, while continuing to make a positive impact and embodying the spirit of its slogan, "Light Everywhere, Heart Always with You."

Optimizing the customer experience through innovation

Shin Kong Life actively invests in insurance technology to optimize customer services and streamline claims processing. It cultivates the digital capabilities of its agents, resulting in a prevalence of agents using

digital tools to serve policyholders, saving over 16 million sheets of paper annually and reducing carbon emissions by over 110 tons.¹

Shin Kong's innovative digital services include:

- Diverse accessible channels
- Innovative insurance enrollment experience
- User-friendly payment inquiry service
- Convenient claims application processes
- Timely response to customers

In the area of administration, Shin Kong uses digital technology such as AI to automate back-office processes, improve efficiency and accelerate customer self-service with over 30 policyholder services available on-line and personalized message notifications.

Green finance and sustainability

Shin Kong Life supports green finance initiatives by incorporating environmental, social, and governance (ESG) issues into its product development processes.

It responded to the **United Nations Sustainable Development Goals (SDGs)** through specific actions related to a "Sustainable Planet" and "Shared Society", especially by actively promoting digital financial services to customers and partners – conveying that a reduction in paper equals a reduction in carbon.

At the 2024 **"TSAA Asia-Pacific and Taiwan Sustainability Action Awards"** hosted by the Taiwan Sustainable Energy Research Foundation, Shin Kong Life won two awards related to United Nations goals for sustainability in the areas of "Quality Education" and "Climate Action".

Recognizing that education is an important part of sustainable social development, Shin Kong Life has long been committed to narrowing the gap in education between urban and rural areas and supports diverse learning and development.

Shin Kong Life has also introduced the **Climate-Related Financial Disclosure (TCFD)**, a framework to identify climate-related risks and opportunities and to evaluate the potential impact of climate change on the company. With this information, it can develop strategies to reduce carbon in daily operations, implement responsible investment and financing principles, conduct ESG assessments and establish related management processes.⁴

Awards & Recognitions

Golden Torch Awards

In 2024, Shin Kong Life won **Four Golden Torch Awards** for "Innovative Design" and "Customer Satisfaction" at the 18th Golden Torch Awards ceremony, organized by the Outstanding Enterprise Management Association (OEMA).

It also received the **"Excellent Customer Satisfaction Award"** for its user-friendly financial services and innovative, sustainable service experiences, highlighting Shin Kong Life's achievements in innovative product development and service operations.²

Customer Service Excellence Awards

At the **Customer Service Excellence Awards (CSEA)** in 2023, Shin Kong Life was recognized in five categories:

- "Best Customer Service Enterprise"
- "Best Customer Service Digital Intelligent System Application Enterprise"
- "Best Integrated Marketing Enterprise"
- "Best Customer Service Team" in the team category
- "Best Customer Service Training Star" in the individual category

"Best Customer Service Digital Intelligent System Application Enterprise" was awarded to Shin Kong Life for moving beyond current technological limitations and developing personalized data scenarios, including the introduction and continued enhancement of the industry's first 24-hour online AI (Artificial Intelligence) customer service robot known as, "Xiaoxin".³



Building a healthy ecosystem

Shin Kong Life responds to the "Health and Well-being" goal in the United Nations Sustainable Development Goals (SDGs) and actively works to build an inclusive healthcare protection network.

It has organized national blood donation campaigns and health promotion seminars to raise health awareness among the public and encourage people to care about their health.

In addition, Shin Kong Life also supports telemedicine to provide health information to the elderly and eliminate the disparity in healthcare resources between urban and rural areas.

As attention has shifted from paying claims to prevention, Shin Kong Life uses its digital tools to integrate wellness and wellbeing into its health and medical insurance products.

In collaboration with **Lydia AI**, a leading Canadian health AI company, Shin Kong launched the "AI Good Age Living" app, which gives customers an overview of their health risks.

By combining diverse personal health data and the AI computing analysis engine via the app, it assists consumers in understanding their own health,

evaluating risks, and planning for their future "physical health" and "financial health".

The "AI Good Age Living" app is based on health points. Through AI analysis of an individual's health data, it generates health assessment reports to show health status and risk for disease via a points system.

Based on the report, individuals can adopt activities and practices that promote good health. The app also can calculate out-of-pocket medical expenses.

Giving back to society

By 2025, Taiwan will become a "super-aged" society, meaning over 20% of the population will be 65 and older.

To meet the challenges of an aging population, Shin Kong Life uses its digital infrastructure and elderly-friendly financial services to reduce fraud against seniors and improve their digital literacy by organizing a series of anti-fraud seminars across Taiwan.

In 2023, Shin Kong Life launched the "Go Healthy Enjoy Good Gifts" program in collaboration with Medical Union Network, to provide the latest health care information to the public. It encourages people to build a solid foundation for health in their daily lives, especially by completing the "8 Daily Health Tasks", such as achieving 8,000 steps per day, smiling

daily, consuming five fruits and vegetables daily and not drinking sugary drinks. Participants can accumulate points and be eligible for prizes.

To fill gaps in government social insurance or social assistance programs, Shin Kong Life has long cooperated with regulatory authorities to promote microinsurance for vulnerable groups. Microinsurance is characterized by its low premiums, convenient purchase, and exemption from medical examinations.

In 2023, Shin Kong Life expanded the implementation of "**Microinsurance for Low-Income Households**" in cooperation with the Yunlin County Government.

This initiative provides one-year coverage, fully sponsored by Shin Kong Life and the Shin Kong Life Charity Foundation, to give additional protection to vulnerable groups, such as low and lower-middle-income families, disadvantaged children and adolescents, families with special circumstances, individuals with intellectual disabilities, and indigenous households.

Since 2014, nearly 190,000 people have benefited from these initiatives, with sponsored premiums totaling nearly NT\$40 million. Including individual microinsurance, cumulative premiums have exceeded NT\$50 million.

Shin Kong Life hopes that vulnerable groups can enjoy basic protection every year, realizing the corporate philosophy of "insurance for everyone, protection for every household."

Sources:

- ¹ <https://esg.skl.com.tw/en/news/detail/4dd3de6b-4c16-40f5-aa80-67b7fa384cfe>
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- ⁴ <https://esg.skl.com.tw/en/news/detail/4dd3de6b-4c16-40f5-aa80-67b7fa384cfe>
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Why partner with Shin Kong Life?

Shin Kong Life Insurance Company, Ltd. was founded in 1963 and provides a range of life, health, and disability products. It is one of the largest life insurance companies in Taiwan and a leading underwriter of group life and medical plans in the country.

Shin Kong Life develops products and services that support its commitment to environmental, social, and governance (ESG) issues. These products reflect Shin Kong Life's goals of social responsibility and sustainable development. Shin Kong Life takes full advantage of the latest technology to introduce innovative services, and to ensure that customers rights and interests are protected.

[Shin Kong Life Insurance Company, Ltd.](#) has been an IGP Network Partner since 1976.

To learn more about the advantages of partnering with **Shin Kong Life**, view their key figures, recent awards and recognitions and get in touch with the local IGP contact, [click here](#).

For more information on employee benefits solutions in Taiwan please contact your IGP Business Development Manager or...

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