

# AIA EMBRACE

Whether your members are well, unwell or recovering, we're helping them embrace better health and wellbeing every day.



HEALTHIER, LONGER,  
BETTER LIVES

## We're committed to helping more people live healthier longer better lives, now and in retirement.

That's why we created AIA Embrace, our holistic wellbeing ecosystem of world-class programs and partnerships designed to support people's everyday health and wellbeing at every stage of life's journey.

We have a strong shared value strategy, and we are a founding member of the Shared Value Project. It means the work we do benefits our customers, delivers value to society at large, and contributes to the sustainability of life insurance.

For over 50 years, we've been creating market leading life insurance products and services to match each stage of your members' health and wellbeing journey.

We're proud to already be protecting and supporting more than 5 million Australians and paying more than \$8 million in claims each working day.

## Everything you need to help your members embrace better wellbeing



### WHETHER THEY'RE WELL...

We guide and motivate members to make positive lifestyle choices that maintain and improve their health and wellbeing beginning from prediction and prevention.



### FIND THEMSELVES UNWELL...

We're there for your members when they need us most, through early, accurate and effective diagnosis, treatment and care. We ensure there are services in place to support their mental and emotional wellbeing.

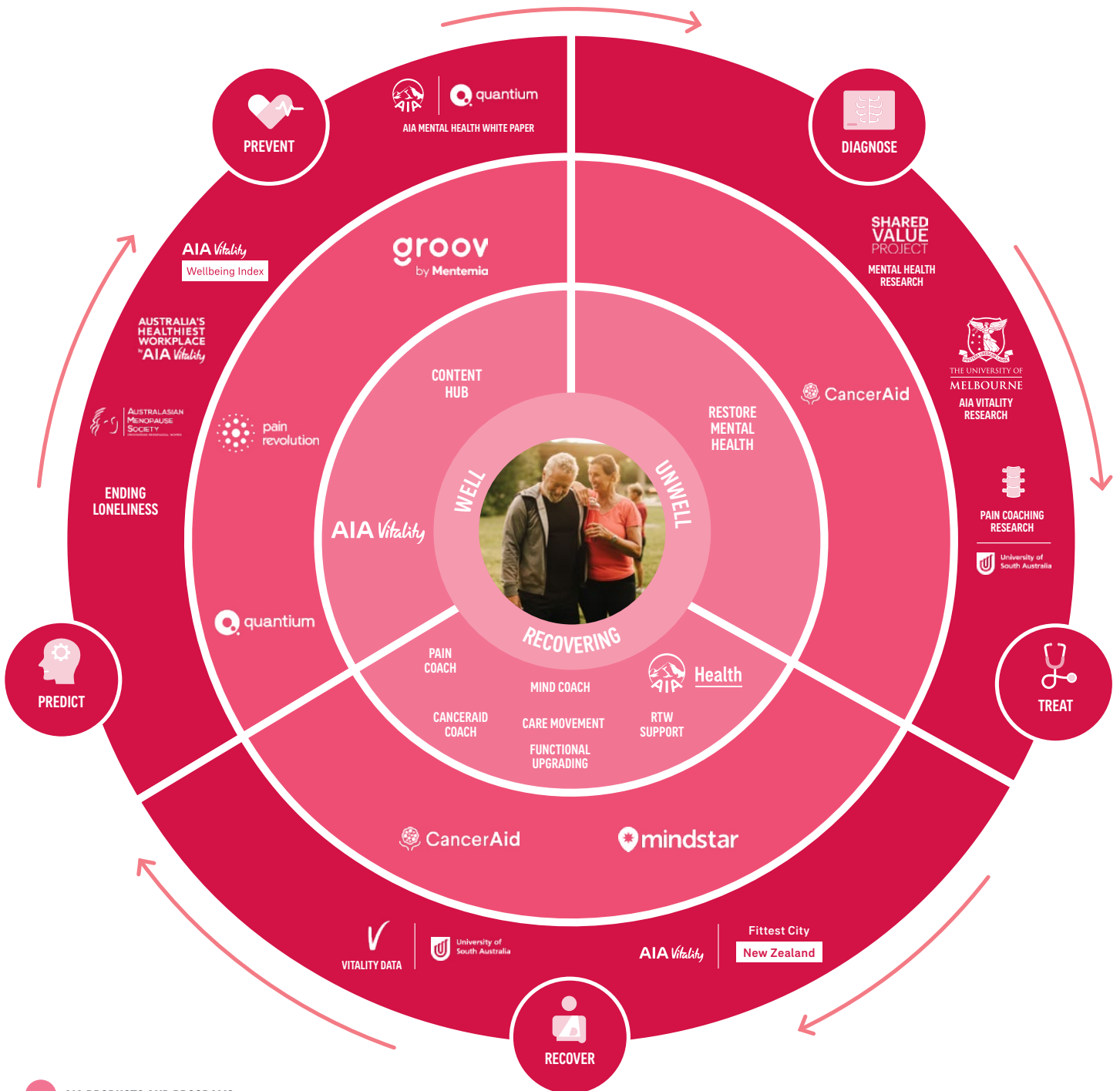


### OR THEY'RE RECOVERING.

As your members go through the journey of treatment and recovery, we're here to help them get back to health, wellbeing and the life they love, as fully as possible.

# Support at each stage of your members' health and wellbeing journey

From prediction and prevention, to diagnosis, treatment and recovery, AIA Embrace is made up of world-class programs and partnerships designed to help your members stay in good health. Should they become unwell - we provide them with the care and support they need to get back to health and work sooner. So they can thrive, not just survive.



- AIA PRODUCTS AND PROGRAMS
- STRATEGIC PARTNERSHIPS AND COLLABORATIONS
- RESEARCH AND THOUGHT LEADERSHIP



AUSTRALIA'S  
HEALTHIEST WORKPLACE  
by **AIA Vitality**



**pain  
revolution**

**mindstar**



**CancerAid**

**SHARED  
VALUE  
PROJECT**



**mindstar**



**CancerAid**



THE UNIVERSITY OF  
**MELBOURNE**



University of  
**South Australia**

## WHEN YOUR MEMBERS ARE WELL

### Helping to maintain and improve good health

The more your members understand their health, the better placed they are to predict and prevent the onset of controllable health conditions and diseases. By making healthy lifestyle choices, your members can improve their wellbeing and quality of life.

With AIA Vitality in super, members can earn a \$5 Active Benefit reward just for meeting their physical goals and contribute it into their super, helping them achieve a healthier retirement balance.

Since launching in 2014, the AIA Vitality program has helped members complete over 1 million health and wellbeing assessments, 2.3 million gym visits, while rewarding them with over \$9 million dollars' worth of Active Benefit rewards.

## WHEN THEY'RE UNWELL

### Here when they need us most

Receiving a diagnosis can be frightening, confusing and lonely.

That's why we have programs and partnerships to support your members health and wellbeing if they become unwell. Through early and accurate diagnosis and treatment, we're able to help thousands of Australians prevent the progression and avoidable complications associated with their medical conditions.

We can provide access to global medical expertise, treatment support and recovery plans that empower patients to make well-informed decisions that support their wellbeing and ultimately improving their prognosis and recovery.

## WHEN THEY'RE RECOVERING

### Supporting your members on the road back to health, wellbeing and work

As members go through the journey of treatment and recovery, we have one of the largest and most experienced rehabilitation teams here to support them in getting back to health, wellbeing and the life they love.

As part of AIA Embrace, we've developed a series of innovative health coaching programs. Across the three most claimed health conditions, chronic pain, cancer and mental health, these evidence-based health coaching programs have:

- Improved physical function for 85% of Pain Coach Participants
- Customers are 73% more likely to return to work as a result of our CancerAid Coach program
- At the end of the Mind Coach program 76% of participants are classified as well or only having mild symptoms.



# Underpinned by our flagship health & wellbeing program, AIA Vitality

AIA Embrace is underpinned by AIA Vitality, our market-leading science-backed health and wellbeing program that incentivises and rewards members for making healthier lifestyle choices. Helping members to better know their health, improve their health, and enjoy the rewards. AIA Vitality offers members the very best in personalised support across all areas of their health journey, and the more they put in the greater the rewards they get back.

**AIA Vitality is a proven engagement tool to attract, engage and retain super fund members.**

Discover how AIA Vitality can help your members embrace a healthier, longer, better life now and in retirement.

## Together, lets help your members embrace better health and wellbeing

When your members embrace better health, it's not only good for them and their families, but also good for society. In the long run, it enables us to invest more in making our products, programs and incentives better to help even more people, creating a healthier, more sustainable future for everyone.

Because everyone wins when we champion healthier, longer, better lives.

For more information, please contact:

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# AIA Embrace's rehabilitation programs

## EARLY SUPPORT

### Day 10 Absence Model

Research shows that the longer a person is away from work, the lower their chance is of returning at all. That's why we offer a 'Day 10 Absence Management Model' for corporate customers – to help facilitate their employee's recovery at work, prior to a claim submission and during the waiting period.

### Global medical expertise

We can provide access to global medical expertise, treatment support, and recovery plans that empower customers to make well-informed decisions that support their wellbeing and ultimately improve their prognosis and recovery.

## CANCER PROGRAMS

### CancerAid Coach

A health coaching program used alongside the award-winning CancerAid App. The program is provided during cancer treatment and is designed to help the patient keep track of diagnostic and treatment information, access educational material that is medically reliable, track and manage side effects, nominate a care team, and gain access to a motivational community – all in one place.

### CaRe Movement

A growing body of research has shown that participating in regular exercise throughout the course of cancer treatment can assist with recovery. This exercise physiology program is designed specifically for people undergoing cancer treatment.

### RESTORE CaRe

A holistic wellness program which helps people who have had a cancer diagnosis connect with support networks (i.e., Cancer Council) and provides education about the importance of exercise, good nutrition, mindfulness, and other strategies to help restore wellbeing. This program is provided during treatment.

## CHRONIC PAIN PROGRAMS

### Pain Revolution

A movement charged program that helps members understand and better manage their pain in regional Australian communities. The program supports local health professionals to become pain experts and provides recovery resources for Australians living with chronic pain.

## Pain Coach

An industry-first program developed in conjunction with Professor Lorimer Moseley and the University of South Australia, to deliver pain education supporting improved health and return-to-work outcomes for customers experiencing persistent pain.

## RESTORE Active

This program incorporates wellness principles to assist members with complex musculoskeletal conditions. Elements include dietetic services and nutritional counselling to assist with wellness, and mindfulness activities to assist with pain management and recovery.

## Functional Upgrading

An exercise physiologist-led program that involves working with a specialist rehabilitation provider to develop a realistic plan tailored to individual needs, with the goal of addressing functional, cognitive, and lifestyle factors to improve overall wellness and work readiness.

## MENTAL HEALTH PROGRAMS

### Mind Coach

This health coaching program is offered to all members suffering from anxiety or depression (including both a primary mental health condition or secondary to a physical condition). It uses cognitive behavioural therapy strategies to help customers handle the challenges they're facing. The program steps customers through the Medicare system to access psychological treatment when required.

### RESTORE mental health

Our holistic, tailor-made wellness program is designed to assist customers with mental health conditions to reduce their symptoms, improve their overall wellbeing, and to ultimately, rebuild work readiness.

## OTHER SUPPORT

### Occupational Return-to-Work Support

Work is not only a source of income, but also provides purpose and structure. The continuation of this foundational support network can make the difference between surviving and thriving after illness or injury. This program is facilitated by a Vocational Counsellor and provides customers with the relevant skills and knowledge to transition back to work safely for their condition.

### Social Work Support

When required, customers are connected with social work services that can help navigate the challenges of accessing the right support during difficult times (e.g., financial counselling, mental health crisis support, housing support).