



**HEALTHIER, LONGER,  
BETTER LIVES**

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## Media Release

### **AIA Australia announces new Wellbeing team structure, maximising its support for customers**

**Melbourne, 30 July 2024.** Leading life and health insurer AIA Australia has announced changes to its Shared Value Partnerships team, with the inclusion of a Wellbeing team to support all of its life and health insurance customers.

The Shared Value Partnerships team has three functions, with the addition of the Wellbeing team a recent strategic decision. Previously, AIA Australia's Wellbeing team was part of its Life Insurance Claims team, however the expansion of these services to its health insurance business sets a new benchmark for the industry.

- **Wellbeing:** focusing on delivering programs tailored to the individual needs of customers across the AIA Embrace wellbeing ecosystem of Prevention, Early Support and Recovery.
  - **Shared Value:** responsible for developing and piloting science backed health and wellbeing propositions to continue to expand the AIA Embrace offering.
- Behavioral Science, Research and Data:** providing behavioural science and data-driven research and insights to enhance decision-making and engagement behaviours with programs and propositions.

Stepping into the newly created role of Head of Wellbeing will be Lucy Hartley, a Registered Psychologist with more than 20 years' experience across claims and rehabilitation in Australia and the UK. Ms Hartley is also a Director on ALUCA's Board, providing her expertise in the field of rehabilitation. Reporting directly to Ms Hartley will be Nicole Gallagher, Catherine Zaman, Rebecca Gallagher and Jennifer Argus, who have each been appointed as Wellbeing Team Managers, responsible for teams aligned to different areas of the business.

The new team is comprised of highly skilled allied health professionals with a range of backgrounds and interests. Utilising their expertise and the evidence-based AIA Embrace programs, the team will offer targeted support to improve the health and wellbeing of AIA Australia's customers and the broader community.

AIA Australia's Wellbeing team will be supported by the unique Shared Value Partnerships team structure, which includes social impact measurement and uses data-driven insights to provide rich context. This facilitates high levels of customer engagement and ensures AIA Australia's wellbeing programs drive sustainable outcomes.

Speaking about her appointment, Ms Hartley said, "It's an honour to join this passionate and highly skilled team who are committed to making a difference for our customers and the broader community. We recognise the importance of early intervention at claim stage and have a wealth of resources and programs through our AIA Embrace wellbeing framework to facilitate positive outcomes. Our wellbeing and rehabilitation offerings have always been industry leading, and I'm excited about what our new Wellbeing team will be able to achieve together."



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CEO of AIA Australia Damen Mu said, "AIA Australia has a proven commitment to help our customers lead healthier, longer, better lives. Our Shared Value Partnerships team has a unique offering that plays a pivotal role in helping Australians with their health and wellbeing.

I'm pleased to welcome Lucy as our new Head of Wellbeing, along with our new Wellbeing Managers. The evolution of AIA Australia's Wellbeing team has enhanced its capability to provide industry-leading support for our customers during their return to wellness."

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### **About AIA Australia**

AIA Australia is a leading life insurance specialist with 50 years' experience and purpose to make a difference in people's lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, Commlnsure Life was integrated into AIA Australia. The lives of more than 3.1 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2023, 2022), Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at [www.aia.com.au](http://www.aia.com.au).

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