

Press release

Hong Kong, 24 October 2019

AXA Hong Kong first to launch Employee Mental Health Programme “Mind Health” Innovating to redefine traditional employee benefits Promoting all aspects of physical and mental wellbeing

The pace of life in Hong Kong is rapid, and work stress has become one of the biggest occupational health challenges faced by many professionals. In addition to affecting employees' physical and mental health, the World Economic Forum has estimated that mental health problems could cause about US\$16 trillion in economic losses worldwide in 2030¹. Given this, AXA Hong Kong is launching the “Mind Health” programme, the first employee mental health care scheme in Hong Kong. As part of its “payer-to-partner” commitment to customers, “Mind Health” also redefines traditional employee benefits with tailor-made initiatives for corporations to enhance workplace mental health, benefiting employees in a broad spectrum of ways through the programme.

At present, AXA Hong Kong is the only insurance company that includes mental health in its employee benefits programmes. The concept of “Mind Health” was conceived a year ago, and has since been piloting in six multinational companies. It is expected to be officially launched in January next year to all customers under AXA Hong Kong's employee benefit programmes. The “Mind Health” programme provides comprehensive mental health support in three aspects, namely “education”, “prevention” and “treatment” for employees with different needs, allowing them to enhance awareness, reduce stigma and build up resilience to foster better mental health.

Koh Yi Mien, Managing Director of Health and Employee Benefits of AXA Hong Kong, said, “Professionals in Hong Kong generally have an intensive working life, and surveys indicate that one-third of people have experienced mental health problems during their employment², and that companies often do not provide adequate support for such issues. Although mental health care has been incorporated into our current employee benefits programmes, prevention is far better than cure. We hope that AXA Hong Kong's breakthrough initiative will increase both employers' and employees' awareness of mental wellbeing, thus addressing the psychological needs of employees and improving the overall work productivity of companies in the long term, achieving a win-win situation.”

Currently, all of AXA Hong Kong's employee benefits programmes include psychiatric outpatient and inpatient care, whereas mental health care is an additional option to be subscribed. With the official launch of “Mind Health”, employers will be able to add this programme for HK\$25 per month (for each employee) on their new policy anniversary. Specialists will review the needs of individual companies and offer tailor-made programme content. Eligible employees will have free access to a range of digital tools including “Mood Gym”, “Mental Health Guru” and “Smiling Mind”, allowing them to conduct online learning and mindfulness exercises at any time and place. The Chinese versions of “Mood Gym” and “Mental Health Guru” will be ready in April next year.

¹ Survey by World Economic Forum 2019: <https://www.weforum.org/agenda/2019/01/lets-make-2019-the-year-we-take-action-on-mental-health/>

² “Mental Health in the Workplace: survey of Hong Kong employees in professional service firm”, published by The City Mental Health Alliance in Jan 2019, revealed 37% of respondents had experienced mental health issue at workplace: <https://www.oliverwyman.com/content/dam/oliver-wyman/v2/publications/2019/January/mental-health-in-the-workplace-survey-of-hk-employees-in-professional-services-firms.pdf>

Aside from online personal learning, AXA Hong Kong will arrange four mental health lunch and learn sessions a year for companies participating in the "Mind Health" programme. Clinical psychologists will conduct talks and exercises on mindfulness, as well as share real-life personal cases to encourage employees to communicate positivity so that mental health issues will no longer be a stigma. Employees can also seek help from an on-site life coaches for private guidance, or access the "Oxford VR" virtual reality treatment to handle their mental stresses more readily. If the employee is seriously troubled, AXA Hong Kong will first arrange an expert for assessment and speedily refer the case to a psychiatric clinic or psychology professional for follow-up.

-End-

The above information is for reference only and subject to programme terms and conditions. For details on programme features, content, terms and exclusions, please refer to the relevant programme manual. Please contact AXA Hong Kong Health and Employee Benefits Department for more information.

Photo:

Koh Yi Mien, Managing Director of Health and Employee Benefits of AXA Hong Kong, announces the launch of "Mind Health", the first employee mental health care programme in Hong Kong, bringing comprehensive mental health support for employees.



ABOUT AXA HONG KONG AND MACAU

AXA Hong Kong and Macau, a member of the AXA Group, prides itself on serving over 1.3 million customers^[1] in the region. In addition to being the #1 global Property & Casualty commercial lines insurer^[2], we are also one of the largest health protection providers in Hong Kong and Macau.

‘Empowering people to live a better life’ is the goal of AXA Hong Kong and Macau, which is reflected in everything we do. We are one of the most diversified insurers, providing a full range of coverage for individual and commercial customers. We offer all-round, integrated solutions across Life, Health and Property & Casualty to address all their insurance needs.

As an innovative insurer, we leverage on Big Data and AI to transform the customer experience end-to-end, making insurance simpler and more personal. We continue to drive innovation notably in health and protection, supporting customers in prevention, treatment and recovery.

We also believe it is our inherent responsibility to support the communities in which we operate. AXA Foundation is our flagship corporate social responsibility programme covering all of our efforts in promoting health, education and community support to create a positive and lasting impact in Hong Kong and Macau.

FOR MORE INFORMATION:**AXA Hong Kong:**

Alice Li:	+852.3702.2566
Jaffa Lo:	+852.3702.2571
Vanessa Man:	+852.3702.2569

SPRG:

Veronica Li:	+852.2114.4945
--------------	----------------

^[1] Including customers of AXA China Region Insurance Company Limited, AXA China Region Insurance Company (Bermuda) Limited (incorporated in Bermuda with limited liability), and AXA General Insurance Hong Kong Limited

^[2] AXA Corporate Solutions, AXA Matrix Risk Consultants, AXA Insurance Company, and AXA Art with AXA XL's insurance and reinsurance operations combined

IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

Certain statements contained herein may be forward-looking statements including, but not limited to, statements that are predictions of or indicate future events, trends, plans or objectives. Undue reliance should not be placed on such statements because, by their nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause actual results and AXA's plans and objectives to differ materially from those expressed or implied in the forward-looking statements. Please refer to Part 4 - "Risk factors and risk management" of AXA's Document de Référence (Annual Report) for the year ended December 31, 2016, for a description of certain important factors, risks and uncertainties that may affect AXA's business, and/or results of operations. AXA undertakes no obligation to publicly update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise