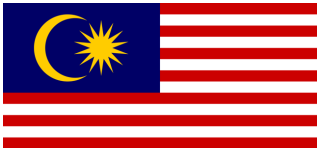




Etiqua's Media Clippings of September 2023

(1 – 30 September 2023)



SAYS

LIFESTYLE

This Insurance Protects Your Car And Gives You Up To 30% In Cash Rebate For Driving Less

Plus, their renewal process is easy and convenient!

By Imelda Priveta — 29 Sep 2023, 05:51 PM

Cover image via Freepik & Syed Ali (Unsplash)

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This Spotlight is sponsored by [Etiqua General Insurance Berhad](#).

Need insurance for your car? Etiqua General Insurance Berhad gives you a comprehensive and dependable safety net, while offering easy insurance procedures, sparing you unnecessary hassle.

Image via CHUTERSNAP (Unsplash)

If you didn't know, Etiqua General Insurance Berhad is one of the leading ASEAN Insurance players operating under the Maybank Group.

They're known for providing top-notch car insurance, and are committed to providing fast and hassle-free services, so life is more convenient for their customers. After all, when it comes to insurance and claims, the easier it is, the better, amirite?

Etiqua Car Insurance was even awarded the Best Motor Insurance Company in 2021/2022 by [iBanding](#). This award is based on genuine customer feedback, affirming the quality of Etiqua Car Insurance's services through transparent and honest reviews.

As part of their comprehensive car insurance, Etiqua Car Insurance covers third-party bodily injuries and deaths, third-party property losses or damages, as well as losses or damages to your own vehicle due to accidental fires, thefts, or accidents.

What makes Etiqua Car Insurance stand out is that you can add on coverages based on your preference

Image via Kevin Yudhistira Alloni (Unsplash)

Here's a look at some of their optional add-ons:

Oto 360 personal accident cover

You'll get covered for medical expenses, death, or disability due to accidents for both driver and passengers.

Windscreen coverage

When claiming for windscreen cracks or breaks, you can protect your No Claim Discount (NCD) benefits.

Cash relief

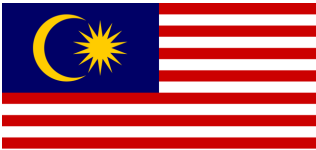
If your child's car seats have been damaged due to an accident, flood, fire, or theft, you'll get reimbursements of up to RM500 to repair or replace them.

That's not all. If you get into an accident, you'll get cash in addition to your claims payout. Etiqua Car Insurance offers compensation of up to RM200 per day when your car is in the workshop for accident repairs for a maximum of 21 days.

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29 September 2023, Says.com

Etiqua's comprehensive range of motor insurance



Damage caused by weather and riots

You'll get covered against losses or damages to your car due to floods, thunderstorms, landslides, and more, as well as unforeseen events like strikes, riots, and civil commotions.

Maintain like new

For cars above five years old, you can replace accident-damaged parts with new spare parts at no additional charge. And, for cars below 10 years old, you can get the whole car repainted, not just the damaged area.

But, there's more! From September to November 2023, the car insurance brand will be having their 'Beep Beep Road Trip' campaign where you could win prizes worth up to RM5,000.



Etiqua Car Insurance understands that it can be hard for you to apply for long leaves and travel abroad. This is why they've come up with the 'Beep Beep Road Trip' campaign which encourages Malaysians to take a break, travel locally and have some fun.

And, as always, before hitting off on an exciting road trip with your loved ones, one thing you need to have is proper travel coverage to be extra safe.

As part of their effort to help Malaysians relieve stress from their busy lifestyle, Etiqua Car Insurance will be launching a roving truck around the Klang Valley where Malaysians can take part in fun activities, get merchandise giveaways, as well as stand a chance to win travel-related vouchers and more.

Want to win exciting prizes? Make sure to catch the roving truck at these locations:

- Four Season Food Avenue, Mahkota Cheras
- Pan Heong Restaurant, Batu Caves
- Spectrum Mall, Ampang
- Restaurant Hing Kee, Balakong
- Moonlight, Bukit Tinggi
- Mydin, Bukit Jelutong
- Restaurant Foo Hing, Bandar Puteri
- 7-11, Leisure Mall
- Wangsa Walk Commercial Area, Wangsa Maju
- Public Bank, Melawati
- Roost, Bangsar Village

- Starbucks, Desa Sri Hartamas

For the exact dates and locations of the truck, visit Etiqua General Insurance Berhad's blog [here](#).

They will be giving out four monthly prizes worth RM5,000 and seven weekly prizes worth RM300, woah.

Don't drive much? Etiqua Car Insurance has created a free add-on savings benefit called 'Drive Less Save More' where customers can receive cash rebates of up to 30% yearly.

This free coverage was created during the pandemic times when many netizens encountered movement restrictions and were driving less. Etiqua Car Insurance understood the financial challenges that many were going through, and with this coverage, the company offered cash rebates for reduced mileage on the road.

To get the 'Drive Less Save More Insurance' add-on, you just have to select the benefit option at no extra cost when you renew or sign up for your Etiqua Car Insurance plan.

Find out more about the 'Drive Less Save More' add-on [here](#).

At times, renewing your insurance can be time consuming, but Etiqua Car Insurance has made it fast and easy to do so online or via their app

All you have to do is visit this [website](#), key in your vehicle plate number, postcode, IC number, and you'll receive a quote to make the payment.

Plus, when you renew your insurance online, you'll **get 10% off on top of your NCD.**

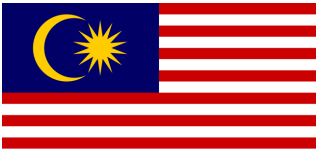
Some of the other benefits that come with Etiqua Car Insurance is that they've dedicated claims and auto-assist hotlines that offer 24/7 emergency assistance.

In the event of a claim, you will be reimbursed according to the agreed value. Also, you won't need to put in any named drivers, as all authorised drivers are automatically covered.

So, whatchu waiting for? Renew or sign up for an Etiqua Car Insurance plan, along with the add-ons you need on their website today.

For more info, visit Etiqua General Insurance Berhad's [website](#).

Read more [#lifestyle](#) stories on SAYS:



Etiqua, Petotum tawar pelan insurans haiwan



HAIWAN peliharaan kini dilindungi insurans. – GAMBAR HIASAN

PETALING JAYA – Etiqua Insurans Am Berhad (Etiqua Insurans Am) dengan kerjasama Petotum telah melancarkan Insurance Pawan, pelan insurans haiwan yang memanfaatkan potensi kecanggihan teknologi digital bagi menawarkan kemudahan kepada pemilik haiwan peliharaan.

Petotum adalah sebuah platform ekosistem haiwan kesayangan pertama di Asia Tenggara.

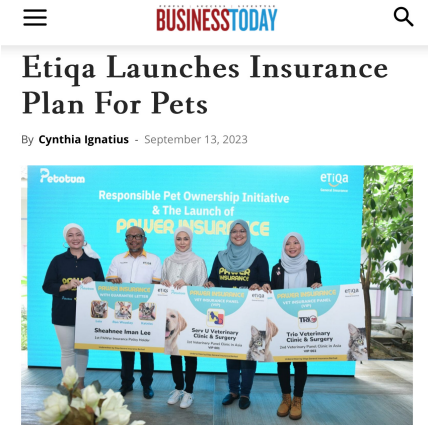
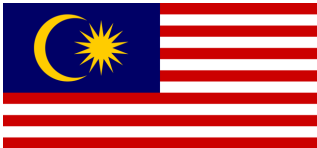
Kerjasama ini bakal memberi nafas baharu kepada pemilikan haiwan serta dapat memajukan industri veterinar di Malaysia.

Insurance Pawan memperkenalkan ciri-ciri inovatif termasuk

kemasukan tanpa wang tunai di panel klinik veterinar dan proses tuntutan yang lancar bagi pemilik haiwan kesayangan.

Ketua Pegawai Eksekutif Etiqua Insurans Am, Fukhairudin Mohd. Yusof berkata, produk insurans komprehensif ini mampu melindungi perkara yang paling penting kepada pemilik haiwan peliharaan yang digabungkan dengan perkhidmatan lebih lancar.

“Insurance Pawan adalah bukti dedikasi Etiqua untuk melindungi haiwan kesayangan pelanggan,” katanya dalam kenyataan yang dikeluarkan di sini semalam.



Etiqa General Insurance Berhad in a collaborative effort with Petotum, Southeast Asia’s first pet ecosystem platform, unveiled ‘PAWver Insurance’, a groundbreaking comprehensive pet insurance plan that harnesses the full potential of technology to offer unprecedented convenience to pet owners.

PAWver Insurance introduces innovative features including cashless admission at panel veterinary clinics and a seamless claims experience for pet owners. Beyond insurance, “PAWver Insurance” is poised to unlock the full potential of the veterinary industry in Malaysia and contribute to responsible animal ownership and animal welfare efforts.

Key Highlights of “PAWver Insurance” and the Pioneering Collaboration:

1. Asia’s First Digital Pet Insurance with Cashless Admission: ‘PAWver Insurance’ is set to become the first-of-its-kind digital pet insurance in Asia, setting a new standard for the region with cashless admission at panel veterinary clinics. Pet owners can now access care for their beloved pets without the hassle of upfront payments.
2. Third-party liability coverage: Etiqa covers the cost of your pet causing injury or damage to others with a reimbursement of up to RM 50,000.

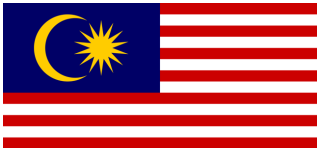
3. Seamless Claims Experience: The collaboration between Etiqa General Insurance and Petotum streamlines the claims process, ensuring a seamless and stress-free experience for pet owners and veterinary clinics when seeking reimbursement for veterinary expenses.
4. Revolutionary Technology: Petotum, as the technology partner, has integrated its cutting-edge platform with Etiqa’s insurance solutions, reshaping the way pet insurance is purchased online. This innovation simplifies the process, making it effortless for pet owners to secure coverage.
5. Advancing the Veterinary Industry: ‘PAWver Insurance’ leverages the full potential of the veterinary industry in Malaysia, promoting access to quality pet care and encouraging responsible animal ownership practices.

Etiqa General Insurance Berhad and Petotum are also excited to work closely with the veterinary industry, calling on veterinary clinics to register as panel vet clinics with Petotum. This partnership will help further streamline the healthcare process for pets and reinforce responsible animal ownership practices.

Fukhairudin Mohd Yusof, CEO of Etiqa General Insurance Berhad, expressed his excitement on this groundbreaking partnership, “By leveraging on our combined expertise, Etiqa General Insurance Berhad aims to offer comprehensive insurance products that protects what matters most to pet owners, combined with seamless customer experience. Our collaboration with Petotum represents a significant leap in innovation within the insurance industry and sets a new standard for convenience.”

Petotum, as the first pet ecosystem platform in Southeast Asia, is thrilled to be at the forefront

of this transformative initiative. Afifah Basir, CEO of Petotum, stated, “We are proud to be the technology partner for ‘PAWver Insurance,’ bringing a new dimension to responsible pet ownership and insurance in the region. Our platform’s integration with Etiqa General Insurance Berhad redefines the online insurance purchasing experience. This collaboration is a testament to the positive impact technology can have on the lives of pets and their owners. We believe it will not only benefit the pet industry in Malaysia but also serve as an example for responsible animal ownership worldwide.”



Home » Makin ramai pesakit kanser jumpa doktor berada di tahap tiga

NEGARA

Makin ramai pesakit kanser jumpa doktor berada di tahap tiga

Oleh DIYANATUL ATIQA ZAKARYA 7 September 2023, 12:34 pm



MELAKA – Persatuan Kanser Kebangsaan Malaysia (NCSM) mendedahkan sebanyak 90 peratus daripada pesakit kanser datang mendapatkan rawatan di hospital setelah berada di tahap tiga.

Pengarah Urusan NCSM, Dr. M. Murallitharan berkata, situasi itu dilihat sebagai pasca atau kesan akibat pandemik Covid-19 yang menyebabkan ramai pesakit tidak tampil mendapatkan rawatan awal.

Ujarnya, jumlah tersebut bagaimanapun dijangka akan terus meningkat dalam tempoh lima tahun akan datang.

“Kalau sebelum ini, lebih kurang 90 peratus pesakit dapat dikesan menghidap kanser pada tahap awal iaitu satu dan dua, tetapi sejak tahun lalu kita menerima jumlah peratusan sama melibatkan mereka yang telah berada pada tahap empat.

“Antara penjelasan yang diterima daripada pesakit adalah mereka tidak dapat pergi ke hospital kerana Covid-19 dan kita ianaka perkara ini akan

terus dihadapi sehingga lima tahun akan datang,” katanya.

Beliau berkata demikian pada sidang akhbar Majlis Pelancaran Video Lagu Saya Anak Malaysia Untuk Kebajikan Pemandiri Kanser yang dihasilkan NCSM bersama Etiqa di Ayer Keroh, di sini, semalam.

Tambahnya, jumlah pesakit kanser usus direkodkan naik secara mendadak melibatkan mereka yang berusia awal 20-an sehingga 40-an.

Mengulas lanjut beliau berkata, susulan kebimbangan itu, NCSM telah melaksanakan pelbagai program inisiatif melibatkan ujian saringan kepada orang ramai khususnya golongan wanita.

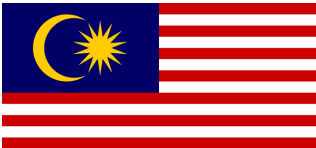
“Meskipun kebanyakan program adalah untuk kanser payudara tetapi kita juga ada melakukan saringan bagi kanser lain seperti usus, di Melaka sahaja sudah mencecah lebih daripada 8,000 orang.

“Pada masa yang sama usaha meningkatkan kesedaran mengenai kanser ini telah meliputi hampir 30,000 orang di seluruh negara,” katanya. – KOSMO! ONLINE

Ikuti kami di saluran media sosial : Facebook, X (Twitter), Instagram, Youtube, & TikTok

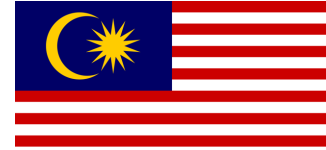
7 September 2023, Berita RTM

Etiqa contributes 25 sets of fishing equipment to fishermen in Sik, Kedah in collaboration with IAM



September 2023

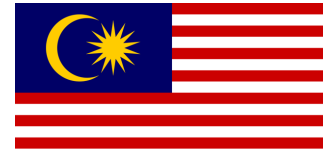
Etiqua Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
09-Sep-2023 08:49AM	Bernama - Covid-19 Pandemic Affected Early Screening Of Cancer	Bernama	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202309/20230908/BERT1900-20230908-01.mp4
07-Sep-2023 01:40PM	Makin Ramai Pesakit Kanser Jumpa Doktor Berada Di Tahap Tiga	Gossip Hiburan - CARL Infonet	http://b.cari.com.my/portal.php?mod=view&aid=231196
07-Sep-2023 12:34PM	Makin ramai pesakit kanser jumpa doktor berada di tahap tiga	Kosmo! Online	https://www.kosmo.com.my/2023/09/07/makin-ramai-pesakit-kanser-jumpa-doktor-berada-di-tahap-tiga/?utm_source=rss&utm_medium=rss&utm_campaign=makin-ramai-pesakit-kanser-jumpa-doktor-berada-di-tahap-tiga
07-Sep-2023 04:40AM	NCSM bimbang peningkatan pesakit kanser usus besar	MSN Malaysia	https://www.msn.com/en-my/news/berita/ncsm-bimbang-peningkatan-pesakit-kanser-usus-besar/ar-AA1gk7ja
07-Sep-2023 01:18AM	Makin Ramai Pesakit Kanser Jumpa Doktor Berada Di Tahap Tiga	CARL Infonet	https://bm.cari.com.my/portal.php?mod=view&aid=231196
06-Sep-2023 09:13PM	NCSM bimbang peningkatan pesakit kanser usus besar	Newswav	https://newswav.com/article/ncsm-bimbang-peningkatan-pesakit-kanser-usus-besar-A2309_UG5AZI
06-Sep-2023 08:40PM	NCSM bimbang peningkatan pesakit kanser usus besar	Sinar Harian	https://www.sinarharian.com.my/artic/e/277621/berita/semasa/ncsm-bimbang-peningkatan-pesakit-kanser-usus-besar
16-Sep-2023 06:13AM	Lirik 'Saya Anak Malaysia' mulanya kosong	Harian Metro	https://www.hmetro.com.my/rap/2023/09/1010167/lirik-saya-anak-malaysia-mulanya-kosong
08-Sep-2023 10:17AM	250 keluarga di Sik terima sumbangan daripada Etiqua dan IAM	Radio Television Malaysia (RTM)	https://berita.rtm.gov.my/index.php/semasa/70614-250-keluarga-di-sik-terima-sumbangan-daripada-etiqua-dan-iam
07-Sep-2023 08:26AM	TV1 - Program Bantuan Pukat	TV1	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202309/20230906/TV1M1700-20230906-03.mp4
14-Sep-2023 01:00PM	Etiqua, Petotum Officially Introduce Insurance For Pets, PAWer Insurance	Newswav	https://newswav.com/article/etiqua-petotum-officially-introduce-insurance-for-pets-pawer-insurance-A2309_kB7Ye6
14-Sep-2023 12:01PM	Etiqua, Petotum Officially Introduce Insurance For Pets, PAWer Insurance	RinggitPlus - wpcomstaging.com	https://ringgitplus.wpcostaging.com/en/blog/insurance/etiqua-petotum-officially-introduce-insurance-for-pets-pawer-insurance.html/

September 2023

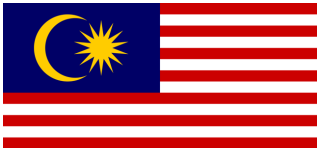
Etiqa Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
14-Sep-2023 09:42AM	Kosmo - Etiqa, Petotum tawar pelan insurans haiwan	Kosmo!	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202309/20230914/news-633619-20230914-2325-1694654553370.pdf
14-Sep-2023 04:03AM	Etiqa Malaysia launches "cashless admission" product with pet ecosystem platform	Insurance Business ASIA	https://www.insurancebusinessmag.com/asia/news/breaking-news/etiqa-malaysia-launches-cashless-admission-product-with-pet-ecosystem-platform-459621.aspx
13-Sep-2023 07:35PM	Etiqa perkenal insurans untuk haiwan kesayangan, PAWer	Utusan Online	https://www.utusan.com.my/ekonomi/2023/09/etiqa-perkenal-insurans-untuk-haiwan-kesayangan-pawer/
13-Sep-2023 07:32PM	Insurans haiwan kesayangan dengan Insurans PAWer oleh Etiqa	Suara Merdeka	https://suaramerdeka.com.my/insurans-haiwan-kesayangan-dengan-insurans-pawer-oleh-etika/
13-Sep-2023 04:13PM	Etiqa introduces insurance for pets	Lumi News	https://luminews.my/news/1583636
13-Sep-2023 12:19PM	Pemilik haiwan peliharaan boleh ambil manfaat perlindungan Insurans PAWer kelolaan Petotum dan Etiqa	Dagang News	https://www.dagangnews.com/article/pemilik-haiwan-peliharaan-boleh-ambil-manfaat-perindungan-menerusi-insurans-pawer-kelolaan-petotum-dan-etika-30300
13-Sep-2023 11:46AM	Etiqa, Petotum tawar manfaat perlindungan kepada pemilik haiwan peliharaan menerusi Insurans PAWer	Dagang News	https://www.dagangnews.com/article/etiqa-petotum-tawar-manfaat-perindungan-kepada-pemilik-haiwan-peliharaan-menerusi-insurans-pawer-30300
13-Sep-2023 09:16AM	Etiqa Launches Insurance Plan For Pets	Business Today	https://www.businesstoday.com.my/2023/09/13/etiqa-launches-insurance-plan-for-pets/
11-Sep-2023 10:09PM	Petotum, Etiqa General insurance redefines the future of pet insurance with 'PAWer Insurance	Head Topics	https://headtopics.com/my/petotum-etika-general-insurance-redefines-the-future-of-pet-insurance-with-pawer-insurance-44079942
11-Sep-2023 07:06PM	Petotum, Etiqa General insurance coverage redefines the way forward for pet insurance coverage with 'PAWer Insurance	Pet News 2Day	https://petnews2day.com/news/pet-industry-news/pet-insurance-news/petotum-etika-general-insurance-coverage-redefines-the-way-forward-for-pet-insurance-coverage-with-pawer-insurance/
11-Sep-2023 05:11PM	Etiqa General Insurance And Petotum Unveil PAWer Insurance Plan	Disruptr	https://www.disruptr.com.my/etiqa-general-insurance-and-petotum-unveil-pawer-insurance-plan/
11-Sep-2023 04:45PM	Petotum, Etiqa General insurance redefines the future of pet insurance with 'PAWer Insurance	Digital News Asia	https://www.digitalnewsasia.com/business/petotum-etika-general-insurance-redefines-future-pet-insurance-pawer-insurance

September 2023

Etiqua Mentions – Malaysia



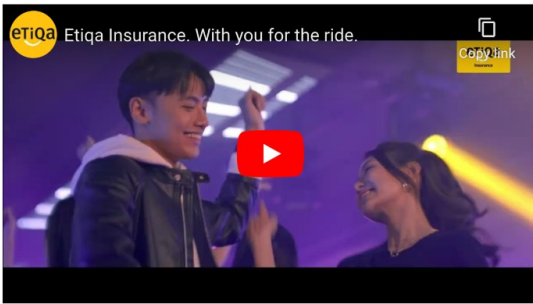
Date	Headline	Media Outlet	URL Link
11-Sep-2023 04:20PM	Southeast Asia's pet ecosystem platform Petotum, Malaysia's Etiqua General Insurance Bhd launches pet insurance product	TechNode Global	https://technode.global/2023/09/11/southeast-asias-pet-ecosystem-platform-petotum-etiqua-general-insurance-bhd-launches-pet-insurance-product/
15-Sep-2023 12:37PM	Etiqua introduces insurance for pets	themalaysianreserve.com	https://themalaysianreserve.com/2023/09/13/etiqua-introduces-insurance-for-pets/
15-Sep-2023 12:36PM	Etiqua, Petotum – Kini Bolehkan Pengguna Sedia Insurans Perubatan Buat Haiwan Peliharaan	rnggt.com	https://rnggt.com/202332366/
19-Sep-2023 10:42AM	The Malaysian Reserve - Previous Week: Snippets	The Malaysian Reserve	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202309/20230918/news-636562-20230918-2325-1695073337231.pdf
02-Sep-2023 03:56PM	5 Iklan Terbaik Sempena Hari Kebangsaan 2023, Sarat Mesej Bermakna Untuk Penonton	Getaran	https://www.getaran.my/artikel/tara/51899/5-iklan-terbaik-sempena-hari-kebangsaan-2023-sarat-mesej-bermakna-untuk-penonton
30-Aug-2023 04:38PM	Kompilasi Iklan Merdeka 2023: Iklan Samsung memang win	SoyaCincau	https://bm.soyacincau.com/2023/08/30/kompilasi-iklan-merdeka-2023-iklan-samsung-memang-win/
18-Sep-2023 08:32AM	TOP 10 winners for the Experts' Choice Awards Merdeka TVC 2023	Marketing Magazine	https://marketingmagazine.com.my/top-10-winners-for-the-experts-choice-awards-merdeka-tvc-2023/



Campaign Brief Asia

ETIQA INSURANCE SINGAPORE ARE ‘WITH YOU FOR THE RIDE’ AT EVERY STAGE OF LIFE SAYS NEW CAMPAIGN

AUGUST 25 2023, 8:36 AM | BY KIM SHAW | No Comments



Etiqa Insurance Singapore, a leading insurance provider, has unveiled its latest brand campaign, ‘With You for the Ride’, which aims to ignite the spirit of adventure among Singaporeans, inviting them to explore life’s diverse possibilities and embrace the excitement of unexpected journeys.

“We believe that life is meant to be lived with enthusiasm and a spirit of adventure,” said Shirley Tan, Chief Marketing Officer, Etiqa Insurance Singapore. “We take immense pride in being the steadfast partner our customers can count on, no matter where their journey leads. Our fresh ‘With You for the Ride’ campaign encapsulates this very essence, illustrating that we stand by individuals through every twist and turn, defying the constraints of age.”

Journeying together through life with Etiqa
At the core of this campaign, Etiqa Insurance Singapore seeks to transform the way insurance is portrayed, through the use of compelling narratives and dynamic visuals that appeal to the target audiences. The company will also spearhead a holistic array of initiatives across a comprehensive 360 campaign mix across online and offline channels. Etiqa Insurance Singapore aims to establish itself as a trusted companion through these initiatives, providing financial protection and support while empowering individuals to pursue their passions and dreams.

The ‘With You for the Ride’ campaign showcases Etiqa Insurance Singapore’s dedication to humanising insurance and making it relatable to the aspirations and dreams of Singaporeans. By fostering a sense of partnership, trust, and confidence, Etiqa Insurance Singapore aims to build meaningful connections with customers and help them navigate life’s journey with ease.



“In a world where uncertainties abound, Etiqa aspires to redefine the insurance journey by underscoring the significance of a robust and unwavering alliance between insurers and their esteemed customers,” added Tan. “We fully comprehend the value of trust in cultivating enduring relationships, and our fresh campaign embodies Etiqa’s dedication to protection and transparency, pledging to be the unwavering partner that our customers can depend on.”

Etiqa’s comprehensive suite of insurance products is thoughtfully designed to meet the ever-changing needs of its diverse customer base. These include youth-oriented plans that foster financial growth, protection to tailor-made solutions for adults seeking stability and security, even for those looking beyond the next generations, and retirement-focused products that ensure peace of mind during the golden years.

The ‘With You for the Ride’ campaign will be widely featured across digital, social media and out-of- home channels including bus wraps, MRT stations, and movie theatres in Singapore. To learn more about Etiqa Insurance Singapore ‘With You for The Ride’ campaign, [click here](#).





CoinGenius

Blockchain

Fintech

Tech Leaders Spotlight

Health, Insurance

Advances

Republished By Plato

Date: September 17, 2023

Views: 35



Digital Pilipinas organized a roundtable discussion with industry leaders and stakeholders from insurance and health sectors to emphasize sustainability and innovation

Leaders discussed growth potential, PLIA's digital customer experience commitment, industry shift to online insurance sales, global InsurTech market growth projections, and mWell's integrated health platform.

The event also presented preliminary findings from The Voice of Digital Pilipinas survey, indicating high trust in government agency applications.

When health and insurance meet technology, sustainability and innovation in the industry are expected to grow. This is the highlight of the recent roundtable discussion organized by Digital Pilipinas and attended by some local industry leaders and key stakeholders in the space.

Digital Pilipinas Roundtable

The discussion, which was led by the Philippine Insurers and Reinsurers Association (PIRA), the Philippine Life Insurance Association (PLIA), and the Philippine Insurtech and Healthtech Association (PIHA), circled around the potential for growth in the InsurTech and HealthTech sectors, as well as the need to support local players.

Their key points included PLIA's commitment to providing a digital customer experience, the industry's shift to online insurance sales, the potential for growth in the global InsurTech market, and mWell's integrated health platform.

mWell claims to be the first fully integrated digital health and wellness platform in the country.

Innovation and Sustainability Efforts

Moreover, the panel also shared their recent initiatives and plans for the improvement of the sectors.

"By fostering cooperation among sector leaders, key players, and advocates, a more inclusive and sustainable Insurtech and Healthtech industry can be achieved for the benefit of Filipinos. When insurance, health, and technology converge, they have the potential to bring about positive change in society and contribute to nation-building," Digital Pilipinas wrote in a statement.

This was supported by Inypay Founder and CEO Arivuvel Ramu, who cited that the global InsurTech market was worth \$83 billion in 2022 and is expected to grow to \$118 billion by 2028. He also noted that the microfinance sector alone is expected to grow from \$3 billion in 2022 to \$8.4 billion by 2028.

Meanwhile, for Rico Bautista, the president of PLIA and the CEO of Etiqua Philippines, Environmental, Social, and Governance (ESG) is important, and digitalization can help promote its initiatives. He then shared his desire to make his company at the forefront of this movement.

In addition, PLIA General Manager and Data Protection Officer George Mina remarked on the significant changes in the insurance industry amid digitalization:

"The most significant is being able to sell life insurance on a digital basis. It used to be a face-to-face thing. If you look at the websites of life insurance companies, they're getting more and more personalized (in terms of) branding of digital assistance."

On the other hand, Metro Pacific Health Tech mWell Chief Marketing and Commercial Officer Gary Dujali discussed the company's initiatives to support the growing HealthTech industry in the country as a fully integrated and fully digital health and wellness platform.

According to him, as their firm aims to bridge the digital divide by providing a convenient and accessible way to access healthcare, their application offers an experience that allows users to select a doctor, buy medicine, and have it delivered to their house.

Further, DP Convenor Amor Maclang emphasized the need to support local players in the InsurTech and HealthTech sectors, as these sectors are "two of the very important work streams of Digital Pilipinas."

"Health and insurance are two very important aspects of our work. We will be having a series of programs for both HealthTech and InsurTech and grow these industries domestically," Maclang emphasized. "We are working on a possible execution of smart contracts and blockchain in the insurance space."

The convenor also added that for the Digital Pilipinas Festival and Philippine FinTech Festival in November, there will be a pitch fest and hackathon to encourage InsurTech founders from the Philippines and ASEAN. She stated that the initiative aims to promote local InsurTech startups, as most of the players in this sector are foreign.

The Voice of Digital Pilipinas Survey Results

The event also served as a platform for discussing the preliminary research findings of The Voice of Digital Pilipinas, which revealed that government agencies are the most trusted platform for mobile applications. This is followed closely by applications from e-wallets and bank applications. The research focused on cybersecurity and data privacy.

"This serves as an opportunity for the Philippine government. The trust factor is really high, with 3/5 Filipinos preferring government agency applications. This is followed distantly by applications from e-wallets and bank applications," Tangere CEO Martin Penaflor commented.

The Voice of Digital Pilipinas is a collaborative effort between DP, Global Fintech Institute, and Tangere that seeks to provide Filipinos with a democratic voice.

Recently, local bank BPI and Digital Pilipinas introduced the TrustTech Movement to bolster cybersecurity in the Philippines. TrustTech aims to promote a nationwide strategy against cyber scams, enhance public awareness, and enforce safeguards for businesses and consumers.

This article is published on BitPinas: [DP Roundtable: Tech Leaders Spotlight Health, Insurance Advances](#)



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FINTECH

Tech Leaders Spotlight Health, Insurance Advances

By Shiela Bertillo • 2023-09-17

Learn about the insights from a Digital Pilipinas roundtable where insurance and health leaders focused on sustainability and innovation.



- Digital Pilipinas organized a roundtable discussion with industry leaders and stakeholders from insurance and health sectors to emphasize sustainability and innovation
- Leaders discussed growth potential, PLIA's digital customer experience commitment, industry shift to online insurance sales, global InsurTech market growth projections, and mWell's integrated health platform.
- The event also presented preliminary findings from The Voice of Digital Pilipinas survey, indicating high trust in government agency applications.

When health and insurance meet technology, sustainability and innovation in the industry are expected to grow. This is the highlight of the recent roundtable discussion organized by Digital Pilipinas and attended by some local industry leaders and key stakeholders in the space.

Digital Pilipinas Roundtable

The discussion, which was led by the Philippine Insurers and Reinsurers Association (PIRA), the Philippine Life Insurance Association (PLIA), and the Philippine Insurtech and Healthtech Association (PIHAI), circled around the potential for growth in the InsurTech and HealthTech sectors, as well as the need to support local players.

Their key points included PLIA's commitment to providing a digital customer experience, the industry's shift to online insurance sales, the potential for growth in the global InsurTech market, and mWell's integrated health platform.

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17 September 2023, BitPinas

Etiqua Philippines shares insights about Health and Insurance Advances



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#philippines