

AmMetLife Insurance launches HCC BoostUp Rider, a first- of- its kind plan in Malaysia That Covers Genomic Testing for Cancer



Left to Right : David Liew, Chief Agency Officer, AmMetLife; Ramzi Toubassy, Chief Executive Office, AmMetLife; Ang Swee Choo, Chief Marketing Officer, AmMetLife;

30 November 2018, Kuala Lumpur - AmMetLife Insurance Berhad (“AmMetLife”) today officially launched a medical plan that help customers meet their needs for managing escalating healthcare costs and determine the best treatment options for cancer.

HCC BoostUp Rider is an investment-linked unit deducting rider that can only be attachable to the HealthCare Choice Rider. It further enhances HealthCare Choice Rider’s coverage by introducing new benefits such as genomic testing for cancer, out-patient dengue fever treatment, home nursing care and a lump sum payment for diabetic complications.

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Ramzi Toubassy, Chief Executive Officer, AmMetLife Insurance Berhad and David Liew, Chief Agency Officer, AmMetLife Insurance Berhad, launched the new rider to customers and AmMetLife agents at an event at a local mall in Kuala Lumpur today.

Today, cancer is one of the most prevalent critical illnesses among Malaysians. According to the Malaysian Health Ministry, about 100,000 Malaysians suffer from cancer at any one time and it is estimated that one in four Malaysians will develop cancer by the age of 75.

Commenting on these statistics, Toubassy said “We at AmMetLife are constantly striving to offer our customers access to the best medical care to cope with life’s unexpectancies such as cancer. We are pleased to announce that our HCC BoostUp Rider is the first plan in Malaysia that covers genomic testing after an individual is diagnosed with cancer. These tests allow doctors to define the most appropriate treatment options based on the individual’s cancer specific genetics and his/her drug metabolism. These tests in turn help our customers make informed choices and avail potentially the most effective treatment for them.”

Also present at the launch event was Dr. Steven Tucker, a leading medical expert, based out of Singapore, who specialises in cancer, genomics and precision medicine. “Genomic testing is a game changer when it comes to cancer treatment. No two people are the same and customers everywhere are demanding more personalisation. Medical treatment is no different and genomics allows us to really understand the genetic characteristics of a patient’s cancer and treat it with precision,” said Dr. Tucker, who also serves as an external medical consultant to MetLife.

According to the Ministry of Health, dengue remains the number one most infectious disease from 2015 to 2017 in Malaysia, with 71,614 cases reported in September last year. With HCC BoostUp Rider, medical expenses incurred for out-patient dengue treatment will be covered. According to Toubassy, “We want to offer our customers peace of mind knowing that even mild dengue fever cases will be closely monitored and treated.”

The rising cost of healthcare is proving to be a grave concern to many Malaysians. According to a global survey conducted by Mercer Marsh Benefits (affiliated to Marsh Insurance Broking Sdn Bhd), Malaysia’s healthcare inflation was 11.5 percent in 2016 and rose to 12.7 percent last year. “Our HCC BoostUp Rider and HealthCare Choice Rider offer a high annual limit of RM1 million and above which helps in dealing with rising medical costs,” Toubassy added.

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HCC BoostUp Rider and HealthCare Choice Rider is available up to age 100 (next birthday) and is distributed by AmMetLife's strong network of life insurance agents nationwide.

Please visit www.ammethlife.com or call 1300 88 8800 and our customer service personnel will be happy to share more information with you or assist you on how to sign up for HCC BoostUp Rider and HealthCare Choice Rider.

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About AmMetLife

AmMetLife is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings LLC (MetLife). AmMetLife offers a comprehensive range of life assurance and wealth protection solutions distributed through a combination of over 200 AmBank and AmMetLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide.

The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group to create a customer-centric and modern life assurance solutions provider in Malaysia.

For further information on AmMetLife Insurance Berhad, please contact Ms Anusyia Nathan, Corporate Communications Manager at anusuyia.sakthinathan@ammethlife.com

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