

Sun Life collaborates with BookDoc

KUALA LUMPUR: Sun Life Malaysia recently collaborated with BookDoc to build a more health-conscious society through its wellness reward mobile application – SunActiv.

SunActiv is a programme developed by BookDoc that offers great rewards for active users where all they need to do is to just walk and stay active.

Introduced under its 'Live Healthier Lives' strategy, Sun Life Malaysia aims to encourage its clients to lead an active and healthy lifestyle.

A symbolic event was held during Sun Life Malaysia's 'Brighter Lives' roadshow at The Curve, Mutiara Damansara, Petaling Jaya on April 21.

Present at the event were Raymond Lew,

CEO, President and Country Head of Sun Life Malaysia, Datuk Chevy Beh, founder of BookDoc, and over 50 management members and representatives of both organisations.

"Sun Life Malaysia is very pleased to partner with BookDoc to enhance our client value proposition through SunActiv. We are a caring and responsible insurer that not only takes care of our clients' protection and financial needs, but also their health and well-being.

"Designed for simplicity and ease of use, SunActiv will encourage our clients to stay active and live healthy because every step they take will count towards redeeming great lifestyle rewards," said Raymond Lew in a statement sent to Bernama.