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Insurance company conducts health roadshow in PJ mall



The Brighter Lives roadshow stressed on holistic protection and financial security.

INSURANCE company Sun Life Malaysia held a brand and health roadshow at The Curve, Mutiara Damansara, Petaling Jaya, themed "Brighter Lives", to emphasise the importance of being healthy physically, mentally and financially.

The roadshow was in line with Sun Life Malaysia's objective of helping Malaysians achieve life-time financial security and live healthier lives.

The four-day roadshow attracted more than 800 participants through various activities.

There were workout sessions including Zumba, rhythmic boxing, yoga and street dance, as well as a health talk.

Sun Life Malaysia chief executive officer and president/country head Raymond Lew said the roadshow was organised to showcase their Live Healthier Lives strategy that aims to empower Malaysians to embrace a healthy lifestyle.

"We might not be a health provider, but we hope to enrich Malaysians through health knowledge and provide avenues for them to proactively take ownership of their health.

"Health matters when it comes to insurance rates as a healthy person with lower medical risks will enjoy standard premium rates, making it more affordable to financially protect them and their loved

ones," said Lew.

He added that a recent Health Gap Analysis Survey (conducted by Sun Life Financial Asia across its five Asia business units) showed Malaysia as one of the markets with the most significant health gap for catastrophic conditions relative to insurance coverage, of which the highest health gap is for stroke and heart attack.

During the roadshow, the company launched its year-long Brighter Lives Brand Campaign, which is based on the metaphor of a "Jar of Dreams" that represents Sun Life Malaysia as the safe and secure place for Malaysians to deposit their dreams for the future.