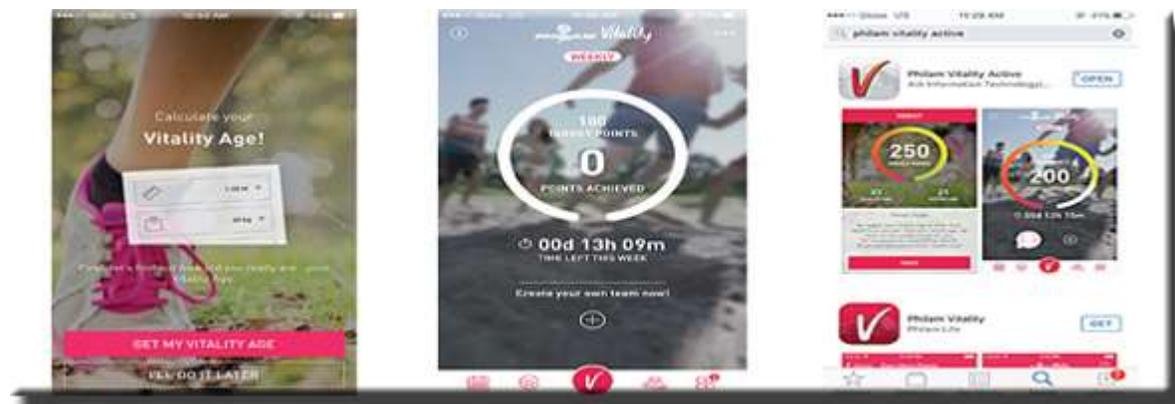


Malaya Business Insight

A rewarding wellness lifestyle

By Edison Joseph G...
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BPI-Philam Life Assurance Corp. hosted the 'Win the Moment' wellness fest, the first total wellness event filled with activities to help Filipinos achieve physical and mental wellness as well as financial stability.

Held at the TriNoma Activity Center, the event urged Filipinos to take better care of themselves and be confident in winning their moment in life.

Ma. Monique Castro, head of Brand and Management Communications at BPI-Philam, said Filipinos only look at wellness from some aspects such as physical, mental and emotional.

"There is financial... They cannot say they are well if they are not thinking about their finances. They think of finances if they are in a point that they need it," said Castro.

"We want to be there for them at every point of their life," she added.

She said BPI-Philam intends to be more innovative. While most insurance companies offer life, death and accident insurance, BPI-Philam is shifting the conversation to living one's life today.

"They cannot be able to fully appreciate their life insurance plan when they have the maturity benefit if right now they are sick," Castro explained.

"For the retirement plans, how can they reap the benefits of their retirement plan if they get sick along the way? That's the main point which is in line with 'Win the Moment' campaign," she stressed.

The bancassurance company also introduced Philam Vitality's newest, science-backed mobile app that instantly rewards users for achieving their weekly fitness goals, encouraging them to be healthier and reward themselves as

they make daily healthy choices.

Philam's Vitality Active, a simplified app-based version of the Philam Vitality program, can be downloaded for free at the App Store or Google Play Store. To start using the app, sign up and input or scan the promo code, if available. For Philam Vitality members, log in with existing username and password. Complete the Vitality Health Review to get the Vitality Age.

Users must have a working fitness app or device that is compatible and can be paired with the Philam Vitality Active app.

Start tracking exercises with the fitness app or device and meet the weekly activity target for two consecutive weeks to enjoy instant rewards.

Castro said by focusing on wellness, BPI-Philam offers an innovative life insurance. "That is why we introduced the concept of rewards, which is one thing that is different compared to our competitors," she said.

"Insurance penetration is still at two percent of the entire population – in terms of individual life," she added, noting most Filipinos don't want to talk about death and have an aversion to insurance.

"We have to find a way to be more relevant to them and one of the key points is their health," noted Castro.

Surendra Menon, chief executive officer at BPI-Philam, said this initiative increases awareness on the importance of financial wellness.

"What we have found very clearly is, even if they monitor their wellness alone, they begin to change and manage their habits. If they monitor, life expectancy can grow as much as 14 years," Menon explained.

He added: "Never mind about being extremely active... Just likely be active, monitor health, and do it regularly."

Menon said more than helping customers mitigate the impact of certain circumstances in their lives, the company hopes to improve their wellness, too. "Usually it is always on the cure side... We want to be on the prevention side, as it is better than cure," he stressed.

One of the winning decisions everyone can make, Menon noted, is to be more active in life. "That will make a whole difference in their lives," he said.

Source: <https://www.malaya.com.ph/business-news/living/rewarding-wellness-lifestyle>