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Aetna, Starr International form alliance in Hong Kong

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Singapore: Aetna, a global diversified healthcare benefits company, and Starr International Insurance have formed a strategic alliance to offer medical insurance and healthcare solutions in Hong Kong. As part of the new relationship, Aetna's medical insurance policies in Hong Kong are being underwritten by Starr International, an insurance firm licensed by the Hong Kong Insurance Authority.

The new underwriting took effect on January 24 for new Aetna policies and on March 1 for renewals.

"We are pleased to collaborate with a highly rated firm that shares our mission to provide easy access to cost-effective, high-quality care for our globally mobile customers living and working in Hong Kong," said Mr Michael Elliott, general manager of Aetna International's Asia-Pacific region.Ã?Â "Working together, we can offer a range of competitive benefits plans, which along with our health advisory tools and case management, wellness and prevention programs, offer real value."Ã?Â

Mr Ross Matthews, president and CEO of Starr International Insurance (Asia), a member of Starr Companies, said, "Aetna has been a pioneer in its focus on helping its members live healthier lives. The strategy can lead to better health as well as help stem the rising costs of medical care. This alliance is a great fit for us as part of our mission to provide the very best cover at an affordable cost."

In Hong Kong, Aetna offers individual and group healthcare benefits plans for expatriates and local nationals as well as health care management services. The company has maintained offices in Hong Kong since 2007 and employs 48 people there.