

News Release

20 June 2019

HSBC Life and Hong Kong Lutheran Social Service jointly launch the “HSBC Life Eldercare Programme”

****First insurer in Hong Kong to introduce an innovative dementia risk screening system to benefit the community, customers and employees****

****Raising awareness of health and eldercare through a three-pronged approach, helping relieve the future burden of eldercare****

To further raise awareness of eldercare and dementia, HSBC Life today announced the launch of the “HSBC Life Eldercare Programme” (the “Programme”) together with the Hong Kong Lutheran Social Service (“HKLSS”) to provide cognitive health check services for dementia. This new service, powered by the “Automatic Retinal Image Analysis – Assessment on the Risk of Cognitive impairment” (“ARIA”), is the first dementia risk screening system developed by Health View Bioanalytic (“Health View”), a Hong Kong healthcare technology company. Through this Programme, HSBC Life is the first insurer in Hong Kong to bring this innovative screening service to the local community, its customers and employees.

HSBC Life is committed to raising awareness around dementia and encouraging people to take preventive measures to relieve the future burden of eldercare. This Programme continues HSBC Life’s advocacy around eldercare with the Eldercare Hong Kong research report unveiled last month, alongside HSBC’s ceaseless efforts to provide market-leading dementia friendly services.

Edward Moncreiffe, HK Chief Executive Officer, HSBC Life, said, “As revealed recently in the Eldercare Hong Kong research report, the cost of caregiving in Hong Kong society will grow over three-fold to HK\$126 billion in 20 years’ time. Dementia has now become a very common health issue for elderly people in Hong Kong, with prevalence rates of dementia estimated to be at 5%-8% among persons aged over 65, and at 20%-30% among those aged over 80¹. The number of people suffering from dementia is also estimated to more than double in 20 years’ time². By promoting our collaboration with HKLSS, we hope to help raise awareness of early dementia screening so as to mitigate the impact of dementia on both patients and their caregivers.”

Dr Annissa Lui, Chief Executive Officer, Hong Kong Lutheran Social Service, said, “HKLSS is honored to collaborate with HSBC Life to provide cognitive health check services for

dementia. We hope that through this collaboration, we are able to contribute more to society by making primary healthcare services accessible to more people. With a belief that “prevention is better than cure”, we also aim to raise people’s awareness of the importance of a healthy lifestyle, driving them to change their habits to get healthier.”

ARIA – a home-grown innovation to screen dementia risk

A home-grown Hong Kong innovation, ARIA is a cognitive health risk assessment approach that helps more accurately assess and better understand the risk of dementia. The entire screening³ process takes around 15 minutes during which retinal images will be taken for both eyes and uploaded to a central data processing system⁴ to give a risk index projection.

Prof. Benny Zee, Founder/CEO of Health View, said, “Dementia is becoming a critically important issue as the population ages. It is evident that the number of people with dementia is increasing, and the economic burden this imposes on society will be substantial. While there is no cure for dementia, there’s much we can do to help prevent or delay the onset of it. The application of ARIA for screening dementia risk is one of Health View’s key initiatives as a contribution to supporting elderly services. It is a quick and easy assessment that is proven to be effective in screening for cerebral small vessel disease, approximating the result of white matter hyperintensities (WMH) of brain MRI with a high sensitivity and specificity that are larger than 90%. With the ARIA analysis, Hongkongers can take a more proactive role in managing their health risks.”

Relieve future eldercare burden through a three-pronged approach

By adopting a three-pronged approach, HSBC Life and HKLSS will engage the community, HSBC customers and employees to maximise the impact of the collaboration. Starting from July 2019:

Community

- **ARIA screening service** – HSBC Life will sponsor one ARIA machine. HKLSS estimates that 2,500-3,000 people will benefit each year from the new ARIA machine.
- **Sensory toys for elderly** – HSBC Life is also sponsoring 1,000 sensory toys for elderly people, which will be placed in five HKLSS elderly centers, and with families in need as part of their Toy library for the elderly (腦玩童俱樂部)⁵ project. These toys are designed to provide cognitive exercises for adults with a view to helping them keep their minds sharp and alert while reducing the risk or delaying the onset of age-related dementia.

Customers

- **Free ARIA screening test** – existing HSBC Life customers aged 60 or above who have purchased HSBC Life’s life protection plan(s)⁶ will receive a free ARIA risk of cognitive health screening test, which is transferrable to their family members or friends.
- **Free clinical assessment for dementia** – for those who are diagnosed as high cognitive health risk individuals, they can receive a further free clinical assessment for dementia – Montreal Cognitive Assessment (MoCA) /Mini-Mental Status Examination (MMSE)⁷ – which will be carried out by neurologists. The tests can help health professionals further assess the

risk of cognitive impairment development in order to take appropriate preventive measures and provide treatment as early as possible.

- **Free vaccination service** –free vaccinations are provided to eligible customers to prevent shingles or pneumococcal pneumonia⁸
- **HSBC Life Eldercare Hotline** – a dedicated hotline has been set up for customers to answer queries on elderly health issues, and general queries on the community support.

Employees

- **Free ARIA screening test** – as part of its commitment to employees' health and well-being, HSBC Life will offer its employees one free ARIA cognitive health risk screening test, which is transferrable to their family members or friends.
- **Lunch and learn sessions** – for employees to learn more about dementia prevention
- **HSBC Life Eldercare Hotline** – a dedicated hotline has been set up for employees to answer queries on elderly health issues, and general queries on the community support.

Ed continued, “At HSBC Life, we are committed to taking the lead and acting together with Hongkongers to relieve the burden of eldercare, helping people live well as they age and helping families thrive together. We believe that public-private partnerships can be a key part of the solution in addressing eldercare needs. This collaboration with HKLSS will allow us to support the local community by offering people new sources of information to better manage their health risks. This information is equally important to caregivers – the more we know about dementia, the more we can do to help prevent its deterioration, and to be more financially and mentally prepared for taking up caregiving responsibilities.”

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Photo captions



Edward Moncreiffe, HK Chief Executive Officer, HSBC Life (second on the left), Dr Annissa Lui, Chief Executive Officer, Hong Kong Lutheran Social Service (second on the right), Prof Benny Zee,

Founder/CEO, Health View Bioanalytic (first on the right) and Kara Wai, Award Winning Actress (first on the left) together unveiled the HSBC Life Eldercare Programme to provide cognitive health check services for dementia.



Edward Moncreiffe, HK Chief Executive Officer, HSBC Life, said HSBC Life is committed to raising awareness around dementia and encouraging people to take preventive measures to relieve the future burden of eldercare.



Kara Wai did ARIA screening test on site and shared her personal experience of looking after people with dementia. She believed that dementia poses big financial burden on caregivers.

Notes:

1. Source: Research Office Information Services Division Legislative Council Secretariat February 2017: Care services for elderly persons with dementia (<https://www.legco.gov.hk/research-publications/english/essentials-1617ise10-care-services-for-elderly-persons-with-dementia.htm>)
2. Number of people suffering from dementia is expected to increase from 115,000 in 2016 to around 240,000 in 2036. Source: CUHK Faculty of Medicine <https://www.med.cuhk.edu.hk/press-releases/cuhk-pioneers-in-developing-standardised-tests-for-screening-cognitive-impairment-in-the-ageing-population-in-hong-kong>
3. The whole process includes retina imaging and the analysis of the results.
4. The central data processing system of the cognitive health check is operated and managed by Health View.
5. About Toy library for the elderly
http://ebp.hkcss.org.hk/ppt/conference/2018_1/Session2/KarenCHOW.pdf
6. Eligibility of the ARIA test offer: Existing life insurance policyholders aged 60 or above with at least one in-force life insurance protection plans on or before 31 May 2019
7. If a customer is assessed as high risk in the cognitive health check, he/she will be referred to the neurology division of Pro-Wellness Health Group to take a free Mini-mind State Examination or Montreal Cognitive Assessment. The neurologist will examine whether he/she is suitable to take a free Mini-mind State Examination or Montreal Cognitive Assessment. The staff of the Service Centre will provide the registration form to the customer immediately. The customer can make an appointment for the Mini-mental State Examination or Montreal Cognitive Assessment via the hotline provided in the registration form or on the spot depending on his/her own conditions. Available while quota lasts.
8. The relevant vaccines and vaccination service are provided by Pro-Wellness Health Group, the partner medical institution of Hong Kong Lutheran Social Service. Relevant terms and conditions apply.

HSBC Life (International) Limited

HSBC Life (International) Limited (“HSBC Life”) is an indirect wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited. HSBC Life is authorised and regulated by the Insurance Authority of the Hong Kong SAR to carry on long-term insurance business in the Hong Kong SAR. As one of the leading life insurers in Hong Kong, HSBC Life offers a wide range of life insurance products, including annuities, to retail and commercial customers in Hong Kong through HSBC banking channels and third party brokers. HSBC Life provides tailored solutions to meet the protection, education, retirement, managing growth and legacy planning needs of its customers. As of 31 March 2019, HSBC Life had a total market share of 14.5% of the Hong Kong life insurance market.

Hong Kong Lutheran Social Service, LC-HKS

HKLSS is one of non-government organization in Hong Kong. HKLSS is now having a team of over 1,000 professional and quality staff members and supervises over 50 service units. We are providing different kind of services for the needs such as children and youth services, elderly services,

rehabilitation services, etc. which is located in Hong Kong Island, Kowloon, New Territories and Island.
You may view our website for further information: <https://www.hklss.hk/hk/>.

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