

**Company:** Thai Life Insurance Plc.  
**Company Description:** Thai Life Insurance Plc is proud to be a leader in providing unique products and services. It’s the first Thai-owned life insurance to support Thai people by offering products to meet the client needs. These are confirmed our mission to be “More Than Just Life Insurance”.  
**Nomination Category:** Marketing Campaign Categories - Industry  
**Nomination Sub Category:** Marketing Campaign of the Year - Insurance  
**Nomination Title:** Thai Life Insurance PromptPay 108 Critical Illness



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

15 February, 2023

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 210 words used.

Thailand has fully transitioned into an aging society, bringing challenges, especially concerning the health of the elderly. Among these challenges, Alzheimer's disease (AD) stands out as a significant concern, posing serious risks not only to elderly individuals but also to their families. With the growing number of older people in the country, Alzheimer's cases are predicted to rise from the current estimate of 600,000 to around 1.1 million by 2030.

In addition, medical expenses are currently increasing continuously, especially in the case of chronic illnesses. Although current medical technology and drug developments can help at-risk patients or early Alzheimer's patients have a good quality of life in the early stages, access to diagnostic tests and the current higher cost of care may prevent patients from accessing treatment. This may increase the financial burden on patients and their families. At the same time, Alzheimer's patients need long-term care, which can affect their families and close ones.

With Thai Life Insurance (TLI)’s mission to position ourselves as a Life Solution Provider who will be all the answer of life insurance, health insurance, and personal financial planning for Thai people, we are dedicated to promoting wellness through the Eco-Health System, a comprehensive approach that combines preventive measures with treatment-focused healthcare solutions.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 240 words used.

The company has designed life and health insurance products and services specifically customized to address the treatment needs of Alzheimer’s disease and dementia. These solutions aim to offer patients access to high-quality treatment options, while easing the long-term financial strain on their families. Furthermore, the company has expanded its product line by launching the “**Thai Life Insurance PromptPay 108 Critical Illness**” Riders Health Insurance plan, which provides extensive coverage for Alzheimer’s disease at every stage. This expanded coverage is available to both current policyholders and new customers purchasing the plan, with no additional premium costs. **Thai Life Insurance is proud to be the first insurance provider to offer complete coverage for Alzheimer’s disease at all stages.**

The health insurance riders "**Thai Life Insurance Prompt Pay 108 Critical Illnesses**" provides comprehensive coverage across 8 major categories of diseases. These include cancer-related illnesses, diseases affecting vital organs and systems, cardiovascular diseases, neurological conditions, other critical illnesses, pediatric diseases, geriatric conditions, and complications arising from diabetes. Notably, Alzheimer's disease is classified as a severe illness within the neurological category.

The health insurance riders "**Thai Life Insurance Prompt Pay 108 Critical Illnesses**" offers comprehensive coverage for all stages of Alzheimer's disease. It covers early-stage Alzheimer's, providing up to 25% of the sum insured as benefits, moderate-stage Alzheimer’s with benefits reaching up to 50% of the sum insured, and severe-stage Alzheimer's, where benefits can go up to 100% of the sum insured, as originally included

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 233 words used.

To enhance the quality of life for policyholders and Thai citizens, and to establish a comprehensive ecosystem for the care of policyholders, the company has partnered with Eisai (Thailand) Marketing Co., Ltd. This collaboration focuses on developing innovative products and services for Alzheimer's patient care. By leveraging advanced technology, the initiative aims to improve the treatment and care of individuals with Alzheimer's disease, particularly those in the early stages. Furthermore, efforts are underway to promote awareness, understanding, and prevention of Alzheimer's disease and dementia within Thailand.

The company has also designed exclusive privileges and activities tailored for customers in the Silver Age group. Policyholders under the "**Thai Life Insurance Prompt Pay 108 Critical Illnesses**" plan can access a self-assessment service for brain function using the CogMate Digital Brain Health Test Kit. This tool evaluates cognitive performance in areas such as memory, thinking, and decision-making, requiring only 15 minutes to complete. It enables users to monitor changes in cognitive abilities through tests focusing on visual learning and working memory. The assessments are conveniently available on multiple devices, including computers, tablets, and smartphones.

Among these is the "Thai Life Insurance Prompt Pay 108 Critical Illnesses" rider, launched in 2023, which offers comprehensive coverage for Alzheimer’s treatment at all stages. To date, the company has generated a total of 199,233,432 THB in insurance premiums and has issued 69,483 new policies under this program.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[Thai Life Insurance PromptPay 108 Critical Illness](#)

[REDACTED FOR PUBLICATION]