

- Mobile application / Artificial Intelligence (AI)

Peace of mind during this pandemic? There's an app for that

Through its all-in-one health app Pulse, leading life insurer Pru Life UK provides holistic support to customers including free COVID-19 vaccination coverage

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What if there was one app that could help you deal with everything that's going on in your life right now? An app that helps you take care of our mental, emotional, physical, and financial wellbeing in these hard times? An app that would not only keep you on track with your weight by reminding you to exercise often but also helps you plan your meals. An app that provides users a better understanding of worrying symptoms and directs them when best to seek further advice from healthcare professionals – a feature that's especially useful now that we're trying to avoid actual face-to-face consultations.



All you have to do is input your symptoms and answer questions so the app's AI-powered chatbot, which analyzes your conditions and helps you understand your symptoms better.

This app will give users a graphic representation of the human body broken down by organ, based on the user's inputs to a digital questionnaire.

This app also records your BMI, teaches you investing basics, allows you to write on a food journal, and chat with experts to help you craft a personalized meal plan, challenges you to finish physical activities, helps you interact with a community of likeminded individuals, connects you to health-related online video channels, provides an online vaccine calendar so you and your family will never miss out on important dates, and also—Siri who—helps you find clinics and hospitals near you. There are also fun (or sad, depending on how the results you're getting) features, like a wrinkle counter.

Yes, this jam-packed app exists, and offers all these. But the best part is, on top of all these free features—it also gives you the chance to get vaccinated and covered against COVID-19, free of charge.

“With the resurgence of COVID-19 cases in the country, Pru Life UK would like to provide peace of mind with exclusive insurance coverage at no cost to the public that will help alleviate their financial worries in these uncertain times,” says Antonio G. De Rosas, Pru Life UK president and CEO.

Pru Life UK, the top insurer in the country, is providing its clients free Personal Accident insurance and vaccine cover, valid for one year, through Pulse, the company's all-in-one health and wealth app.

“This is part of our continuing commitment of We DO Health, for the well-being and wealth protection of more Filipinos, an initiative that started with our free COVID-19 protection offered in April last year, now further bolstered with the inclusion of the COVID-19 vaccine coverage,” says de Rosas.

The free Personal Accident – Accidental Death and Disablement/Dismemberment (PA-ADD) Benefit Plan with COVID-19 Vaccine Protection Cover is the first and most comprehensive coverage of its kind in the industry. It provides for a death benefit or lump sum amount for the bereaved family if the insured passes away, subject to terms and conditions.

Benefits include death as a result of COVID-19, or as a result of an adverse effect of a COVID-19 vaccine, or if death is due to accident. A burial benefit will be added if the death is due to illnesses or natural causes, and not due to an accident.

Download the app for the free limited time offer on or before May 31, 2021—be sure to do it ASAP as this privilege is only available until May 31, 2021, or the first 250,000 registrants, whichever comes first. If you're Filipino, 18 to 64, you are eligible for this offer.

To register for the offer, download the free Pulse app from Google Play or App Store. New Pulse registrants are required to create an account, complete their profiles, and then register for the free PA with COVID-19 offer on the app. If you've downloaded Pulse before, click PRUShoppe on the app and click the free PA

with COVID-19 and vaccine protection title. If you get a confirmation email, you've been successfully registered—and all you need to do is name your beneficiaries within the coverage period.

The free accident insurance with COVID-19 and vaccine coverage is one of several pioneering initiatives of Pru Life UK in 2021 at the height of the pandemic to help protect Filipinos to cope with public health emergency. The company has always been innovative: In 2018, it launched the groundbreaking myDNA Pro Bundle, which combines a DNA-based health program with any of Pru Life UK's eligible investmentlinked life insurance products as well as a comprehensive accident, hospitalization, and critical illness coverage.

Today, Pru Life UK is the new number one life insurer

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in the country based on the New Business Annual Premium Equivalent (NBAPE) and Premium Income for the year 2020. It also has the biggest life insurance agency force of more than 44,000 licensed agents from more than 190 branches nationwide, helping Filipinos to protect their families, ensure their wellbeing and secure their long-term future.

As a pioneer in the Philippines celebrating its 25th anniversary, this recent effort is in line with the company's longstanding "We Do" commitment. Another way for the company to reach out and help fellow Filipinos during the pandemic is with a 25-week raffle bonanza, which will be held until September, in time for the anniversary. Over P6 million worth of prizes will be given away to more than 600 winners, with participants getting a chance to win million cash prize in the grand raffle, iPhone 12 units, and e-gift certificates.

To join the weekly draw, all you need is the Pulse app, and use its features to earn raffle entries. Participants can increase their chances of winning by being more active on the app. Each week, there will be 1 winner of an iPhone 12 and 24 winners of an e-gift certificate worth The winners will be announced on Pru Life UK's website and official Facebook page one day after the draw.

"Through the raffle series, we aim to promote and reward a healthy lifestyle, all within the ecosystem of our Pulse, a technology which the Pru Life UK community is extremely proud of. In a way, the Pulse app captures the company's 25 years of innovation and commitment to protect the health and grow the wealth of Filipinos," Pru Life UK senior vice president and chief customer marketing officer Allan Tumbaga says.