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# Pushing for a more active life

## Collaboration results in wellness reward mobile application

SUN Life Malaysia has announced its collaborative partnership with BookDoc to create a more health-conscious society through its wellness reward mobile application — SunActiv.

The programme developed by BookDoc offers great rewards for active users and all they need to do is just walk and stay active.

Introduced under its Live Healthier Lives strategy, Sun Life Malaysia aims to empower its clients to embrace an active and healthy lifestyle for a brighter life.

To officially signify the collaboration, a symbolic event was held during Sun Life Malaysia's Brighter Lives Roadshow at The Curve Mutiara Damansara, Petaling Jaya.

Present at the event were Sun Life Malaysia chief executive officer and president/country head Raymond Lew, BookDoc founder Datuk Chevy Beh and 50 management members and representatives of both organisations.

"Sun Life Malaysia is pleased to partner with BookDoc to enhance our client value proposition through SunActiv. We are a caring and responsible insurer that not only takes care of our clients' protection and financial needs, but also their health and wellbeing.

"Designed for simplicity and ease of use, SunActiv will encourage them to stay active and live healthy because every step they take will count towards redeeming great lifestyle rewards," said Lew.

"Besides clients, we have also made SunActiv available to our employees. We hope it will help both our clients and employees improve their overall quality of life and prevent diseases like diabetes, one of the contributing factors being a sedentary lifestyle," he added.



Beh said, "A lot of people understand that prevention is better than cure, but unfortunately, do not take proactive actions to live a healthy life until something happens to their loved ones or themselves, which sometimes is too late.

"We hope this partnership will help drive positive changes in people's lives."

During the event, Sun Life Malaysia also introduced its Live Healthier Lives ambassador, Abdul Rahman Lee, Malaysia's SEA Games 2017 Discus Bronze Medallist.

"We chose Abdul Rahman Lee to be our health ambassador because being a sportsman, he lives an active and healthy lifestyle and is in the position to inspire others to do the same.

"Our aim is to provide avenues for clients and Malaysians in general, to proactively take ownership of their health," said Lew.

Throughout this year, Abdul Rahman will be appearing in series of social media engagement activities and communications to educate and engage the public on general health and fitness information.

Lew (right) and Beh shaking hands to mark the co-operation between Sun Life and BookDoc to create a more health-conscious society.