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Employee Health Benefits of the New Age

----- BOWTIE GROUP MEDICAL INSURANCE

In the fast-paced corporate world, companies are constantly seeking ways to enhance their employee benefits and support their workforce's well-being. As a leading provider of insurance solutions, Bowtie is at the forefront of this mission, offering comprehensive employee benefits plans that not only address the healthcare needs of employees but also empower HR professionals to focus on strategic initiatives.

Why employee benefits matter

Offering a comprehensive and attractive employee benefits package has become a crucial factor in attracting, retaining, and motivating top talent in today's competitive job market. Beyond just providing healthcare coverage, a well-designed benefits programme can have a significant impact on employee satisfaction, work-life balance, and overall well-being. When employees feel valued and supported by their employer, they are more likely to be engaged, productive, and loyal to the company.

By investing in comprehensive employee benefits, organisations can not only enhance their competitiveness but also foster a positive and empowered workforce that drives business success.

All-round health coverage for your workforce

At the heart of Bowtie's medical insurance plan is a comprehensive suite of benefits designed to cater to the diverse healthcare needs of your employees. Bowtie empowers your workforce to prioritise their well-being and access the care they require, whenever and wherever they need it.

A few key highlights of our coverage:

Flexible outpatient options

Outpatient benefits are among the most used benefits in our group medical plan. Employees can choose their preferred service providers, ensuring convenient access to the medical care they need without the constraints of a restrictive network.

Referral-free specialist services

With a Pro-tier plan, your employee can enjoy a wide range of specialised services, including specialist consultations, traditional Chinese medicine, and dental care, addressing various aspects of your employees' health. No referral letter is required.

Preventive care for early detection

Annual health checkups and dental scaling are included in our Pro packages to encourage your employees to take a proactive approach to their well-being and detect any potential health issues early on. If you wish to further enhance your coverage, standalone wellness memberships are also available. You may consider BowtieVision for comprehensive optical care and BowtieDental for advanced dental services.

Cultivating a wellness culture

Bowtie understands that a healthy workforce goes beyond just medical coverage. That's why we offer a suite of on-site wellness events, including health talks, body composition analyses, and personalised consultations. These activities help to cultivate a culture of wellness within your team, inspiring your employees to adopt healthier lifestyles.

About Bowtie

[Bowtie Life Insurance Company Limited](#) is Hong Kong's first virtual insurer. Through the use of modern technology and medical expertise, Bowtie offers an agent-free, commission-free and more convenient online platform for customers to quote, apply and claim for insurance. We reimagined the entire insurance experience, so you can enjoy stress-free and truly customer-centric protection.

For businesses, we offer a suite of employee health solutions that go beyond just health insurance. Bowtie works closely with many start-ups, SMEs and large enterprises to provide affordable and cost-effective [group medical insurance](#) to take care of their employees' health.

[Contact us](#) to learn more about our group medical insurance and corporate health solutions.

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Providing comprehensive health coverage for your employees is a critical first step in supporting their well-being. However, managing the administrative aspects of such a programme can quickly become a burden for your HR team. That's where our digital tools and services come in to simplify the process and make life easier for your HR team.

Making life easier for HR personnel

Bowtie's digital-first approach streamlines the management of medical insurance, from onboarding and offboarding employees to processing claims. With our all-in-one digital platform, it takes just 5 minutes to add or remove a member to the policy, and the same quick turnaround applies to submitting claims. This enables HR professionals to spend less time on repetitive administrative tasks and more time on driving positive change within the organisation.

We also have a dedicated customer support team to assist both HR personnel and employees with any inquiries or issues that may arise. This helps to alleviate the burden on HR to handle day-to-day questions and concerns related to the group medical plan.

Trusted by leading brands

When it comes to selecting the right medical insurance provider, companies of all sizes and industries have placed their trust in Bowtie. From multinational corporations to dynamic startups, these leading brands have chosen Bowtie for our ability to deliver solutions that align with their unique brand personalities and employee needs. Our esteemed customers include Prenetics, TWG, HKBN, WeLab Bank, GreenPrice, Divit, TreeholeHK, and many more.

Unlike traditional insurance providers, Bowtie's package plan design allows companies of all sizes, starting from a minimum of 3 employees, to access comprehensive coverage tailored to their specific needs. This level of flexibility and accessibility has made Bowtie a preferred choice for many SMEs looking to offer their employees a robust benefits package without the burden of unmanageable costs.

Moreover, Bowtie's dedication to exceptional service and a strong brand image have further solidified our position as a trusted partner. Our team of experienced experts works closely with HR departments to ensure a seamless onboarding process and ongoing support.

Check out our [customer stories](#) if you want to know more about their experience with Bowtie.

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Hong Kong Institute of Human Resource Management

Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

Tel : (852) 2837-3826 / 2837-3828 | Email : pr@hkihrm.org | Website : www.hkihrm.org

