

MEDIA RELEASE

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INNOVATIVE SUPPLEMENTARY INSURANCE OFFER: HIRSLANDEN AND AXA JOIN FORCES IN THE FIELD OF PREGNANCY AND BIRTH

In order to optimally support expectant parents in their emotional phase of life, Hirslanden and AXA have jointly developed the Hirslanden app. The result is a digital offer for AXA customers with supplementary insurance. This includes live chats with experienced midwives and AXA insurance experts on the topics of pregnancy and birth.

From the right birth preparation, to the right maternity clinic, to complicated insurance questions: Expectant mothers and fathers are confronted with various questions every day. The Hirslanden app accompanies the parents-to-be digitally throughout the pregnancy and week by week offers valuable information on the baby's development, tips and tricks on afflictions, nutrition and sport as well as a personal pregnancy diary.

AXA customers with supplementary insurance now have access to innovative and digital services relating to pregnancy and birth in the Hirslanden app. For example, thanks to the new partnership, a live chat with experienced midwives from the Hirslanden Group is available to them free of charge and at extended times.

Live chats with midwives and insurance experts for AXA supplementary insurance policyholders

What can I do about morning sickness? What is the best sleeping position for my baby? At a time when the flood of information can be overwhelming for parents-to-be and new parents, the Hirslanden app provides relief with low-threshold access to concrete solutions. "Expectant parents can talk about their fears and doubts quickly, easily and professionally with a midwife in the chat – independently of regular examination appointments. In this way, we can provide AXA customers with needs-based care in connection with pregnancy and birth and offer innovative, digital additional services," says Niowi Näf, Head of Corporate Development & Innovation at Hirslanden.

In addition, AXA customers can use the Hirslanden app to clarify their questions about insurance benefits or upgrades to a single or family room directly in an insurance chat with AXA experts. "We will continue to focus on innovative and differentiating services for young professionals and families in preventative healthcare in the coming years," says Niklas Elser, Head of AXA Health.

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About Hirslanden

Hirslanden is committed to high-quality, responsible and efficiently integrated healthcare that focuses on the needs of the individual. Working together with private and public cooperation partners, the Hirslanden Group prioritises ongoing development of the Continuum of Care concept. From birth to old age, from prevention to healing, Hirslanden is always there, both on a physical and digital level.

Hirslanden differentiates itself from the rest of the market as a service provider with first-class medical and service quality, which is guaranteed by highly qualified independent specialists with years of experience who offer excellent care and services. Interdisciplinary medical centres of expertise, specialised institutes and competent cooperation partners enable optimal, personalised diagnosis and treatment, regardless of case complexity, in both inpatient and outpatient contexts.

The Hirslanden Group operates 17 hospitals in 10 cantons, many of which have an emergency department. It also operates 5 outpatient surgery centres, 18 radiology and 6 radiotherapy institutes. The Group has 2,515 partner doctors and 11,025 employees, 551 of whom are permanently employed doctors. Hirslanden is the largest medical network in Switzerland. In the 2021/22 financial year, the Group generated turnover of CHF 1,885 million. As at 31 March 2022, the Group had treated 109,624 patients for a total of 472,301 inpatient days. The patient mix consists of 51.3% patients with basic insurance, 28.2% with semi-private insurance and 20.5% with private insurance. The Hirslanden Group was formed in 1990 through the merger of several hospitals. Since 2007, it has been part of the international hospital group Mediclinic International plc, which is listed on the London Stock Exchange.