MITBA MASTERCLASS SERIES

LEARN THE NICHE. MASTER THE TECHNICALS.
BUILD YOUR CAPABILITY.

• INTERACTIVE • INDUSTRY-FOCUSED • MITBA STYLE

8 CPD HOURS PHYSICAL
*3 SEATS PER MEMBER

Exclusively for MITBA Members

1 JULY 2026
WEDNESDAY
8.30AM – 5.00PM

Executive Forum, Level 1
AICB Centre of Excellence,
Kuala Lumpur

KNOWLEDGE PARTNER

AIA

In collaboration with AIA to advance Employee Benefits advisory capability across Malaysia's broking industry

The Malaysian Insurance & Takaful Brokers Association (MITBA) is pleased to introduce the MITBA Masterclass Series, an initiative designed to elevate technical knowledge and strengthen capabilities across the broking fraternity.

FROM BENEFITS TO BUSINESS VALUE

EMPLOYEE BENEFITS

MEDICAL, HR, ANALYTICS & WORKFORCE RISK STRATEGY

WHY THIS MASTERCLASS?

Employee Benefits is undergoing a fundamental shift. Employers today are no longer seeking insurance placement alone — they expect measurable workforce outcomes, sustainable healthcare financing and strategic partnership. Healthcare inflation, changing employee expectations, talent competition and growing focus on employee wellbeing are reshaping how organisations design benefits.

This Masterclass is designed to equip brokers with practical understanding and advisory capability to move beyond traditional placement into becoming strategic Employee Benefits advisors. Participants will learn how medical benefits, workforce analytics, HR priorities and wellbeing strategies connect to influence cost, productivity, employee engagement and business performance.

WHAT YOU WILL LEARN

By attending this programme, participants will gain practical understanding on:

- ✓ Understanding Malaysia's healthcare ecosystem and cost dynamics
- ✓ Interpreting employer expectations beyond premium negotiation
- ✓ Identifying drivers of healthcare utilisation and medical inflation
- ✓ Translating claims and workforce data into strategic decisions
- ✓ Designing sustainable healthcare programmes balancing:
  - *Cost*
  - *Employee experience*
  - *Coverage*
  - *Long-term affordability*
- ✓ Measuring success beyond premiums:
  - *Absenteeism*
  - *Employee engagement*
  - *Productivity*
  - *Retention outcomes*
- ✓ Building integrated wellbeing solutions:
  - *Medical + Wellness + Mental Health + Data Analytics*

WHO SHOULD ATTEND

- ✓ Employee Benefits Brokers
- ✓ Technical & Placement Teams
- ✓ Senior Executives
- ✓ Business Development Personnel
- ✓ HR & Benefits Advisors
- ✓ Anyone seeking to strengthen advisory capability in healthcare and workforce risk

KEY TAKEAWAYS

1. Understand the Healthcare Ecosystem Before Designing Solutions
   Gain a practical understanding of Malaysia's healthcare landscape, stakeholder dynamics and the factors influencing utilisation and cost escalation.
2. Think Like Employers, Not Just Insurance Buyers
   Learn how employers evaluate Employee Benefits through the lens of workforce strategy, financial sustainability, employee experience and business outcomes.
3. Decode Healthcare Costs Through Data and Analytics
   Develop the ability to interpret claims trends, identify cost drivers and translate data into meaningful decisions and actionable trategies.
4. Design Employee Benefits that Balance Value and Sustainability
   Explore how to structure healthcare programmes that comprehensive, competitive and financially sustainable across inpatient, outpatient and dependent benefits.
5. Evolve from Broker to Strategic Workforce Advisor
   Move beyond placement into advising organisations on healthcare strategy, wellbeing integration and long-term workforce performance.
6. Measure Success Beyond Premium Savings
   Understand how Employee Benefits influence absenteeism, productivity, employee engagement, retention and overall organisational resilience.
7. Prepare for the Future of Employee Benefits
   Discover how digital health, personalised wellbeing, mental health support and data-driven decision making are reshaping the future of workforce benefits.

FROM COVERAGE TO CARE. FROM INSURANCE TO WORKFORCE STRATEGY.

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Closing Date
26 June 2026, Friday, 12:00PM

EMPLOYEE BENEFITS

MITBA AIA

INDUSTRY INSIGHTS POWERED BY AIA

PROGRAMME

8.30AM - 9.00AM	**Registration & Refreshment**
9.00AM - 9.10AM	**Welcome Remarks** Prof. Dato' Shazme Sulaiman, CEO, MITBA
9.10AM - 9.20AM	**Chairman's Address** Sudirman Hamzah, Chairman, MITBA
9.20AM - 10.30AM	**Session 1: Healthcare System & Stakeholder Dynamics (MY Context)** Ooi Zhen Yang, Director, Healthcare Partners Integration & Transformation, AIA Bhd. *Malaysia's healthcare ecosystem, stakeholders, and system dynamics shaping cost and utilisation.* **Key Takeaways** • Understand roles of key stakeholders (providers, insurers, regulators, employers) • Recognise ecosystem interdependencies • Identify key drivers of healthcare cost and utilisation • Apply system insights to benefits advisory
10.30AM - 10.45AM	**Networking Session | Morning Coffee Break**
10.45AM -11.45AM	**Session 2: What Drives Healthcare Costs?** Ooi Zhen Yang, Director, Healthcare Partners Integration & Transformation, AIA Bhd. *Key cost drivers including inflation, utilisation trends, and behavioural and structural influences.* **Key Takeaways** • Identify core components of healthcare costs • Understand medical inflation and treatment trends • Recognise behavioural and lifestyle impacts • Distinguish controllable vs external cost drivers
11.45AM - 12.45PM	**Session 3: Turning Claims Data into Actionable Insights** Shum Khe Kong, Associate Director, CS Pricing, AIA Bhd. Desmond Ong, Senior Manager, CS Product Management & Analytics, AIA Bhd. *Using claims data to uncover insights, trends, and actionable decisions.* **Key Takeaways** • Interpret claims and utilisation patterns • Identify emerging trends and risk signals • Focus on meaningful data indicators • Translate insights into decision-making actions
12.45PM - 2.00PM	**Networking Session | Lunch**
2.00PM - 3.00PM	**Session 4: Designing Smarter, Sustainable Benefits** Jensen Cheong, Director, Intermediary Relationship Management, AIA Bhd. Designing sustainable, data-driven benefits balancing cost, value, and employee wellbeing. **Key Takeaways** • Translate data into compelling business narratives • Balance cost, coverage, and employee value • Integrate wellbeing into benefits design • Build sustainable, future-ready strategies
3.00PM - 3.30PM	**Networking Session | Afternoon Tea Break**
3.30PM - 4.45PM	**Session 5: What Employers Really Expect from Healthcare Benefits** Reza Huzairi Bin Zainudin, Group Chief Corporate Officer , PR1MA Corporation Malaysia • Employers want value, not just coverage - cost control, talent retention and measurable ROI are top priorities • "Comprehensive yet sustainable" is the new standard - Inpatient (IP), Outpatient (OP) and dependents matter but must be financially sustainable • Brokers must evolve into strategic advisors - not just placement but designing, managing, and optimising healthcare ecosystems • Success is measured beyond premiums - think absenteeism, productivity, engagement and retention • Future is integrated, digital and personalised wellbeing - healthcare benefits = medical + wellness + mental health + data insights
4.45PM - 4.55PM	**Q & A**
4.55PM - 5.00PM	**Closing Remarks**

EMPLOYEE BENEFITS

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SPEAKER'S PROFILE

This programme brings together practitioners across healthcare transformation, analytics, underwriting and workforce strategy.

Ooi Zhen Yang
Director, Healthcare Partners Integration & Transformation, AIA Bhd.

Ooi Zhen Yang is the Director, Healthcare Partners Integration and Transformation, where he leads strategic initiatives aimed at advancing healthcare synergy and driving more sustainable care models. Prior to joining the AIA Healthcare team, he spent a decade in the hospital sector, building deep expertise across healthcare delivery, operational management, and provider dynamics.

Drawing on this dual perspective across provider and payer environments, Zhen Yang works at the intersection of healthcare delivery and financing to address systemic challenges, including rising medical costs and care optimisation. He partners closely with insurers and healthcare providers to shape data-driven strategies that enhance value, improve utilisation, and support long-term sustainability.

Shum Khe Kong
Associate Director, CS Pricing, AIA Bhd.

Khe Kong, Shum has held progressive roles at AIA Malaysia since 2011 and currently serves as Associate Director, Corporate Solutions Pricing. He brings over a decade of experience in group insurance underwriting and pricing, with a specialization in corporate solutions across conventional, takaful, and worksite products.

He holds a Bachelor's degree in Actuarial Science and Finance from Drake University and is experienced in analyzing claims trends and leveraging data-driven insights to support sustainable cost management and pricing decisions.

Desmond Ong
Senior Manager, CS Product Management & Analytics , AIA Bhd.

Desmond Ong is a Senior Manager in Corporate Solutions Product Management & Analytics at AIA, with over a decade of experience across actuarial pricing, portfolio analytics, product development, and reinsurance across the insurance industry. He leverages data analytics to shape pricing strategies, optimise product propositions, drive cost management initiatives, and support strategic decision-making.

He has led cross-functional initiatives to advance integrated health and employee benefits solutions, delivering sustainable outcomes for both customers and the business.

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Jensen Cheong
Director, Intermediary Relationship Management, AIA Bhd.

Jensen Cheong is a seasoned leader with over 20 years of experience in the insurance and financial services industry. He has held progressive roles at AIA Malaysia since 2009 and is currently Director, Intermediary Relationship Management. He leads the corporate intermediated business in Kuala Lumpur, driving engagement with brokers to deliver tailored employee benefits solutions, including Group Medical, Group Term Life, and Group Personal Accident. With a Bachelor degree in Statistics from the University of Malaya, he applies strong analytical rigor to underwriting and pricing.

Jensen is known for translating complex insurance frameworks into practical solutions and building sustainable client and broker partnerships.

Reza Huzairi Bin Zainudin
Group Chief Corporate Officer, PR1MA Corporation Malaysia

Reza Huzairi Bin Zainudin is presently the Group Chief Corporate Officer at PR1MA Corporation Malaysia, effective from 14 October 2024. Prior to this appointment, he served as the Group Chief Operating Officer of Corporate Services at UDA Holdings Berhad, where he was in charge of ensuring corporate services aligned with business needs and organisational objectives.

Encik Reza began his corporate career in 2005 at MISC Berhad, where he was part of the Group Human Resource Training and Development. He was later appointed as the HR Business Partner (FMS, GTS & LNG) Manager in 2009. Over the years, Encik Reza has advanced into leadership roles across multiple organisations. This includes his tenure at Emery Oleochemicals (M) Sdn Bhd, where he oversaw employee development and corporate communication initiatives. He then took the role of Head of Employee Performance and Development at Multimedia Development Corporation Sdn. Bhd. (now known as Malaysia Digital Economy Corporation, MDEC), where he led efforts in employee performance and growth. Following this, En Reza joined Dialog Group Berhad as the Head of Human Capital Development before becoming Vice President of Organisational Development at UDA Holdings Berhad in 2015.

Encik Reza holds a Bachelor of Mass Communication (Hons.) from Universiti Teknologi MARA, Shah Alam. He is also a Certified Coaching and Mentoring Professional (CCMP) since 2021.

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About AIA Bhd.

AIA Bhd. is a leading insurer in Malaysia, where we have been privileged to do business since 1948. We offer a suite of financial solutions including Protection, Health, Personal Accident, Employee Benefits, General Insurance, Mortgage, and Retirement products to meet our customers' protection and financial security needs at every life stage.

Through our wide and diverse distribution footprint which comprises of 16,000 strong Life Planner force, our exclusive bank partner's branches nationwide as well as corporate sales teams and brokers, we give our customers the choice of deciding how, when and where they connect with us.
Part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group, AIA Bhd. has the financial strength, experience, service centre network and a well-trained team of more than 2,400 employees to serve our 5.2 million customers nationwide.

Healthcare • Analytics • Workforce Wellbeing