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Customer market research initiatives throughout the fast-growing markets of Hong Kong, Malaysia, Taiwan, and Singapore. RGA researchers believed a deeper understanding of the first-hand experience of cancer survivors and their caregivers would help better prepare insurers to design meaningful products for this market segment and refine distribution needs. A clear competitive advantage emerged for products that support the physical, emotional, and financial well-being of cancer survivors and their families.

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Market insight from Asia on this topic is particularly timely. Better risk-factor prevention, stronger awareness, and more effective screening and early detection, combined with more advanced

9,513 hospitalized patients in Southeast Asia with a first-time diagnosis of cancer showed that, within a single year, 48%

It also represents the first ever PHI product in Asia t