



## AmMetLife and Heydoc Health Launch Malaysia's First Data-Driven Drug Optimisation Program to Enhance Affordability in Healthcare Coverage



(LtoR) Leong Chee Wan, Head of Operations, AmMetLife; Rangam Bir, CEO, AmMetLife; Dr. Raymond Choy, Chief Executive Officer, Heydoc Health; Fabian Lim, Chief Commercial Officer, Heydoc Health.

**Kuala Lumpur, xx August 2025** – AmMetLife Insurance Berhad (AmMetLife) has signed a Memorandum of Understanding (MoU) with Heydoc Health to launch Malaysia's first drug optimisation program, leveraging data-driven insights and technology to improve the affordability and long-term sustainability of healthcare coverage. The strategic collaboration aims to help customers access the right medication at fair prices, without comprising quality or continuity of care.

Under this MoU, Heydoc Health's platform will analyse publicly available pricing data for commonly prescribed medications to benchmark real-world market prices, providing pricing recommendations that are affordable for patients while sustainable for providers, and updating these dynamically as market conditions change. AmMetLife will use these pricing benchmarks to ensure its network hospitals and clinics maintain competitive charges, giving customers the best value in medical care.

### AmMetLife Insurance Berhad (197301002252)

**Head Office** : Level 24, Menara 1 Sentrum, No. 201, Jalan Tun Sambanthan, 50470 Kuala Lumpur, Malaysia

+603 2271 8000 [ammetlife.com](http://ammetlife.com)

**Postal Address** : GPO Box 10956, 50730 Kuala Lumpur

**Customer Care** : 1300 88 8800

+603 2272 3226

[customer care@ammetlife.com](mailto:customer care@ammetlife.com)



Rangam Bir, Chief Executive Officer of AmMetLife, said: "The escalating cost of healthcare is a challenge that can no longer be addressed by traditional methods alone. At AmMetLife, we are committed to forward-thinking partnerships that protect our customers today and future-proof our health and medical insurance solutions. Working with Heydoc Health allows us to leverage technology to ensure affordability without compromising care."

Dr. Raymond Choy, Chief Executive Officer of Heydoc Health, said: "We are excited to partner with AmMetLife on this initiative, which marks a major step toward achieving fairer, smarter healthcare financing in Malaysia. By applying data analytics, we can deliver value-based care and patients benefit from improved access to affordable, high-quality treatment."

The program will roll out in phases, starting with high-utilisation medications and expanding to a wider range over time, delivering consistent savings and supporting the long-term sustainability of healthcare coverage for Malaysians.

#### About AmMetLife

AmMetLife is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings LLC (MetLife). AmMetLife offers a comprehensive range of life assurance and wealth protection solutions distributed through a combination of over 200 AmBank and AmMetLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide. The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group to create a customer-centric and modern life assurance solutions provider in Malaysia.

🌐 [www.ammethlife.com](http://www.ammethlife.com)

For further information on AmMetLife Insurance Berhad, please contact the Corporate Communications Department at [AmMetLife-Communicator@ammethlife.com](mailto:AmMetLife-Communicator@ammethlife.com)

#### About Heydoc Health

Heydoc Health is a leading digital health company in Malaysia, offering AI-powered healthcare infrastructure solutions including telehealth and electronic prescriptions (via DOC2US), smart drug formulary and pricing optimization (via enSURE), and digital outpatient programs such as FutureK. Heydoc Health is committed to transforming healthcare delivery through technology, transparency, and trust.

🌐 [www.doc2us.com](http://www.doc2us.com)

For further information on Heydoc International, please contact Fabian Lim at [fabian.lim@heydochealth.com](mailto:fabian.lim@heydochealth.com)

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**Customer Care** : ☎ 1300 88 8800 🖨 +603 2272 3226 ✉ [customercare@ammethlife.com](mailto:customercare@ammethlife.com)