



**For Immediate Release**

## **BEA and HKU Join Hands to Bridge Insurance & Medical Services**

*The New Blue Care Medical Centre Combines  
Professional Medical Assistance with Premium Insurance Coverage*

**Hong Kong, 31<sup>st</sup> March, 2005** – The Bank of East Asia (“BEA”) and The University of Hong Kong (“HKU”) celebrated the grand opening of the Blue Care Medical Centre, a new collaborative effort between BEA and HKU, on 30<sup>th</sup> March, 2005.

Officiating guests at the signing ceremony, which was followed by the Centre’s grand opening, included Dr. David K.P. Li, BEA’s Chairman and Chief Executive; Professor Tsui Lap-chee, HKU’s Vice-Chancellor; Mr. Chan Kay-cheung, BEA’s Executive Director and Deputy Chief Executive, as well as Professor Lam Shiu-kum, Dean of the University’s Faculty of Medicine. These distinguished guests were joined by other renowned professionals and practitioners in the medical field to celebrate this important occasion.

The Blue Care Medical Centre combines the expert medical advice of HKU’s Faculty of Medicine with the premium insurance services offered by Blue Cross (Asia-Pacific) Insurance Limited (“Blue Cross”), a member of the BEA Group. The Centre serves as a convenient walk-in centre where customers can receive professional medical consultation and outpatient treatment.

Dr. David Li said: “This initiative marks a major step forward for both organisations to explore new areas of collaboration. By bridging the gap between insurance coverage and medical treatment, we can now offer our customers even greater value through direct access to professional medical care. Supported by the professional advice of medical experts from the University, the new Blue Care Medical Centre breaks the barriers for individuals and families who require reliable and top-quality medical services.”

The Centre specialises in family medicine and provides a wide array of clinical services. With state-of-the-art medical equipment and laboratory facilities, the Centre will help customers and patients keep closer watch on their health. Through a comprehensive range of medical insurance solutions provided by Blue Cross, customers can enjoy worldwide medical coverage and full round-the-clock protection.

HKU's Faculty of Medicine will provide quality assurance service for the Blue Care Medical Centre. Acting in a consultancy role, the Faculty will also set the standards for medical practice in the field of family medicine, thereby providing extensive value to the medical profession and the general public in Hong Kong. The clinic will also provide training and research opportunities in family medicine.

The Blue Care Medical Centre is located at Wheelock House, Room 1902-03, 19/F, 20 Pedder Street, Central, Hong Kong. Customers can visit the Centre during its business hours as follows:

Monday – Friday	8:30 am to 1:00 pm 2:00 pm to 6:30 pm
Saturdays	8:30 am to 1:00 pm
Sunday & Public Holidays	Closed

- End -

### **About The Bank of East Asia**

Since its incorporation in Hong Kong in 1918, BEA has dedicated itself to serving the people of Hong Kong, as well as providing business and personal banking services in China and overseas. BEA is the largest independent local bank in Hong Kong, with total assets of HKD 210 billion as of 31<sup>st</sup> December, 2004. BEA is listed on The Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index. Currently the BEA Group operates more than 150 outlets worldwide, including over 100 branches and SupremeGold Centres in Hong Kong, 21 outlets in Greater China, and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information about BEA, please visit the Bank's website at: [www.hkbea.com](http://www.hkbea.com).

### **About The Faculty of Medicine, The University of Hong Kong**

The Faculty of Medicine of the University of Hong Kong is the longest established faculty in the tertiary education of Hong Kong. For more than a century, the Faculty has been playing a pioneering role in medical education, research, and clinical services. It is the Faculty's aspiration to develop Hong Kong into a premier healthcare centre for the global community.

## About Blue Cross (Asia-Pacific) Insurance Limited

Blue Cross is a member of the BEA Group and serves as the Group's insurance arm. With more than 35 years of operational experience in the insurance industry, Blue Cross provides a comprehensive range of products including life, travel, medical, and general insurance that cater to the needs of both individual and corporate customers. For more information about Blue Cross, please visit [www.bluecross.com.hk](http://www.bluecross.com.hk).

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Caption:

(Left to right) Mr. Chan Kay-cheung and Dr. David K.P. Li of BEA, together with Professors Tsui Lap-chee and Lam Shiu-kum of HKU gave the celebratory toast at the grand opening of the Blue Care Medical Centre.