

Changhua Bank, Mackay Hospital and MasterCard launch the Mackay recognition card to create the first healthcare concept credit card

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Changhua Bank joins hands with Mackay Hospital and MasterCard to launch the Mackay identity card to create the first health care concept credit card. Changhua Bank Chairman Ling Zhongyuan (second from left), Changhua Bank General Manager Zhou Chaochong (first from left), and Mackay Medical Foundation Corporate Director President Xiao Congying (middle), President of Mackay Hospital Zhang Wenhan (second from right), and MasterCard Taiwan General Manager Chen Yiwen (first from right). Picture/Provided by Changhua Bank

After the COVID-19 epidemic, Chinese people now pay more attention to healthcare.

Recognizing the public's surging demand, Changhua Bank announced it will partner with Mackay Memorial Hospital and Mastercard to jointly create the first healthcare concept credit card "Changhua Bank Mackay Approval Card," which stacks multiple rewards to provide domestic 1%, overseas 3% unlimited cash back, up to 6% cash back at designated pharmacies/drugs, and 2%

cash back at stores in Mackay Hospital and designated stores around the hospital. In addition, for every purchase made by Zhangyin Mackay identity card cardholders, Zhangyin will give back 0.25% to Mackay Medical Foundation.

In addition to promoting its business, Changyin hopes to work with consumers to help the disadvantaged and fulfill its social responsibilities. It has launched a "Visually Impaired Touch Card" credit card, which is the first in Taiwan and the first in the world to work with a medical institution.

The Touch Card issued by MasterCard is designed to be visually impaired-friendly. It uses a unique cut-corner design and physical grooves to make it easier for the visually impaired to identify the card and has a special chip design that effectively prevents the possibility of chip theft and fraudulent use. It also provides SMS notification services for each transaction and bill, making it convenient for visually impaired people to understand the card swiping status through the mobile phone registration function. The issuance of the exclusive Touch Card is a reflection of Changyin's active implementation of inclusive finance and fulfillment of social responsibilities. Changyin has long been committed to creating a financial-friendly environment, adhering to the concept of fair hospitality and creating barrier-free services based on customers from different ethnic groups.

Changyin Chairman Ling Zhongyuan said the company also found Chinese people have begun going abroad again. According to statistics from the Tourism Bureau, Taiwanese people will make 11.8 million overseas trips in 2023. So in addition to creating a healthcare concept feedback around Mackay Hospital, Changyin will provide a high 3% foreign feedback.

Changyin further responded to the travel and health trends by integrating the concept of healthcare with overseas travel needs to attract Chinese people to apply for new credit card products. The basic rewards of "Changhua Bank MacKay ID Card" are 1% on domestic consumption and 3% high rewards on overseas purchases.

With Mackay Hospital as the core, Changyin developed healthcare concept benefits and will provide designated pharmacies/pharmacies with cash rewards of up to 6%, 1.1% cash rebate for premium registration, and 2% cash rebate for stores in Mackay Hospital and designated stores around the hospital.

Changyin will also give 0.25% of every purchase made by cardholders to Mackay Medical Foundation. Cardholders can enjoy additional rewards within 30 days after the card is approved and up to 5% cash back on general purchases.

Changyin wants to work with consumers to "stack rewards and love" to connect with love to make the world more exciting.
