

Changhua Bank, together with Mackay Hospital and MasterCard, launch the Mackay recognition card to create the first health care 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 epidemic, Chinese people are paying more and more attention to health care. Seeing the public's demand for health care, Changhua Bank announced on the 27th that it will join hands with Mackay Memorial Hospital and Mastercard to jointly create the first health care concept credit card "Changhua Bank Mackay Approval Card" ", stacking multiple rewards, not only providing 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.

Changyin said that in addition to promoting its business, it hopes to work with consumers to help the disadvantaged and fulfill its social responsibilities. This time it also launched a "Touch Card for the Visually Impaired" 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 physical grooves to make it easier for the visually impaired to identify the card. It also has a special chip design that effectively prevents the possibility of chip theft and fraudulent use. It specializes in providing visual People with disabilities apply to implement inclusive finance.

Ling Zhongyuan, chairman of Changyin, said that in addition to seeing people's demand for health care, Changyin also found that Chinese people are actively going abroad again. According to statistics from the Tourism Bureau, Taiwanese people will make 11.79 million overseas trips in 2023. Therefore, in addition to creating a health care concept feedback around Mackay Hospital, Changyin also provides a high 3% foreign feedback. In addition, 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. The "Visually Impaired Touch Card" has a unique cut-corner design to help visually impaired people distinguish through touch. 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.

This time, Changyin responded to the travel and health trends by integrating the concept of health care 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. In addition, with Mackay Hospital as the core, it develops health care concept benefits and provides designated pharmacies/pharmacies with cash rewards of up to 6%, You can enjoy 1.1% cash rebate for premium registration and 2% cash rebate for stores in Mackay Hospital and designated stores around the hospital. Changyin also turns

feedback into love, and will give 0.25% of every purchase made by cardholders to Mackay Medical Foundation. You can enjoy additional rewards within 30 days after the card is approved, and you can enjoy 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.