



Best Health Insurer

Pacific Cross Health Insurance: Redefining Leadership in Thailand's Health Insurance Industry

Winning Best Health Insurer – Thailand 2025 for the second consecutive year is more than just an award for Pacific Cross Health Insurance (PCHI) Thailand; it is a recognition of a transformation journey. Rooted in over 54 years of presence in Asia, the company has steadily evolved from a trusted specialist insurer into a benchmark of innovation, resilience, and customer devotion.

What sets PCHI apart is its ability to balance legacy with reinvention. In recent years, the company has embraced digital transformation through mobile applications and mobile claims services, while reinforcing a strong provider network and 24/7 global emergency assistance. These steps have redefined the insurance experience, making healthcare protection more accessible and reassuring than ever.

The recognition also builds upon PCHI's earlier achievement of the Outstanding Customer Service, Thailand Award in 2023, a milestone that underlined the company's customer-centric DNA. Today, that same philosophy continues to guide every initiative, whether in technology, service, or sustainability, ensuring that policyholders receive not just protection but peace of mind.

Alongside its customer-first strategy, PCHI has demonstrated strength in governance and compliance. In 2024, the company achieved a Gold-level IT Audit with maximum score, reinforcing its reputation for transparency, accountability, and security. With financial resilience well above regulatory benchmarks, PCHI inspires trust not only among customers but also among regulators and business partners.

At the same time, the company recognizes that true leadership goes beyond financial results. PCHI has reinforced its corporate social responsibility, from health literacy initiatives and digital education to supporting healthcare access in underserved communities. This broader purpose reflects the organization's long-standing belief that insurance is not just about coverage, it is about contributing to a healthier, more sustainable future.

***“More than insurance
A partner for life's journeys”***

“Pacific Cross Health Insurance is not only committed to protecting lives but also to raising the standard of health insurance in Thailand,” said Dr. Mai Khanh Bui Minh, CEO. “Winning two consecutive Best Health Insurer Awards demonstrates our ability to lead with innovation and humanity. Our vision is clear: to build a future where insurance is both smart and compassionate, supporting individuals, families, and communities in a changing world.”



Dr. Mai Khanh Bui Minh
Chief Executive Officer