

HEALTH SHIELD INTRODUCES BOLD PROVISION TO PROTECT MEMBERS

Health Shield – the award-winning corporate health cash plan provider – has introduced a new provision to protect its members against fraudulent claims and misuse which could have a negative effect on the interest of the members generally.

The Friendly Society's board of management will take a firm stance on the issue by ending the membership of any member who attempts to make a fraudulent claim or is not acting in the best interests of the Society. The bold move will help further protect the membership as a whole in line with its focus and commitment to Treating Customers Fairly. It will help Health Shield to continue to offer an excellent range of benefits to its members for affordable contributions.

Jonathan Burton, Chief Executive at Health Shield, commented: "We always strive to provide the best possible service and value to our members. The board of management feels that, as a Friendly Society, it is essential to take decisive action so that the majority of our members do not suffer because of a minority of members who may choose to misuse our product offering."

In line with the new provision, Health Shield regularly surveys members to ensure that it always provides the best possible products and service. According to the organisation's latest customer care survey, 99 per cent of its members are satisfied with the level of service it currently provides.

Burton added: "We continue to value all our members' feedback on both products and our levels of service. It is absolutely vital that we listen to the comments we receive from our members and run our business to meet their needs."

Following an ongoing scheme review, Health Shield has also taken the decision to hold the price of its 'Essentials' plans at 2011 levels.

Last year, Health Shield also introduced a new 'Access Level', where employees can choose from six levels of cover under the Health Shield Corporate scheme. The Access level' – priced from just £1.25 per week – is designed to enable every employee to benefit from a health cash plan, particularly those with a restricted budget.

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Notes to editors:

- Health Shield is one of few providers that offer its members 100 per cent benefit payment across all benefits.
- It helps to cover everyday healthcare treatments costs, such as dental, optical, physiotherapy and complementary therapies.
- Essentials Plus, which also includes an Employee Assistance Programme, starts from just one pound per week. Members can claim 100% of their chosen maximum on a wide selection of health care costs. These include: dental, optical, health & wellbeing, physiotherapy, specialist consultation, chiropody and health screenings. This is subject to annual review.