

## **Health Shield launches new direct scheme to expand its reach**

A new direct health cash plan has been launched by leading provider, Health Shield, to target individuals across the UK.

The friendly society, which has won multiple awards for its extensive range of corporate health cash plan solutions, has launched Connect in line with its vision to embrace new opportunities and improve the health and wellbeing of as many people as possible.

Philip Wood, executive director of sales and marketing, said: "Connect will help provide affordable health care support to the widest possible community. We have launched the new product to reach out directly to individuals, who do not have the benefit of corporate healthcare cover. It fits with our vision to build Health Shield's future, providing sustainable and affordable healthcare which will help people keep fit and healthy."

The Connect scheme will be priced from £6.80 per month. The plan offers a broad range of benefits, including dental, optical, physio and health and wellbeing (covering 18 alternative therapies), prescriptions and 24/7 GP and telephone helplines.

"Health Shield has achieved significant success and continued growth in the corporate health cash plan market in recent years," he added. "Extending our reach to encompass the consumer market will help to further strengthen the organisation's position as one of the leading cash plan providers in the UK."

Connect will be available directly to consumers via [www.healthshield.co.uk](http://www.healthshield.co.uk).