

TOP THREE BENEFITS CONTINUE TO PROVE POPULAR – RESEARCH SHOWS

Dental, optical care and physiotherapy are the most popular health cash plan benefits across the UK – a survey of Health Shield members has revealed.

According to primary market research – carried out by Health Shield, one of the UK’s leading corporate health cash plan providers – a resounding 99 per cent of those surveyed agreed that dental cover is an important part of their healthcare cover, with optical (98 per cent) and physiotherapy (97 per cent), following closely behind.

The survey generated nationwide responses from more than 7,000 members of the non-profit making Friendly Society who have a Health Shield scheme – Corporate, Direct, Tailored, Essentials and Flex.

It also revealed that non-traditional benefits, such as health & wellbeing (94 per cent) and fitness (87 per cent), also form an important part of Health Shield’s product offerings.

Philip Wood, executive director of sales and marketing at Health Shield, commented: “The value of health cash plans, whether it is voluntary or company-paid, is proven. The beauty of a health cash plan scheme is the variety of products available, whether they are Voluntary Corporate, Direct or company-sponsored Tailored and Essentials schemes. Employees and individuals alike have the peace of mind that their everyday healthcare treatment needs are looked after.”