

e-Protection Review Stuff

Positive outlook for PMI: L&B

Despite the market for private medical insurance (PMI) being 'largely unchanged' in 2013, lower claims costs are boosting the prospects for market growth, according to a new report from healthcare market intelligence provider **Laing & Buisson** on 24 July.

The number of policies fell by 21,000 for company schemes and by 15,000 for individuals last year. But, that was offset by an increase of 37,000 in the number of self-insured large company schemes (healthcare trusts and other schemes), leaving the total market at around 3.9m policies at the start of 2014. The analysts add that policy numbers fell by 8% overall in 2009-11, before a 0.6% rise in 2012.

Claims paid fell by 5% in real (after inflation) terms in 2013, to £3.4bn, the first significant contraction in recent history. This was attributed to a combination of initiatives applied by insurers to generate cost savings. The most effective of those was the controversial open referral system, where GPs refer a patient but not to a specific specialist. Instead, the insurer determines the specialist and hospital, passing on any savings in the form of lower premiums. These were 'applied on a large scale by **Bupa** and other insurers to corporate claims in 2012 and 2013,' the report says.

The resulting lower claims saw many employers benefiting from premium savings on renewal in 2014 and L&B says there are reports of wider workforce coverage by a handful of large employers at the start of the year. Looking forward, Laing & Buisson forecasts growth of nearly 5% in overall medical cover subscribers over the next three years.

The forecast ties in with research conducted among **AMII (Association of Medical Insurers and Intermediaries)** for this year's *Protection Review* book, which was published on 10 July. That found a third of respondents expected their firm's individual PMI sales to increase by up to 20% over the next two years, with 26% expecting growth above 20%. For group plans, an even higher 47% expected growth up to 20% and 28% above 20%.

Laing & Buisson also reported PMI premium income (which was also a fall in real terms) of £4.5bn in 2013, resulting in an underwriting loss ratio (claims as a percentage of premiums) of 24%, up from 22% in 2012.

Report author Philip Blackburn said: "Stable demand for private medical cover over the past year reflects a subdued economy in 2012 and early 2013, as economic impacts on the sector are lagged. Thus an upturn in economic growth during 2013 which continues into 2014 is likely to support gains in private medical cover demand, as companies are doing better, and the consumer sector builds up confidence. The reduction in claims costs in 2013 confirms tangible cost efficiencies have been realised through new referral practices, and savings which are passed on to customers provide food for market growth, as employers may be encouraged to widen schemes.

While there are positive drivers from lower costs, the continued decline in individual paid medical cover presents a note of caution. While we project individual demand to nearly flatten within three years under a more benign UK economy, a lack of growth in this market segment while the NHS struggles to maintain performance, is worrying for insurers. Cost savings and attracting a younger demographic would appear a priority."

The premium cost issue was also mirrored in the *Protection Review* poll. It found that 31% of respondents tended to agree with the statement: 'Premiums must be significantly lower to expand the market', while 31% strongly agreed with the statement.

The poll also found 70% agreeing that 'Attracting more young people to PMI' should be a priority for the industry, 24% thought it 'Good to have', while just 6% said it was 'Not a priority'. PMI is very low cost to young people (who tend to enjoy the best health) yet it is rarely seen as priority for many. Initiatives such as discounted gym membership can help, but insurers have generally failed to engage with younger people, while intermediaries tend to target older individuals, who usually have more disposable income and can therefore afford higher premiums. As intermediary income (commission) is (*Continued on Page 2*)

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(Continued from Page 1) usually a simple percentage of the first year's premium, earnings are maximised per sale for customers who have higher cost policies, so there is a fiscal incentive to focus on older more affluent prospects.

Insurers too tend to miss out on the growing phenomenon of 'Mum and Dad' where affluent parents with little or no mortgage costs have both the financial means and the greater life experience to appreciate the value of buying protection insurance before adverse health events arise. So, for example, most PMI policies cut children off from family cover when they get to age 21 (lower if not in full-time education) while marketing literature rarely mentions that a parent could fund or part-fund a policy for an adult child.

That contrasts with say mortgage lenders, where the Bank of Mum and Dad is often called upon to help youngsters buy their first home. Indeed, many lenders actively encourage and support this—asking parents to take on a significant financial risk by guaranteeing son's or daughter's mortgage in many cases.

Parents will often accept that if their adult child runs into financial problems, they will be called upon to help out financially as well as by giving help and advice. Buying protection insurance (especially when their offspring probably would not do so themselves) therefore protects the parent as well as the child.

A final factor affecting pricing is the **Competition and Market Authority's** recommendations on private healthcare. Although PI insurers have been reluctant to estimate the effect of this, it is generally held that the moves will help minimise claims cost growth in future.

Another positive factor is what is happening to the **NHS**. Financial worries and demand both appear to be growing in an uncontrolled way, while there is widespread discontent among nurses and others regarding pay.

A survey for *Nursing Times* (2 July) for example found 84% of those polled agreeing that nurses should consider strike action over pay.

HCPs and dental markets both up in 2013

The *Health Cover UK Market Report* also found that the health cash plan (HCP) market grew by 0.7% to 2.6m contributors at the start of 2014. Although only a small rise, this is the first recorded since 2007.

Employer funded plans rose by 13% in 2013 to 730,000 contributors, while individual/employee paid contributors fell by 3.2% to 1.9m contributors, an historic low.

The dental market was also up, with dental insurance subscribers increasing 4.6% to 706,000. Corporate dental cover continued to be a popular employee benefit.

Laing & Buisson notes: 'With a little over 1% of the UK population currently covered by dental insurance, there is a sizeable scope for corporate growth.'

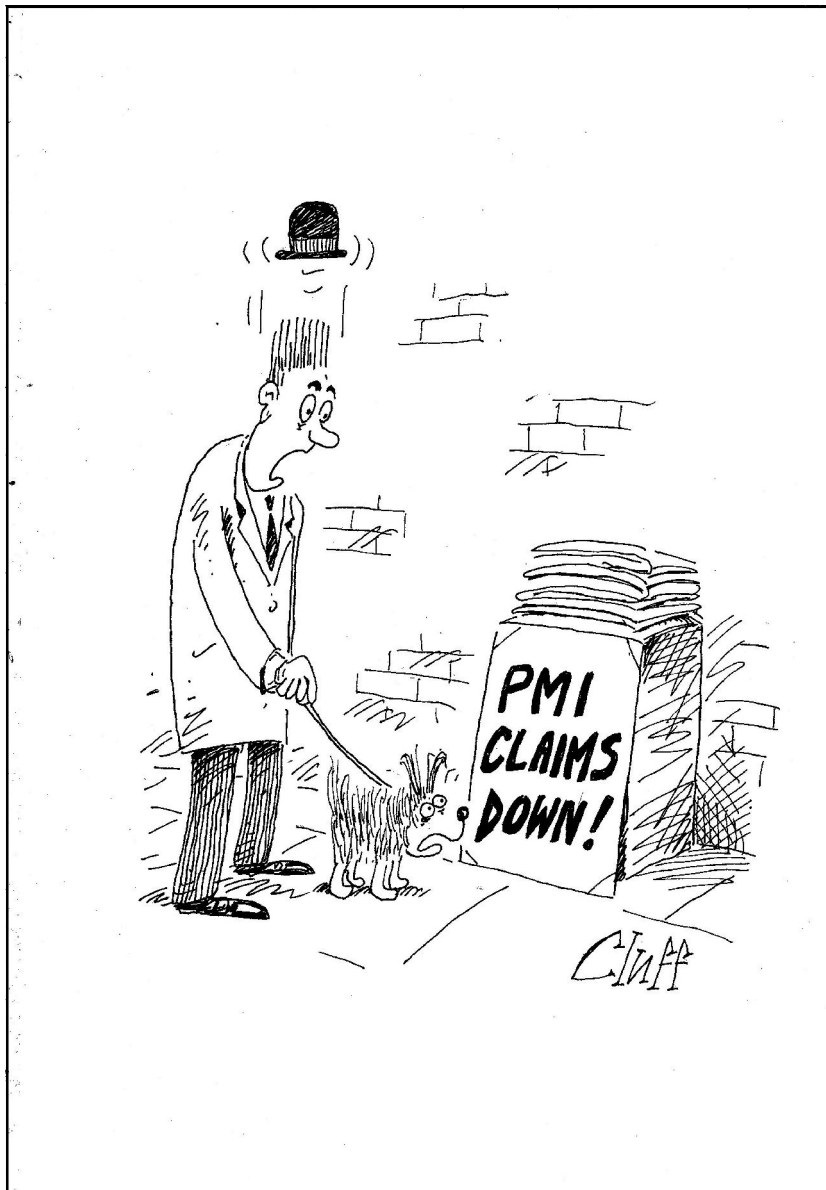
However, the report also found that private dental capitation plans fell by 2.2% to 2.507m, following a fall of 1.7% in 2012. 'This reflects a much reduced private dentistry market spend following the recent economic depression, and only a modest upturn since.'

Overall, the Laing & Buisson reports presents a more optimistic outlook than in recent years. The PMI, HCP and dental markets have all enjoyed some success, following a downturn as the economy fal-

tered. Now, with claims being lower than many had expected, the stage looks set for an increase in demand going forward. While the Protection Review survey did not indicate any strong demand from intermediaries for significant product changes, brokers do tend to be quite conservative by nature and scope exists for insurers to be more innovative going forward.

That would chime with developments in other parts of the financial services industry. Auto-enrolment is benefiting pensions and having positive knock-on effects on group risks. Plans to scrap the necessity to buy an annuity are also revolutionising that market, while mortgages are evolving (albeit not always in a good way) to meet new regulatory requirements and demands. We just may be entering a period of accelerated ideas innovation...

For more see www.protectionreview.co.uk and www.laingbuisson.co.uk. The L&B report costs £1,270 for a printed and PDF report with Microsoft Excel data files.



'Best ever' Protection Review day

Thursday 10 July saw the 'best ever' **Protection Review** day, according to delegates' and diners' feedback from this year's events.

The day started with a record 225 delegates at the daytime conference, which was held at **The Landmark**, London. The conference theme was '*Life and health insurance—New ideas for getting it right*'. After an opening address by **Pacific Life Re's** David Heeney which set the scene, the first of three sessions explored '*The future of underwriting*' and was chaired by Peter Le Beau. The session featured presentations from Warren Copp (Pacific Life Re), Guy Williams (**Liss Systems**), Ian Teague (**iPipeline**) and Tony Collins (**Capita**). The speakers were then joined by Mick James (**RGA**) and Jerry Brown (**Risk Assured**) for the Q&A session.

Next was a presentation on 'The language of protection' by Rhys Williams of **Quietroom** before Andy Coachman took over as chairman for the second session: '*Do our customers need more than just money?*' This session featured presentations by Christine Husbands (**Red Arc**), Melina Gardezabal (**AXA PPP healthcare**), Phil Jaynes (**PruProtect**) and Sue Wilkinson (**BioEden**). In the Q&A session (which also featured a guest question from TV's Stephen Fry) the panel was joined by Sarah Fullaway (**Oviso**) and editor/commentator John Lappin.

After lunch **Swiss Re's** Ron Wheatcroft and Tomasz Krzewina presented 'Pack up your troubles—100 years of protection and beyond'.

Kevin Carr chaired the afternoon programme, with the third session covering '*Ethics, reputation and trust*'.

Speakers were Jo Causon (**Institute of Customer Service**), Professor Paul Palmer (**Cass Business School, City University, London**), Simon Read (**The Independent**) and Andy Walton (**Intrinsic**). They were joined for the Q&A session by Peter Temple (**Gen Re**) and Steve Payne (**Friends Life**).

In the evening, the awards dinner took place and as last year, places were restricted to just under 400, which meant some who only decided to attend at the last minute were to be disappointed. Note for next year—book early!

Following the dinner (we can't do it earlier because the book lists the award winners!) the Protection Review book was launched online. The online format allows us to include more comment and links and to make the book more usable for readers. As in previous year the focus is on thought leadership, analysis and (original) research.

Do register at www.protectionreview.co.uk (it's free!) to access the book, chapter by chapter.

We are hugely grateful to everyone who contributed to the book and conference, to our partners for their funding, support and advice and to everyone who attended. Planning has already started for 2015's events, so mark 15 July in your diary now! More details nearer the time.

Skipton sells PHP to PSHPC

Skipton Building Society has sold Yorkshire based health group **The Private Health Partnership (PHP)** for an undisclosed sum to **Punter Southall Health & Protection Consulting (PSHPC)**, the latter announced on 30 July.

Following PSHPC's acquisition of Enrich in March 2013, the group now advises more than 700 corporate clients and 7,500 SME and personal lines clients, worth more than £150m a year in premiums.

PHP also includes third party specialist services for patient-centred case management firm **RedArc** and medical treatment sourcing firm **Medical Care Direct**.

Obesity drives joint operations

The number of obese people having knee replacement surgery because of their obesity (as a first or secondary diagnosis) has increased from 3,787 in 2009/10 (1 in 20 knee replacements) to 9,500 in 2012/13 (1 in 10), according to top figures from the **Health and Social Care Information Centre (HSCIC)** for *Mail Online* and published on 30 July.

One in four of those classed as obese had a knee replacement below age 60. A knee can last 15-20 years if not put under too much strain but a combination of young age, obesity and the greater risks around revisions can affect that and the likelihood of a replacement being a complete solution to mobility issues.

Product and system changes...

There have been a number of product and system changes this month (we review the larger product changes and new products in the Product Reviews section of www.protectionreview.co.uk):

- **Expacare** is changing its emergency assistance partner from 1 August to **Cega**. Cega has 40 years experience in claims assistance.

- **Zurich** has increased the financial evidence limits under its life and critical illness plans. Financial evidence (e.g. accounts or proof of earnings) is now only needed over £1.5m on CI and over £3m on life plans. It has also increased maximum cover limits to 30 times income for those under age 39. The specialist large case underwriting service now kicks in from £250 a month premiums (previously it was sum insured based and kicked in from £1m). Zurich has also enabled quotes and applications for its whole of life plan available online.

- **Aviva** has joined the online adviser quotation system **Group Risk Connect**.

- **F&TRC** has added mortgage protection for life and critical illness cover to its **Quality Analyser for Protection** comparison service.

- **Capita Regulatory Services** has partnered with **Lean Apps** to support faster to market products.

Canada Life to offer individual?

Group risk insurer **Canada Life** is to launch into the individual protection insurance market in the next few months, *Money Marketing* claimed on 31 July.

Devraj Ray's piece said the company would work with technology provider **UnderwriteMe**. Both companies declined to comment on the rumour however.

Comment: We hope the rumour is right. Canada Life is a group risk giant and the individual market needs new ideas and more competition to achieve sustained growth.

Interview: Romana Abdin, CEO, Simplyhealth

Taking over from a long-standing and highly regarded CEO is never easy and if it's following Des Benjamin at **Simplyhealth**, it's one that most people would face with a degree of trepidation. That though was the task facing Romana Abdin, who took over as CEO in July 2013.

Simplyhealth transformed itself under Des Benjamin, from **HSA** (the **Hospital Saving Association**, started in 1922) to Simplyhealth (actually readopting the name of a small PMI provider it acquired some years earlier). Along the way, the group acquired brands such as **BCWA**, **Denplan**, **Groupama Healthcare**, **HealthSure**, **LHF**, **Medisure** and **Totally Active**. In his 13 years at the top, Des Benjamin took the group from being the big fish in the small(ish) health cash plan pond to one that helps people access affordable healthcare across a wide service range.

Romana Abdin joined the group in 2001, from a background in the entertainment (**IMG**) and financial services/banking industries. Interestingly, before becoming a CEO herself, she had only ever worked for CEOs. A measure of the growth of the organisation is that when she joined it had 750,000 customers. Now it has over four million customers and insures over three million lives.

In a world of sometimes over-inflated egos, Romana is a breath of fresh air. She insists she never wanted to be a CEO herself and had to be persuaded to take the role.

What she did want to be was a lawyer and to represent people who didn't have a voice. For a mutual such as Simplyhealth, that's not a bad start.

Added to that, she sees herself as someone who can take complex issues, assimilate the facts and come to a decision, recognising that often there are no right answers.

One of her first tasks was to develop a vision—she sees her role as having a deep understanding of what the organisation is all about, to take it forward for the next five years and then to pass it on to the next person. It's not her business, she says, she is just a steward and a guardian.

The process has involved stepping back and looking at the context of health—understanding what humans need. In meeting those needs, Simplyhealth must be sustainable, driven by purpose and clearly understanding how it can serve its customers. Its aim is to deliver a promise: “When you need us we will be there,” she says.

So does that mean giving people more choice? No, instead it is important to connect with people and to recognise they want guidance, advocacy and support. It is therefore important to get as close to customers as possible, to enable and to empower.

The CEO's role is then to balance what's best for the customer with making good business decisions.

Simplyhealth has been very acquisitive in the past. Does Romana see future growth going the same way or being more organic? “The question is, does it fit our business? In the field of health, nobody can do it on their own, We will want to partner,” she says. That opens up the prospect of wider alliances than the industry has seen in the past. To some extent, brands such as Denplan already do that—their marketing team is the dentists who are providing treatment for their patients, not advisers. One issue with such partnerships (and maybe one of the reasons why

Denplan was sold by its previous owners?) is how to keep such arrangements profitable. Simplyhealth is a mutual but that does not mean profit or surplus is unimportant, while it is a recognised business maxim that if you plan to break even you will invariably end up making losses instead.

Financially, Romana's first year saw operating profits up from £12m to £22.6m (after a small loss in 2012) and reserves up to over £258m. However, that was on the back of a small fall in turnover. The background to that though was a year of negative growth for much of the protection insurance industry. All things considered, 2013 looks to have been a good year.

Going forward, Romana has strong views on the role of the CEO. “You have to understand your organisation's capabilities and culture and you need to understand the external market place including demographics and the NHS. You need to connect, to be closer.”

She points to the importance of talking to employees and of: “Really drawing out the rich knowledge,” they have. At this point she showed me a video of customer—Michelle—whose daughter had a medical condition.

Michelle was surprised that her Simplyhealth cash plan did not cover the condition. She thought it should. So she contacted the company and was pleasantly surprised when they expressed an interest in finding out more. The condition is still not covered, but Simplyhealth is looking at ways to do so. Importantly, it actively listened to what was essentially a complaint, looking to resolve it not by asking ‘what do the rules say?’ but by asking ‘is there a better way?’ Perhaps too the video is the personification of a new approach where the customer really is at the heart of the organisation rather than that being just a platitude. And of an organisation prepared to ask difficult questions of itself.

Romana sums up the video (which you can view on its website): “People want to trust but when they have to engage with insurers their heart sinks.” She agrees there are issues around clarity: “You have to explain the promise in really simple language.”

What of future products? She is enigmatic: “I hope they will be very different,” she says, adding: “You need to think not in terms of product but of customer need.”

At present Simplyhealth is in the middle of undertaking research into its current products, asking the tricky questions about what should be changed and why.

We can expect to see the results of that exercise emerging over the coming months.

Leadership is a complex issue. In the 70s and 80s, many insurers were led by charismatic leaders whose mantra was ‘C'mon chaps, follow me’. More recently the model has tended to be one of reducing costs, consolidation and incremental change. Going forward Romana argues that the CEO's role is one of recognising that people and culture is what brings an organisation to life. The CEOs role is to enable people, not destroying the past, but building on it. “Culture is a living, breathing thing,” she says. The CEO is there to listen and learn, not being into change because you can, but instead finding out what's stopped the organisation from doing something, then breaking down those barriers preventing things happening.

Health is important to Romana. Her father was a doctor and like all parents she knows how important it is for families. It's what Simplyhealth is there to support and her role is to facilitate that working better she concludes.

2014 PROTECTION REVIEW AWARD WINNERS

Innovation Award in association with Gen Re

WINNER: HI DAILY

Individual Protection Adviser of the Year in association with PruProtect

WINNER: Roy McLoughlin, Master Adviser

Underwriter of the Year in association with IRESS

WINNER: Aviva

Health Insurance Adviser of the Year in association with Exeter Family Friendly

WINNER: Regency Health

Protection Journalist of the Year in association with Friends Life

HIGHLY COMMENDED: Iona Bain, Financial Adviser

WINNER: Paul Robertson, Cover magazine

Protection Intermediary of the Year in association with PruProtect

WINNER: London & Country

Organisation of the Year

HIGHLY COMMENDED: LV= / Legal & General

WINNER: PruProtect

Outstanding contribution to Protection Journalism in association with Space01

WINNER: Sam Barrett, Freelance

Personality of the Year in association with Exeter Family Friendly

WINNER: Johnny Timpson, Scottish Widows

Lifetime Achievement Award in association with Legal & General

WINNER: Alan Tyler (OBE)

Insurance Bill updates Marine Insurance Act 1906

On 17 July, the Government introduced its *Insurance Bill* to Parliament. The Bill seeks to bring insurance law up to date, giving businesses similar rights to consumers and is based on recommendations made by the **Law Commission** and **Scottish Law Commission**.

Despite its title, all insurance law has largely been subject to the *Marine Insurance Act 1906*, a codifying piece of legislation which reflected principles developed in the 18th and 19th century.

The *Consumer Insurance (Disclosure and Representations) Act 2012* brought the law up-to-date for consumers and the new Bill seeks to do so for businesses.

The Bill covers four main areas:

- **Duty of disclosure.** Replaces utmost good faith with a duty of fair representation based on case law, with proportionate remedies for breaches
- **Warranties.** A warranty in this context is a promise made by the policyholder to the insurer. The Bill suspends rather than discharges the insurer's liability on a breach, bringing it back in once the breach is remedied.
- **Fraudulent claims.** Insurers can still avoid a policy, but only from the time of the fraudulent act. Previous non-fraudulent claims can no longer be clawed back.
- **Late payment of insurance claims.** Where an insurer unreasonably delays or refuses a claim, damages should be claimable, the Law Commissions said. However, the Bill does not include this recommended reform.

For more see www.hmtreasury.gsi.gov.uk.

Comment: This is non-controversial reform (introduced though the Lords) and is long overdue. The 1906 Act reflected hard fought case law but that in turn led to some very unfair practical consequences, especially for 'minor' breaches.

Insurance law should be fair and transparent and, above all, understandable not just to the man or woman on the Clapham omnibus but also to the company buyer, the finance director and the SME owner. The new Bill does not include all the Law Commissions' recommendations (we're not sure why...) but goes a long way to remedying the unfairnesses built into the 1906 Act (not least of which was why a Marine Insurance Act should apply to all insurance contracts).

Families cutting spending

Couples are continuing to cut their spending according to *The Aviva Family Finances Report*, published in July. However, expenditure on luxury items and holidays has increased.

The survey, 35% less than £1,000, 41% less than £2,000, 48% less than £5,000, 56% less than £10,000, and 75% less than £50,000. It also found that 31% of families had savings of less than £5,000 (5% of families had over £100,000 in savings).

Average household debt was £6,354 in July 2014, down from a peak of £12,834 in July 2013. One in five families (19%) was concerned about rising interest rates, up from 17% six months ago. Women were the major breadwinners in 10% of Generation X families, 16% in Generation Y and 19% in Generation Z and were equal earners in 6%, 11% and 14% of families respectively. For more see <http://www.aviva.com/research-and-discussion/report-library/>.

Friends Life: just 1 in 3 London home buyers have protection

Just one in three people in London with a mortgage has protection insurance cover, according to research carried out for **Friends Life** and published on 4 July. That means 775,000 homes are unprotected according to the poll of 3,777 homeowners carried out by **YouGov**.

Regionally, the percentage of homeowners with protection insurance was:

Region	% with protection
Northern Ireland	62.0%
Scotland	50.8%
East Midlands	46.4%
South East	45.8%
Wales	45.8%
North East	44.2%
East	43.9%
Yorkshire and Humber	43.2%
West Midlands	42.7%
South West	43.6%
North West	36.5%
London	33.7%
Average	43%

The survey found that 38% of homebuyers had life insurance, 14% had critical illness insurance and 7% had income protection. A separate poll found that nearly 60% of people said their main source of income if they could not work after being diagnosed with cancer would be their partner's salary or savings. Almost half admitted they had less than £10,000 in savings and investments.

Comment: It's depressing that so many people now have no protection for their mortgage. But it also illustrates the opportunity if the industry (and here we mean lenders as well as insurers) can develop suitable products to meet borrowers needs. Some lenders say they will take lack protection insurance into account when assessing affordability—we think the FCA should remind all lenders that that's prudent lending.

In other news...

- In a poll in *Nursing Times* on 2 July, 84% of respondents said 'Yes' when asked 'Should nurses consider strike action over pay?' See www.nursingtimes.net.

- **Now Health International** has opened a new office in Singapore.

- Research by **EDM Group** has found that UK insurers send an estimated 80m letters a year to the wrong address. And, over half (53%) of 25-34 year olds polled reported receiving a letter from an insurer for someone who no longer lives there.

- The **All-Party Parliamentary Group on Primary Headache Disorders** says more specialists are needed to tackle the 6.7m people experiencing migraines in England. At present there are just 11 specialist nurses in this field. See www.nursingtimes.net/5072025.article.

- Sickness absence costs the NHS £1.5bn a year, but has fallen from a high of 4.24% in 2009/10 to 4.06% in 2013/14, according to the **Health and Social Care Information Centre** on 30 July. Doctors had the lowest

rate (1.22%) and ambulance staff the highest (6.2%).

- Restrictions on the sale of HIV self-testing kits were revoked in April 2014. Will that affect insurers and, if so, what can they do about it? No, we're not sure either...

- **Health Shield** has reported that last year it increased its total membership by 15%, with company schemes up 63% and new members up 16%. Premium income rose by 9% to £29m, making it the only top four cash plan to increase its market share it says. In 2013 it paid out 436,640 claims, up 7% on 2012.

- **Laing & Buisson** data shows that in 2013, individual/employee paid health cash plans made up 72% of the market, with company paid plans on 28%.

- **Friends Life** has launched its Critical Illness Support Service (CISS) for its Group Critical Illness plan. CISS gives claimants access to specialised advice and vocational support and is provided by **Working Towards Wellbeing (W2W)**.

- **Aviva** paid out on 92.8% of its income protection claims in 2013. It paid out to 1,462 customers, with average age at claim being 45 for men and 42 for women. Of claims not paid, 6% did not meet the claims criteria, while 1.2% were declined for misrepresentation. Top claims were for mental health (just under a third of IP claims, followed by musculoskeletal (19%), rheumatological (9%) and cancer (8%).

- The charity **HealthWatch** has called for a moratorium on the Government's trial on breast cancer screening for women outside the current 50-70 age group. It is critical of the trial protocol saying 'it does not meet the criteria of a serious clinical trial. The charity also points out that breast cancer screening leads to unnecessary mastectomies due to false positives and points out that the Swiss government has decided to no longer do it.

- More than 17,400 people have signed a petition calling for free parking for NHS staff, *Nursing Times* reported on 9 July.

- **Bupa** has launched an online claims facility for all its health cash plan customers.

- GP referrals to hospitals increased by 6% last year but budgets only increased by 2% a breakfast meeting at the **King's Fund** on 17 July was told. See BMJ 2014; 349: g4700. Pessimism among NHS finance directors was 'unremitting' the King's Fund's director Richard Murray told the meeting.

- The **Nuffield Trust** has also warned that the NHS in England faces a funding crisis this year or next. See BMJ 2014; 349:g4515.

- An employers' survey for **Bupa** found that 55% of those polled said the private healthcare sector lacked transparency. 48% of 1,081 employers polled said private healthcare needed to be more affordable, and 42% said affordability was the biggest barrier to buying PMI.

- 86% of adviser firms are in favour of using e-signatures rather than relying on 'wet' signatures a survey by **Liss Systems** has found.

- Traditional insurers risk losing customers in the digital age, **PwC** has warned.

- **RedArc** has revamped its brand, dropping its 'Assured' suffix. See www.redarc.co.uk for more.

- Some price comparison sites are failing their customers and regulation, the **FCA** has warned.

People news

- **Benenden Group.** Jason Hogan has been appointed group head of strategy, having previously been head of commercial finance at **Simplyhealth**.
- **Collinson Group.** Ben Haden has been appointed senior healthcare underwriter for **Astrenska**, the group's specialist underwriting division. Past roles include senior healthcare underwriter at **Assicurazioni Generali** and international underwriting manager at **AXA PPP Healthcare International**.
- **Engage Mutual.** Stuart Tragheim has been appointed sales director, replacing Maria Harris. He was previously director, corporate partnerships at **LV=** and is a past chairman of **Investment Life Assurance Group (ILAG)** and past director of the **ABI**.
- **Financial Ombudsman Service.** Caroline Wyman has been appointed chief executive and chief ombudsman. The barrister joined FOS in 2000 and was previously principal ombudsman and legal director.
- **Friends Life.** Andy Curran has been appointed interim chief executive. He was previously pensions and investments MD at **Aviva**. John Van Der Wielan is moving from ICE to become executive chairman of **Friends Provident International**.
- **Jelf Employee Benefits.** Richard McKinley-Price has been appointed head of benefits management. His previous roles included with **Lorica** and **Xerox**.
- **Mercer.** Jane Barker CBE has been appointed chair of its UK board, succeeding Sir Peter Middleton who retired in July. She has been a board member since 2010, is chairman of sister company **Marsh** and was previously COO of the **London Stock Exchange**.
- **MetLife.** Jo Elphick has joined as head of employee benefits marketing. She was previously head of communications at **Unum**.
- **Positively Healthcare.** Wayne Pontin has joined as MD. He was previously executive director at **Jelf** and is also chairman of trade body **AMII (Association of Medical Insurers and Intermediaries)**.
- **Zurich.** Alan Ferguson has been appointed to head up its sales team in Scotland and Northern Ireland. He was previously head of national sales at **Ascentric**.

Protection Review news

The past few weeks have been hectic, ensuring our book launch, conference and awards dinner all went smoothly.

The book is now free to read online—you just need to register at www.protectionreview.co.uk. Going electronic only has proved itself already, with members commenting on how much more usable the book is. You can access chapters individually, within section, and we can also now include links to external media. The book is designed both to inform and to be a practical reference tool. Of particular value are the intermediary surveys, in conjunction with **APFA** and **AMII**, and the summary of The Syndicate's research (see online for how to join The Syndicate too).

Combined with thought leadership articles, commentary from experts on key international markets and our analysis of the trends and issues for each of the UK's

WEBSITE POLL RESULTS - SEVEN FAMILIES

The results of our latest online poll vote, which was one of the biggest we've ever had, are :

Will the IPTF Seven Families initiative improve consumer awareness of protection insurance?

Yes 64.29%

No 35.71%

major markets and it adds up to a powerful resource that has a full 12 month shelf-life (if an electronic book can have a shelf—perhaps it's a virtual shelf...).

Were you at the dinner or conference? Check out the pictures at both at the website too.

For intermediaries, our half day intensive training programme (free to APFA members and just £50 plus VAT to others) is a brilliant format that you have to experience to really appreciate. It's already made a big difference to hundreds of new and not so new advisers. More online!

Andy, Peter and Kevin

About e-Protection Review Stuff

e-Protection Review Stuff is a free to user online PDF publication and is published around the first day of every month. It is free to download from www.protectionreview.co.uk along with its sister publication *e-Protection Review Stats* and our monthly online *Product Reviews*.

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In each issue of e-Protection Review Stuff we choose ten stories about or affecting the industry that have appeared in the trade monthlies, weeklies, online or in the national press. They are not necessarily the biggest stories, just those that most grabbed our attention.

This month's ten reflect the wide range of news stories that are published but also reflect how individual companies can still get their messages across in the media. As usual, there's more good news than bad—despite what many people think.

1. *Income protection is one of the least known and utilised sectors of the protection market.* Trevor Law of **Merito Financial Services**, writing in the *Birmingham Post* on 24 July highlights the value of income protection and also looks at the **IPTF's** Seven Families initiative, which will be coming to screens (and other media) near you soon. Trevor's piece also highlights how intermediaries can use local and regional press to get their name to a wider public without resorting to the typical cringeworthy advertorial style. <http://www.birminghampost.co.uk/business/business-opinion/trevor-law-protecting-your-income-7499294>.

2. *Beware the hidden pitfalls of cheap cancer cover: Low-cost policies can contain some nasty small print.* Victoria Bischoff's *Mail Online* article on 16 July warns of the danger of selecting CI cover without looking at the smallprint of exactly what is and isn't covered. <http://www.dailymail.co.uk/money/bills/article-2693395/Beware-cheap-cancer-covers-hidden-pitfalls-small-print.html>.

3. *Half a billion pounds in Inheritance Tax gifted to taxman because life insurance policyholders fail to use trusts.* The headline says it all in Adam Uren's *This is Money* article on 24 July. How do we overcome apathy and ignorance—we wish we knew a surefire answer to that one! <http://www.thisismoney.co.uk/money/news/article-2704045/Over-500m-handed-inheritance-tax-needlessly-life-insurance-payoffs.html>.

4. *Advisers and life offices targeted by bogus protection callers.* Devraj Ray's 10 July *Money Marketing* article reported how fraudsters are defrauding providers and advisers by posing as potential customers and asking for callbacks to high-rate telephone numbers. You have been warned! <http://www.moneymarketing.co.uk/news-and-analysis/protection/advisers-and-life-offices-targeted-by-bogus-protection-callers/2011993.article>.

5. *Health Shield strengthens cash plan market share.* Fiona Murphy's *Cover* article on 24 July reports how the cash plan improved both its financials and market share in 2013. The piece is a good example of how a press release on your good news can result in some great publicity. <http://www.covermagazine.co.uk/cover/news/2357118/health-shield-strengthens-cash-plan-market-share>.

6. *Insurance Bill to usher in a 'modern legal regime'.* After legislation on consumer insurance law now it's the turn of business to have an updated legal framework, Mi Zhang reported for *FT Adviser* on 21 July. <http://www.ftadviser.com/2014/07/21/insurance/health-and-protection/insurance-bill-to-usher-in-a-modern-legal-regime-IMG7LvxtHRWGCRIewkxXGP/article.html>.

7. *10 different types of life insurance.* Our own Kevin Carr, writing for *FT Adviser* on 23 July, looked at the options and what they mean for those who need cover. <http://www.ftadviser.com/2014/07/23/insurance/life-assurance/different-types-of-life-insurance-IGz5wKCe2eIUsgD2PEmkLL/article-0.html>.

8. *Ian McKenna: Is wearable tech the future of healthcare?* Wearable tech is fast expanding and providing reliable information on our health. What will that mean for protection insurance and healthcare **F&TRC's** Ian McKenna asked in *Money Marketing* on 27 June. <http://www.moneymarketing.co.uk/opinion/ian-mckenna/ian-mckenna-is-wearable-tech-the-future-of-healthcare/2011656.article>.

9. *Analysis: Cash plans—not just for specialist intermediaries?* Tessa Norman's *Health Insurance Daily* 19 May piece looked at the potential benefits and risks for intermediaries. <https://www.healthinsurancedaily.com/health-insurance/product-area/cash-plans-dental/article441736.ece>.

10. *Analysis: Savings—the new barrier to protection sales?* Tony Levene's *Health Insurance Daily* column on 22 July looks at the issue of savings as an alternative to protection insurance, especially after the Budget's tax breaks. We can't help thinking that after years of building up your savings and going without (I still don't have that Ferrari...) the last thing most people would actually want to spend their hard-earned wealth on is paying their everyday bills. <https://www.healthinsurancedaily.com/health-insurance/product-area/income-protection/article445464.ece>.

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