



'Will employers grow the market?'

Lessons from Scandinavia

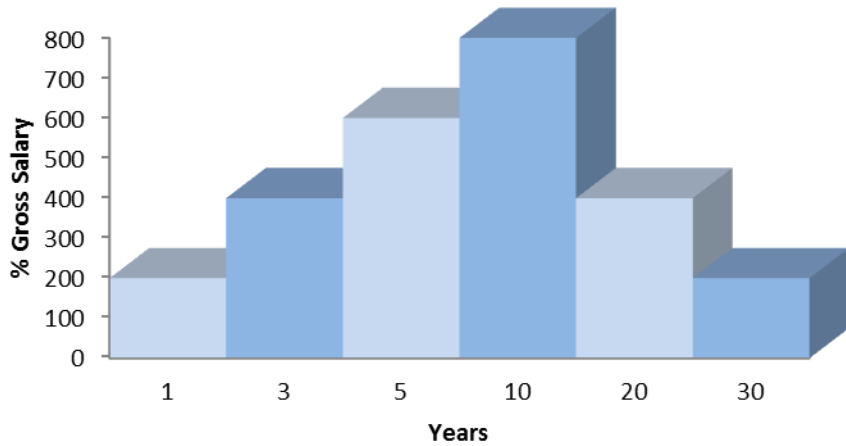
Chris Samuel

“I can’t believe how different the UK protection market is compared with Scandinavia. We have the exact opposite problem - most of our consumers are actually over insured!”

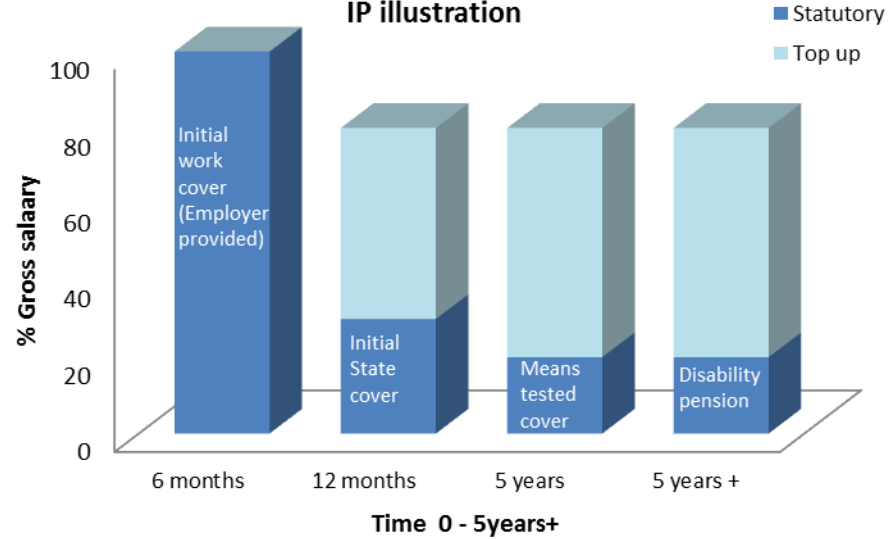
Why?

- Insurer led innovation
- Employee not Employer centric
- Flexible & Reviewable
- Portable benefits

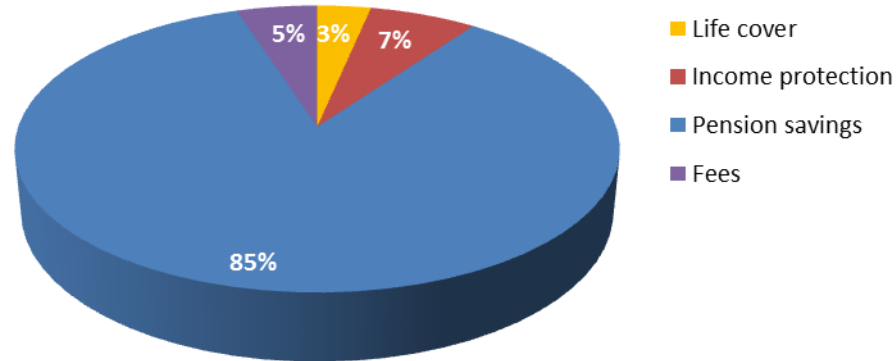
Life cover benefit flexing example



IP illustration



Typical benefit allocation



Key questions

- How is Group Protection currently sold to employees?
- What engagement is there 'post induction'?
- How we can be more innovative within the current Group Protection propositions space?

By providing choice and options we can at least start a conversation with customers.

*Integration with
insurer quote & apply
engines...*

*Simple benefit
servicing options and
functionality...*

*Employee Benefit
portals...*

*Online advice /
help...*

*User friendly tools,
tips and
calculators...*

Make it real and tangible, something to engage with

So...

Will employers grow the market?

Only with us together

It's up to us as an industry to innovate and engage employees and employers, not to pass the responsibility and then bemoan their collective indifference