



Christmas Special



Our 12 messages of 2023

Firstly, we wish to thank you for your support in 2023 and we look forward to working with you in 2024. As the year comes to a close, what better time to reflect on the exciting things we have delivered for advisers and the achievements we have had throughout. Here is a reminder:

We shared our underwriting philosophy and provided training for advisers to help understand our underwriting approach.

We launched our BMI underwriting guide so you can quickly see the potential impact on your clients' premiums.

We shared our insight around key medical risks including alcohol and why we ask the questions we ask.

We re-invented and launched our Critical Illness product with new and enhanced product features and options to craft individual cover needs for every customer.

We had a spotlight focus on our new Children's cover and Pregnancy and Early Childhood cover (PEC) to enable customers to craft unique production solutions for customers.

We improved our non-medical limits to reduce the need for medical evidence and speed up the underwriting process.

We improved the adviser experience by providing accurate quotes for ex-smokers in our platform and making it easier for GPs to send us information.

We've run a full suite of CPD webinar topics to help you build and maintain your Protection knowledge to meet your IDD CPD requirements. There's still time to join the final few left for 2023.

New customer videos were created for advisers to share with customers to demonstrate the importance of critical illness cover.

We won five awards for Best Individual Protection Provider, Provider of the Year, Best Diversity and Inclusion Strategy, Outstanding Intermediary Support team and Louise Colley as "Inspirational leader of the Year".

We have focused on continuous improvement in our systems and processes throughout the year to make it easier for you to do business with us.

We invested in empathy training for all our customer facing employees to understand and meet the needs of individual customers.

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