



Reasons to talk to your clients about private healthcare cover



It's a great time to speak with your clients about private healthcare cover. Since the COVID pandemic started, health and wellbeing have understandably become more of a focus for many people.

AXA Health has the tools, experience, and people on hand to help you. Whether you're new to offering private healthcare cover or looking to grow your existing business, we'll provide you with all the support you need and enable you to advise your clients with knowledge and confidence.

At AXA Health, we have a range of cover options, both for individuals and for business clients. Whether we're providing cover for a family, or creating a plan for a business that wants to look after its employees, we offer our members the peace of mind that comes from knowing they have prompt access to health advice and treatment.

Benefits of healthcare cover

AXA Health's award-winning private healthcare cover offers fast access to treatment, along with genuine help, support and understanding from people who care. Our plans are modular, meaning your clients can choose benefits to suit their demands and needs, as well as their budget.

We can offer your clients the following benefits:

- **Prompt access to treatment** - members can get treated and diagnosed quickly, allowing them to get back to health and back to normal as soon as possible.
- **Flexibility and convenience** - no need to worry about waiting lists. Members can book an appointment for a time and date that suits them, not the other way around.
- **More than just healthcare cover** - members will have access to online GP services, expert physio advice over the phone, as well as health information and support via our 24/7 phone service. They can even make the most of gym membership discounts with Nuffield Health and Fitness Centres, or through Hussle's monthly+ pass.
- **A five-star service** - our members enjoy an exceptional level of service that is recognised by industry experts. We've been awarded the coveted five-star Expert rating by Defaqto, as well as a Platinum five-star Trusted Service Award from Feefo for consistently delivering excellence.

Healthcare cover offers your clients the simple peace of mind that comes from having efficient and reliable access to treatment, as well as our support, whenever they need it.

If you're looking at growing your business and diversifying your client offering, there's never been a better time to consider private healthcare cover.



Reasons to offer healthcare cover:



1 Health matters to all your clients

Whether they're individuals or businesses, every client will want to know how they can look after their health.

They'll be interested to know how to get fast access to expert health services, irrespective of their income and wealth.



2 Healthcare cover complements your other areas of expertise

It shows your clients that you understand that their personal and financial wellbeing are interwoven.

If they fall ill or get injured, everything else can suffer. It's important for them to receive treatment as quickly as possible and minimise the disruption to their lives.



3 Healthcare cover makes good business sense

Healthcare cover allows companies to maintain business productivity and is seen as a key offering for attracting and retaining the best employees. By offering it, you'll show that you understand and care about the bigger picture for your clients.

Prioritising the health of your clients will also show that you care about their personal health as well as their financial health.



4 Offering healthcare cover helps you stand out from the crowd

Making healthcare cover part of your broader offering can set you apart. It shows that you understand a successful business is a healthy business, which could be a unique selling point for your clients. And, even better, you don't need to become an expert. We'll provide you with ongoing and comprehensive support so you can speak confidently to your clients about healthcare cover, either in combination with your other offerings or as a standalone product. Whatever your experience, we've got you covered.



5 It's a product that can keep your SME clients working

Fast access to expert healthcare can help get people back to health and back to work as soon as possible.

We understand businesses come in all shapes and sizes, so our dedicated SME team will help you tailor plans for your business clients.



Discover more

For more details and pricing information, for either an individual or SME policy, please get in touch. Our team is on hand to discuss the benefits and provide further information so you can start offering private healthcare cover to your clients.

At AXA Health, we pride ourselves on our own customer care, so we'll make sure we have a clear understanding of your business in order to provide our highest level of support to you and your clients.



Contact the team

The Regional Intermediary Account Management team is spread across the UK and can help support your SME and Individual healthcare business by:

Providing technical training and helping you understand the healthcare market

- Discussing how healthcare cover could fit with your portfolio and the benefits it could bring your business
- Helping you decide the best way to integrate healthcare cover into your business by either quoting yourself or using our lead referral systems
- Providing product training so you can be confident when discussing our products with your clients
- Attending client meetings with you, where possible, if a client needs more information about private healthcare or AXA Health.

To speak to the Regional Development Team, click [here](#) to find your local contact.