

Cirencester Friendly introduces Medi2data to improve underwriting and claims processes

Cirencester Friendly has gone live with Medi2data, a service that allows medical records to be obtained for underwriting and claims purposes. This new partnership will streamline existing processes, allowing the Society to speed up underwriting and claims decisions where medical information is needed.

This innovation has also facilitated the launch of e-signatures for claims documents. This will allow Members to complete consent forms more easily and quickly and mean information from GP surgeries, accountants and employers can be collected more swiftly.

Ben Howe, Director of Strategy and Transformation at Cirencester Friendly said: "Enhancing the Member experience is a major focus for us. This new partnership with Medi2data allows us to take advantage of the latest technology, reducing possible pain points in our underwriting and claims processes. Our average turnaround times are already some of the fastest in the market and the introduction of Medi2data will improve these even further. I look forward to building a long and fruitful partnership with them that benefits our Members now and in the future."

Richard Freeman, Founder & CEO at Medi2data said: "From the outset, our engagement with Cirencester Friendly has demonstrated all the attributes of a partnership. We are delighted to be able to support Cirencester Friendly in delivering market leading underwriting and claims processing timelines, as well as enhancing a five-star customer service to its Members."

Contact:

Elissa Dennis, Associate Consultant, Carr Consulting & Communications
07787 514791

Cirencester Friendly was established in 1890 in Cirencester, Gloucestershire. Primarily formed for the benefit of local agricultural workers based in Gloucestershire, today the Society caters for the income protection needs of over 44,000 Members from all walks of life across the UK.

Cirencester Friendly's 'Income Assured Enhanced' contract follows the traditional 'Holloway Principle' first introduced by leading industrialist George Holloway in the late 19th Century. 'Holloway Style' income protection insurance combines the essential elements of income replacement insurance with the option to build a capital sum payable at the maturity of the contract.

My Earnings Protected, the Society's pure income protection contract, provides flexible cover options allowing Advisers to tailor the contract to each individual client's needs. My Earnings Protected is available through Financial Advisers as well as Mortgage and General Insurance Brokers. Alongside their income protection contracts the Society offers a range of enhancements, My Extra Benefits. These include a Fracture & Hospitalisation Benefit and an immediate Death Benefit.

Cirencester Friendly is a mutual organisation. It therefore has no issued share capital quoted on a stock exchange and is owned by Members who hold a contract with the Society, not by shareholders. The friendly society is run for the benefit of its Members who have the right to participate in the running of the Society.

In keeping with their Mutual Member centric approach, they are not only there when Members need them most, but also go above and beyond to ensure their contracts deliver more than just a contractual financial pay-out. The Society therefore offers Members a suite of discretionary added-value benefits at no extra cost, focusing on support & wellbeing and perks & lifestyle. The current range includes Children's Critical Illness Support, Friendly Voice provided by RedArc, GP24 provided by Health Hero, the 125 Foundation, Member Perks, Your Halo and finally, discounts on a range of Fitbit devices.