

WPA - The Trusted Health Insurer



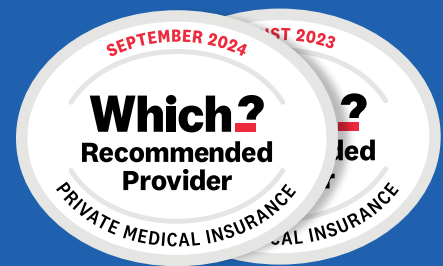
Health Insurance

July 2025

Setting the standard in Private Health Insurance

At WPA, trust isn't just a value - it's a standard we uphold every day. In an industry where consumer confidence is faltering, we're proud to lead the way in transparency, service and customer satisfaction. And we're not the only ones saying it.

WPA has been recognised as the only Which? Recommended Health Insurer in the UK for the past two years. This endorsement is not just a badge of honour - it's a clear signal to customers and intermediaries alike that WPA consistently delivers on its promises.



We are proud to share that we have recently been awarded Best Contact Centre Culture (Large) by the South West Contact Centre Forum

A tribute to the passion and professionalism of our Customer Helpdesk Team. These are the people supporting your clients every day, ensuring their questions are answered, their concerns addressed, and their claims managed with speed, clarity and empathy.



WPA has also been recognised as a Market leading presence, in recent industry press.

According to Fairer Finance Spring 2025 data:

- WPA achieved the highest trust score of any provider - up 3.6 percentage points since Autumn 2024.
- We lead in claims satisfaction, with a 73% approval rating.
- Our flagship product, Complete Health, is one of just six to earn a 5-star Fairer Finance rating.

Learn more:

[WPA Fairer Finance Recognition](#)

We know that trust can't be claimed - it must be earned

As intermediaries, your reputation hinges on the providers you recommend. With WPA, you can be confident you're choosing a partner who puts your clients first - and who's recognised across the industry for doing just that.

Don't just take our word for it, our customers continually ensure that we are the top-rated UK Private Health insurer on Trustpilot.



Rated 'Excellent' as at 01.07.25