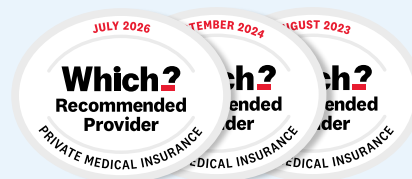


WPA named the only Which? Recommended Health Insurer in the UK for 2026



A brand you can recommend with confidence

WPA has been named the only Which? Recommended Provider for private medical insurance in 2026, reinforcing our position as one of the UK's most trusted health insurers. This latest recognition follows WPA's Which? Recommended Provider status in both 2023 and 2024, alongside the highest customer survey results in 2025.



Independent recognition that matters

Awarded by one of the UK's most respected consumer organisations, Which? Recommended Provider status is based on feedback from Which? members with health insurance and reflects the quality of service they receive.

Customer Satisfaction Comparison

Provider	Customer Score
WPA	86%
Nearest competitor	80%
Market average	77%

WPA achieved the highest score in the market, outperforming the nearest competitor by 6% and exceeding the market average by 9%.

What this means for your clients

When recommending WPA, you and your clients can be reassured that you are choosing a provider recognised for delivering an outstanding customer experience.

Clients benefit from:

- ✓ An award-winning service experience;
- ✓ Easy access to support when they need it;
- ✓ Fast response times;
- ✓ Trusted healthcare cover for individuals, families and businesses;
- ✓ An insurer recognised by independent industry experts.

More than one independent endorsement

The Which? recognition sits alongside other independent customer credentials, including topping Trustpilot. These endorsements reinforce WPA's position as a leading and trusted choice for individuals, families, and companies of all sizes, seeking private health cover.



Contact us to find out more:

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