

April 20, 2017

British Friendly launches new Mutual Benefits app

British Friendly has launched a new app that gives members access to the free healthcare services available through their Mutual Benefits programme.

British Friendly's discretionary Mutual Benefits programme launched in February. It is available to all members and gives them 100 Health Support Points each year to use on the health services of their choice, provided by Square Health. They can access these services whether they're claiming sickness benefits or not. These services include:

- Virtual GP consultations (25 Health Support Points)
- Physiotherapy (33 Health Support Points)
- Counselling (33 Health Support Points)
- 2nd opinion services (100 Health Support Points)

Through the app, users can book appointments 24/7, keep track of their Health Support Points, access additional services and better monitor their health.

The app is available for most IOS and Android devices and can be downloaded via either the App Store or Google Play. Members that don't have a compatible device, can still access these services through a dedicated telephone support number.

Iain Clark, British Friendly CEO, said: "With Mutual Benefits, we are offering our members a relevant and easily accessible range of practical benefits to complement their main income protection policy.

"As a mutual income protection insurer, we believe it is important for us to support our members in times of need, whether they are claiming on their policy or not. The benefits which we are providing through Square Health do this by helping them get a quicker diagnosis and treatment through a simple to use and efficient app which leverages state of the art technology."

Dr Bippon Vinayak, CEO of Square Health said: “The Health Support Points system is a unique concept in the protection market and we are delighted to have launched the app to make these important health services easier to access than ever. The app technology allows us to offer a range of relevant services to British Friendly members that means they can engage regularly with their policy and see value during their everyday life rather than only when they claim.”

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Notes to editors

About British Friendly

Founded in 1902 to provide sickness benefits for Commercial Travellers, British Friendly has over a century of experience of “being there when our members need us most.” Based in Bedford, British Friendly is one of the larger UK Friendly Societies with £90m in assets. As a mutual we exist solely for the benefit of more than 21,000 members and have no shareholders to whom we need to pay dividends.
www.britishfriendly.com