

Press Release  
11 January 2016



## HEALTH SHIELD LAUNCHES NEW INTERACTIVE WEBSITE

Award-winning health cash plan provider Health Shield has developed a new interactive website for intermediaries, employers and members, designed to offer a simple yet efficient service.

The new site includes adviser access to a quote engine, downloadable marketing material, infographics, products guides and sales tools. It also contains a new member's area with access to all the information required to get the most out of a cash plan. Additionally, the site provides employers with informative films and a decision tree to help them analyse which type of cash plan best suits their business.

**Philip Wood, Executive Director of Sales & Marketing commented:** "We're continually looking at ways to ensure we offer the best possible service to advisers, employers and our members, and we believe our new website will be of huge benefit. Combined with our recent decision to freeze the cost of our plans in 2016 and absorb the increase in Insurance Premium Tax, it continues to prove that we are dedicated to customer care and offering real value to our members."

**Claire Ginnelly, Managing Director at Premier Choice Group added:** "As an intermediary, it is always encouraging to see insurers embracing technology to help increase sales. This new website is designed to help intermediaries, employers and members and is an excellent tool. The cash plan market is a growing market and it is a product which offers excellent value for money but is often overlooked by intermediaries and employers alike. This is a positive step forward for Health Shield and their continued interaction with the intermediary market."

The new website is now live and can be found at [www.healthshield.co.uk](http://www.healthshield.co.uk). Advisers will receive or can request a code which gives them access to the adviser part of the website.

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**About Health Shield**

Established in 1877 Health Shield is an award winning and market leading provider of Health Cash Plans and health and wellbeing benefits. Health Shield is a non-profit making Friendly Society without shareholders, operating for the benefit of all our members. We are committed to providing competitively priced products that are sustainable and affordable, and strive to enhance our award winning reputation in the market. [www.healthshield.co.uk](http://www.healthshield.co.uk)