

## **PruProtect Serious Illness Cover – The next evolution**

*Innovative protection provider improves award winning cover even further*

Innovative protection provider PruProtect is excited to announce a range of new improvements to its award winning\* 'severity-based' Serious Illness Cover product. New conditions have been added to extend the scope of cover as well as to reflect medical advances and their impact on lifestyles.

The new product now features:

- 8 new conditions (7 of which are unique in the UK market)
- Premium reductions where a cancer exclusion is applied
- Comprehensive Cover now covers 161 conditions
- Primary Cover now covers 100 conditions
- Plus, a number of enhancements to other existing definitions
- 17 ABI+ definitions

The new conditions covered are:

- Lumpectomy for Ductal Carcinoma in Situ of the Breast (DCIS)
- Carcinoma in Situ of the Oesophagus – requiring surgery
- Severe Inflammatory Crohns disease
- Encephalitis
- Craniotomy
- Guillain-Barré Syndrome
- Spinal Tumours
- Pemphigus Vulgaris

These new definitions, as well as enhancements to other existing conditions such as Heart Attack, will be applied to all existing policy holders with no change in their premium. Plus, where a full cancer exclusion applies we will reduce the premium to reflect the restriction of cover that applies on existing policies.

**Deepak Jobanputra, Actuarial & Product Director for PruProtect, said:** "We are covering conditions that impact people lives at all ages. While it is great that more providers are beginning to cover mastectomy, less than a third of DCIS diagnoses are treated this way, which is why we are adding lumpectomy. "

All changes, including the premium reductions for cancer exclusions, will be applied to existing policyholders. The new product changes take effect on October 23<sup>rd</sup>.

**Matt Morris, Senior Policy Adviser at LifeSearch said:** "The new improvements from PruProtect have made a strong product even stronger. Cancer is a major reason for claims so premium reductions will mean customers that have this condition excluded from their policy will be compensated with a better premium. It is the right thing to do and PruProtect should be commended."

-Ends-

#### **Notes to Editors**

\* PruProtect's Serious Illness Cover product was voted Best Individual Critical Illness Cover Provider at the 2009 Health Insurance Awards

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#### **About PruProtect**

Sales at PruProtect of APE £11 million were up 98 per cent on H1 2009. PruProtect now has circa 36,000 policies on its books.

In June 2010, PruProtect launched its new Health Cover and Health Cover Optimiser products to the UK market, providing consumers with an innovative solution to meet their health and protection needs and intermediaries with the opportunity to grow their business by providing easier access to private medical insurance.

Instead of having to buy Serious Illness Cover and Health Cover separately, they can now be combined in one efficient package with one application form, one direct debit, and one number to call with a claim. The Health Cover Optimiser enables customers to create a comprehensive package of benefits in one cost efficient vehicle - saving up to 25 per cent compared with buying Health Cover separately from PruHealth.

Launched in September 2007, PruProtect is an extension of the existing joint venture between Prudential UK and Discovery, which began with PruHealth. Unique to the current UK protection market, the PruProtect suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover. PruProtect is based on the innovative Vitality programme and is designed to encourage customers to take control of their own health and wellbeing, which gives policyholders the potential to manage future premiums. By recognising people's efforts to look after themselves, PruProtect is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price.

**About Discovery**

Discovery, headed up by Adrian Gore, is a leading South African financial services company that specialises in healthcare cover, life assurance and lifestyle and wellbeing benefits. Prudential UK and Discovery launched PruHealth in 2004.