



**Enjoy life. Insure health.**

PRESS RELEASE

Dated 25 September 2006

STARTS

**WPA<sup>1</sup> – Wins the Healthcare Funding Product Development Award 2006 with the launch of 1XS<sup>2</sup>**

Last Thursday in London at the Independent Healthcare Awards<sup>3</sup> 1XS, WPA's new product beat off the competition to be recognised as the most significant healthcare funding product development of 2006.

Rod Bramston (Managing Director of WPA Private Clients) comments, "The advantages of 1XS are:

- It is a perfect balance between 'self-pay' and true insurance. With 1XS, customers pay the small bills and WPA pay the big ones
- 1XS cuts premiums by up to 70% over traditional comprehensive plans
- 1XS means comprehensive cover for the whole family - without being penalised for claiming. No matter how many people are covered and however frequently they claim, their maximum excess payment in any 12 months cannot exceed £1,500. Due to an idea pioneered by WPA the excess works on a 'rolling' basis so, even if the family do reach £1,500 any further treatment that may be required will be covered in full for the next 12 months, even if that takes a customer into another policy year.
- Customers no longer need to gamble with their family's health

Julian Stainton (WPA's Chief Executive) comments, "1XS product brings the security of comprehensive cover within reach for people who thought it was simply out of their price range".

"It is the 'healthcare funding product development' of the year because it is giving people what they want: straight-forward, affordable, comprehensive health cover. Something that the rest of the market is striving to achieve".

ENDS

WPA is authorised and regulated by the Financial Services Authority (FSA). The FSA website may be checked at <http://www.fsa.gov.uk/Pages/register/>

**For more information contact:**

Charlie MacEwan – WPA Head of Communications

Telephone: 07771 808083

Email: [charlie.macewan@wpa.org.uk](mailto:charlie.macewan@wpa.org.uk)

Website: [www.wpa.org.uk](http://www.wpa.org.uk)

For images and press information visit: <http://www.wpa.org.uk/about/press.html>

**Notes to Editors:**

1. WPA is a not for profit Provident Association with a history of over 100 years of providing high quality, affordable medical insurance. Based in Somerset, WPA looks after around half a million people, providing cover for individuals and companies alike.

WPA's approach is refreshingly different.

- As winners of the British Insurance Awards for Best Customer Care 2005
- As the only health insurer to publish its Standards of Service
- At WPA, claims are paid within 7 working days, otherwise we pay customers a financial penalty
- WPA have no Shareholders so aren't subject to the short-term whims of the City
- Any surplus WPA makes from the business of health insurance is invested in the care of our customers.

2. 1XS was launched in June 2006. It is a medical funding insurance product with 'platinum cover' with no overall limits to claims.

3. More information about the awards can be found at: <http://www.laingbuisson.co.uk/awards>

4. Photographs from the Awards:

(i) Tina Kemp (One of WPA's leading Franchisees) and Charlie MacEwan (WPA's Head of Communications) with the award:



(ii) Tina Kemp with the award:

