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PRESS RELEASE

London: Thursday 13 September

WPA¹ recognised as Britain's most innovative healthcare provider.

WPA, one of the UK's longest established health insurers was yesterday endorsed as Britain's most innovative healthcare provider at the Laing & Buisson² National Awards ceremony last night.

Mycancerdrugs³, introduced by WPA in May 2007, gives the UK general public access to expensive cancer drugs currently denied by the NHS in England. This is the first product of its kind anywhere in the world.

It is the second successive year when WPA has been marked out as a leading UK healthcare innovator.

Julian Stainton, WPA's Chief Executive comments "It is hard for the general public to comprehend - let alone a cancer sufferer - that the all-embracing NHS in England – unlike Scotland⁴ – denies patients these incredibly effective new drugs that have the ability to defeat cancer.

Mycancerdrugs allows the public to access the most effective drugs available. It is ironic that it falls to a medical insurer to highlight these inequalities of care in the United Kingdom".

ENDS

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WPA is authorised and regulated by the Financial Services Authority (FSA). The FSA website may be checked at www.fsa.gov.uk/register for WPA number 202608.

Publication reference – CME 130907

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Notes to Editors:

1. WPA is a leading UK health insurer with a heritage as one of the original contributory funds dating back to 1901. Headquartered in Somerset, WPA is a not for profit Provident Association – www.wpa.org.uk
2. Laing and Buisson are Britain's leading firm of independent health analysts <http://www.laingbuisson.co.uk/>
3. Overview of mycancerdrugs - <http://mycancerdrugs.org.uk/> :
 - *Mycancerdrugs* provides up to **£50,000** lifetime benefit for advanced cancer drugs that have been licensed by the EMEA. Where the NHS declines to administer the drug, *mycancerdrugs* will fund all the costs directly associated with administering the drug in the private sector up to the £50,000 lifetime benefit.
 - **A year's premium is the same as your age** + 5% Insurance Premium Tax, smokers pay double i.e. **£50 a year** + tax for a 50 year old. £100 + tax if you smoke.
 - Maximum age of cover is **65 years**.
4. <http://www.wpa.org.uk/products/mycancerdrugs/cancerdrugs.html>