



Enjoy life. Insure health.

PRESS RELEASE

Dated 26 October 2006 - EMBARGOED UNTIL 1 NOVEMBER 2006

WPA¹ relaunches their premier Shared Responsibility plans² to provide even greater customer value.

WPA have enhanced the benefits on their Flexible Health plans² with a innovative new level of cover called 'Essential Plus'. This option provides valuable benefits that are not normally found in health insurance plans.

WPA, as a not for profit company, have their customers as primary focus with the aim to provide excellent service and value. Unlike other companies that rely on no claims discounts to reduce premiums, with the Essential Plus option, customers benefit from lower premiums and are not disadvantaged when they claim – even on the everyday benefits now included such as optical and dental treatment. Customers can also benefit from a health screen every second year!

WPA can do this owing to the unique Shared Responsibility (co-insurance) approach which it pioneered in the UK on these innovative private medical insurance plans.

Enhances the Essential level of cover

Essential cover is the comprehensive primary level of cover which includes In-patient, Out-patient and Day-patient cover as well as nursing at home, NHS cash benefits and Hospice Donations. Now by upgrading cover to Essential Plus each policyholder can benefit through:

- An extra £300 pa for consultations and diagnostic tests
- £400 pa for therapies (physiotherapy, chiropractic and speech therapy)
- £200 pa for optical treatment
- £200 pa for general dental treatment (hygienist and dental care)
- £200 pa Health Screening benefit every 2 years

In total this Essential Plus option provides an extra £1300 of valuable 'everyday' health benefits for less than £12.50 per month for someone aged 40-65. Thus offers customers excellent value and gives them a 'middle ground' option between Essential cover and the more costly full cover out-patient and therapy/dental options³.

Rod Bramston (Managing Director of WPA Private Clients) comments, "Essential Plus provides existing and new customers on Flexible health with outstanding value as it enhances cover in areas customers are likely to need and they can dramatically cuts premiums with Shared Responsibility. Whilst most health insurers favour no claims discounts, we have an opposite approach through Shared Responsibility (co-insurance) where we work with our customers to seek excellent value and quality of treatment and not to raise premiums because they claim.

There are also preferable rates for the self-employed and members of the Professions⁴.

Also all customers can save an additional 10% on their first year's premiums if they apply on-line at wpa.org.uk.

ENDS

WPA is authorised and regulated by the Financial Services Authority (FSA). The FSA website may be checked at www.fsa.gov.uk/register search for number 202609.

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

Customers can purchase these plans on-line at wpa.org.uk

or contact WPA Direct on 0800 783 3 783

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 annually
- 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 that WPA makes from the business of health insurance is invested in the care of our customers.

2. Essential Plus option has been introduced on **Flexible health** (for individuals), **Flexible Health Freelance** (for the self employed) and **Professional Health** (for members of approved Professional bodies).

3. Annual Premium Comparison between Flexible Health's Essential Cover, Essential Plus and Essential Cover with Therapy, Outpatient and Dental Cover (as at 26 Oct 06)

Age and location of customer	Shared Responsibility annual limits ⁽ⁱ⁾	Essential Cover	Essential Plus	Essential Cover with full Outpatient, Therapy and Dental options
25 year old living in Reading	£500 ⁽ⁱⁱ⁾	£226.58	£339.53	£706.45
25 year old living in Reading	£3000 ⁽ⁱⁱ⁾	£140.09	£253.04	£475.16
40 year old living in Reading	£500	£350.05	£491.25	£956.09
40 year old living in Reading	£3000	£216.44	£357.64	£628.51

Notes:

(i) Customers pay 25% of their claims until they have reached their Shared Responsibility limit when WPA becomes responsible for 100% of all eligible benefits within the terms of the contract.

(ii) £500 Shared Responsibility offers approximately 40% lower premiums than traditional medical insurance and £3000 Shared Responsibility offers approximately 60% lower premiums than traditional medical insurance

All prices include Insurance Premium Tax

4. More details of WPA's list of recognised professions can be found at:
<http://www.wpa.org.uk/products/ph/professional.html>