

B2B Magazine - Awards Edition 2006

Westfield Health is leading the national health cash plan sector with a winning combination of innovative healthcare plans matched with innovative customer services.



This reputation has been established with the outstanding hat-trick success of being judged the 'Best Healthcare Cash Plan Provider' in the Health Insurance Magazine Awards 2006 for the third consecutive year.

Westfield's achievements follow a record-breaking year, which has seen the number of policyholders rise to more than 345,000 and more than 8,000 organisations nationally operating a Westfield plan for their employees.

Westfield Health is producing new plans and developing existing ones to anticipate and meet changing healthcare needs. In the past year Westfield has made significant changes to its Advantage and Good4You plans following comprehensive research into what employers and policyholders want and as such have made changes to its plans to meet such needs.

The enhanced plans include improved benefits for the most popular dental and optical cover and additional benefits such as a GP telephone consultation service which gives policyholders, and their resident family members, telephone access to a qualified GP at a time of their choice, around the clock, from anywhere in the world. Other new benefits include a health club concession which gives policyholders access to some of the best ongoing membership deals and an online health information service.

Westfield Health is backing such product developments with considerable investment in Information Communication Technologies (ICT) to apply a creative approach to customer service.

Highlights include an SMS text messaging balance enquiry service for policyholders - the first cash plan provider to do this - and a new automated claims scanning system making it possible for dental, optical and chiropody claims to be read automatically and paid more quickly.

High standards of customer service and leading industry practice were recognised by the Servicemark Gold Award 2005, when Westfield Health became only the third ever company to gain the Servicemark Gold Level of Achievement. Westfield Health is also the current holder of the Guardian and Observer Consumer Finance Awards 'Best Health Insurance Provider', having won the award in both 2004 and 2005 - considered the benchmark for customer services in the UK finance sector.

Never an organisation to rest on its laurels, Westfield Health will be launching new products to freshen its offer to meet ever changing healthcare needs and to maintain the vibrant business it is proud to achieve.

**For more information contact
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