



# GuideWell

Aviva's open referral product, GuideWell, ensures customers receive high quality treatment, via expert informed guidance, to the right specialist for their clinical need.

## Demonstrating our breadth of knowledge & experience

With over **7 years' experience** administering open referrals, Aviva has built up an **extensive knowledge** of how to **best manage** and **support** these types of claims

**32% of all new claims** across our entire portfolio **come to Aviva with an open referral**



We currently cover **46,400 lives** on our GuideWell policies



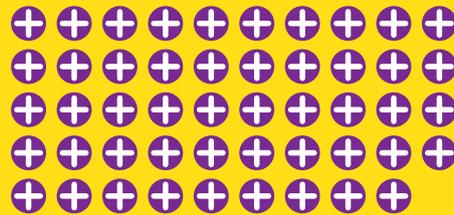
Our **Specialist Finder tool** has now been **live for over 3 years** and continues to evolve with client demand and intermediary feedback

## Providing access to a wealth of high calibre specialists

We include over

**16,000 specialists**

in around 300 hospitals across the UK



Our Specialist Finder tool includes **49 sub specialities** and we're working to increase this number

We only recognise **specialists** who have **undertaken the required procedure**, with an Aviva member, at least **3 times in the last 2 years**

**x3**



## Presenting choice to your members

GuideWell members **choose** their **preferred location for treatment** by selecting a postcode of their choice – whether near their home or work



## Ensuring realistic travelling distances

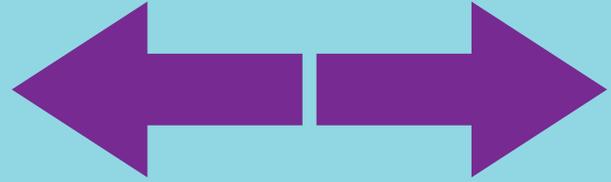


With GuideWell, we aim to locate a specialist and hospital appropriate for our members medical needs, within a 25 mile radius of their chosen postcode.

On average, our customers travel **10 miles outside of London & 7 miles within the London region** to their treatment location

## Offering flexibility to our clients

We understand that your member preferences may differ, which is why we offer our clients the **choice to select both Optimum and/or GuideWell** for different staff categories under one policy



Visit [aviva.co.uk/health-products-for-corporate-enterprises/group-private-health-insurance/](http://aviva.co.uk/health-products-for-corporate-enterprises/group-private-health-insurance/) to find out more about Optimum

## Streamlining the customer journey

With Aviva's **direct booking service**, we ensure a seamless customer experience. We can pre-authorise members treatment and book their appointment, with most major hospital suppliers, at the same time.



## Promising benefits as standard



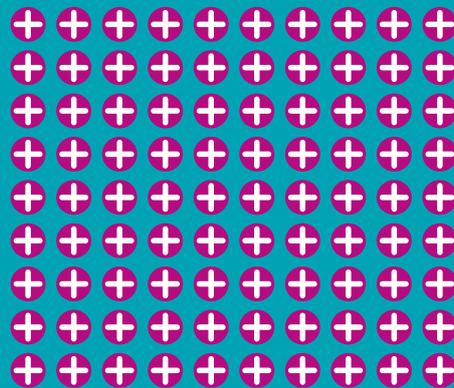
**GuideWell promises no shortfalls on hospital charges, anaesthetist fees, and specialist fees, as long as the GuideWell claims process is followed**

Aviva will provide regular insight regarding scheme performance with relevant **management information**



## Looking forward

Over the coming year, we will **further develop** our **GuideWell** product by;



**Increasing the number of sub-specialities**, so we can increase the number of customers we can support through their claim

**Further developing the ability for members to share their feedback**

