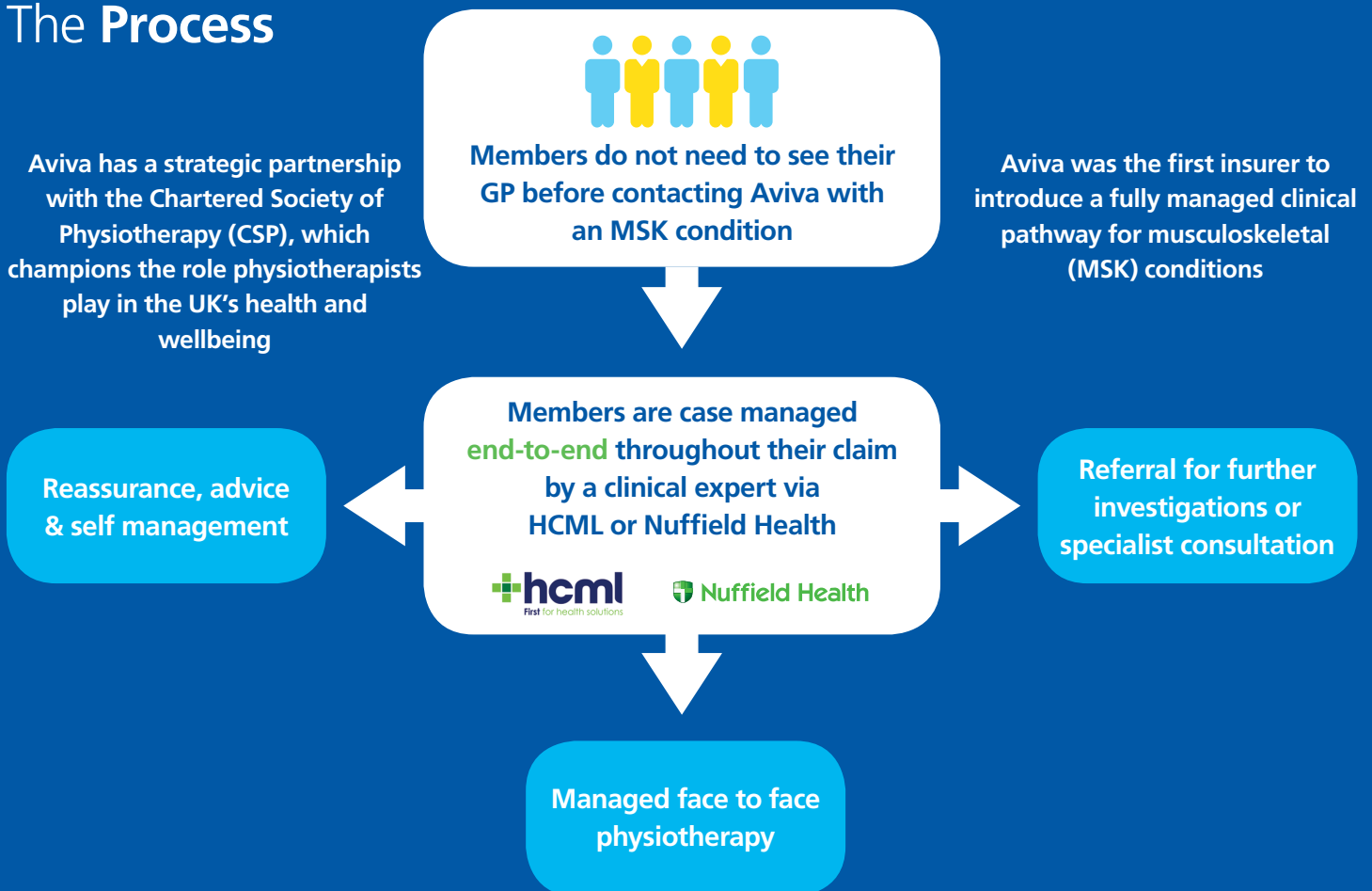


Introducing BacktoBetter



The Process



The Results

One year on and BacktoBetter is proving that having high quality clinical decision making at the start of the claims journey improves the member experience and reduces claims spend for our clients.



Based on average cost per MSK claim.

Only 25% of MSK claims require further investigations by a Specialist through BacktoBetter, compared with 60% of un-managed MSK claims

Average cost per MSK claim is reduced by 15% when managed through BacktoBetter, and can be as much as 30%

An improved member experience

- ✓ No need to see a GP
- ✓ No Excess*
- ✓ No impact on out-patient limit*

* On physiotherapy treatment

What is BacktoBetter?

BacktoBetter is a unique end-to-end clinical case management service that co-ordinates appropriate clinical pathways for members with musculoskeletal (MSK) claims. BacktoBetter is core to our corporate PMI offering as we believe it is the most appropriate way to manage a member's MSK claim and it also supports employers by managing their claims spend responsibly.

How does BacktoBetter work?

If a member experiences back, neck or other muscle or joint pain, the BacktoBetter service is the first point of contact – there is no need for them to see a GP first.

Aviva will organise for the member to receive a telephone based clinical assessment with either HCML or Nuffield Health at a time which is convenient for the member. Their Case Manager, a Senior Chartered Physiotherapist or Rehabilitation expert, will remain their dedicated contact throughout their claim – even in the event of any specialist or surgical intervention. Review and case management of more complex cases is undertaken by Extended Scope Practitioner Physiotherapists (ESPs), and other expert practitioners.

All of our physiotherapists and rehabilitation experts have a wealth of experience – meaning members are being supported by someone who really understands their condition.

The CSP supports this approach to managing MSK conditions.

What are the member benefits?

BacktoBetter is a service that can help members recover better, faster. No matter how complex the problem, the individual will receive on-going clinical support to help meet treatment goals and get better more quickly. Early intervention is key in treating MSK conditions which is why members will find it a much easier process, enabling them to get treatment as quickly as possible.

- ✓ No need to see a GP
- ✓ No Excess*
- ✓ No impact on out-patient limit*
- ✓ Choice of over 1500 clinics throughout the UK
- ✓ A shorter claims journey for members

*On physiotherapy treatment

What are the corporate benefits?

BacktoBetter offers rapid access to a qualified clinician who can help employees deal with the pain of a musculoskeletal injury.

- ✓ There's no need to see a GP. It is quicker and easier for members to access treatment.
- ✓ Employees get the right treatment at the right time, which can lead to a faster recovery, reducing workplace absence.
- ✓ It's an end-to-end service that delivers best practice rehabilitation no matter how complicated the problem is.
- ✓ Cost per MSK claim is reduced on average by 15% when managed through BacktoBetter, and can be as much as 30%, compared to non-managed MSK claims.

We've proved that BacktoBetter works.

- ✓ Over 20,000 people have benefitted from Aviva's BacktoBetter service.
- ✓ The Net Promoter Score (NPS) for Aviva's BacktoBetter service is +36.
- ✓ We are committed to developing our rehabilitation capability. Look out for further enhancements, coming soon.

Ask us for
more
details.



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