

News release

5 January 2009

NORWICH UNION HEALTHCARE ANNOUNCES BACK-UP FOR ITS CORPORATE CUSTOMERS

Norwich Union Healthcare today announced a major enhancement to its Optimum Private Medical Insurance product, designed to help customers tackle one of the leading causes of employee absence.

From 1 January 2009, customers with an Optimum Private Medical Insurance policy will have access to Back-Up- an expert-led support and rehabilitation service which utilises evidence based medical guidelines for managing back and neck pain.

Rather than having to wait to see their GP, customers call the Back-Up service to speak to a dedicated Case Manager who conducts an in-depth assessment and offers practical and clinical, advice and support. Where required, the Case Manager will refer the employee for further treatment such as physiotherapy.

With the employee's consent, the Case Manager can also work with their line manager to advise how the employee can be helped safely and effectively at work.

Over the past year, Norwich Union Healthcare has trialled the Back-Up service with a number of its Corporate Customers – including its own staff. 50 per cent of employees who used Back-Up said the service prevented them going absent or restricting their duties. And, of the 25% who were absent prior to using the service, 100% successfully returned to work through Back-Up.

The Back-Up service also helped control claims costs with 60 per cent fewer physiotherapy sessions required, and a 25 per cent reduction in the number of cases needing to be referred onto a Specialist.

Rebecca Freebody, Head of Propositions Management & Market Development at Norwich Union Healthcare said: "Back-Up has been extremely well received and offers tangible employee and employer benefits. Employees have prompt access to expert support and employers control both their absence, and Private Medical Insurance claims costs."

Ends

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Notes to Editors

The Back-Up service is provided in association with independent specialist rehabilitation organisations dedicated to offering a complete evidence based rehabilitation service.

Optimum is a flexible Private Medical Insurance product for companies covering 250+ employees. Cover can be tailored to suit a company's exact needs - both from a service and benefit perspective.

In addition to the new Back-Up service, customers also have access to:

- Personal Health Manager – an online health management portal
- GP and Stress Counselling Helplines
- Discounted gym and leisure club memberships (for all employees not just those on scheme)
- Discounts off Norwich Union Home, Motor and Travel Insurance for all employees (where broker agreeable)

About Norwich Union Healthcare

Norwich Union Healthcare was founded in 1990 as the healthcare arm of Norwich Union and now provides a range of private medical insurance, income protection, occupational health and group life products and services that cover over 2,400,000 lives. It is one of the largest providers of income protection and private medical insurance in the UK.

Norwich Union Occupational Health, a sister company of Norwich Union Healthcare, provides occupational health solutions and services to a wide range of industry sectors. By utilising their large fleet of purpose built mobile clinics and approved medical centres, staffed by a team of experienced occupational physicians and nursing staff, the services are designed to meet the individual needs of clients.

Norwich Union Healthcare is authorised and regulated by the Financial Services Authority and is a member of the Association of British Insurers and the Financial Ombudsman Service.