



For financial adviser use only. Not for use with clients.

Aviva cares about cancer

Our enhanced cancer support provides help and support for your clients and their loved ones.

Available as part of an eligible private healthcare product.

It takes a partnership to make living with cancer easier. It takes Aviva.

Effective from 28 April 2022



Cancer support that cares more

Introducing our cancer proposition enhancements

We understand that receiving a cancer diagnosis is hard. Your clients may experience a whole host of emotions.

They'll need support to make sense of the situation and guidance to help them feel a sense of control.

Living with cancer isn't a linear process. Every day is different, and your clients may experience a range of physical, emotional, and financial concerns, each requiring personalised assistance.

That's why our cancer support now goes way beyond the traditional claims process. We're there for your clients every step of the way, doing the best we can to help make a time of uncertainty that bit easier.

Our enhanced support

Getting the right balance is vitally important. It's likely that your clients will already feel overwhelmed. That's why we've made our support simple and easily accessible.

Key components include:

- ✓ **Our Cancer Care Guide** - Developed in partnership with Macmillan Cancer Support, our guide makes it simple for your clients and their loved ones to find information to help make life that bit easier. It's packed full of useful tips to help them every step of the way. And, if they'd like practical support or to talk to one of Macmillan's specialist cancer nurses, there is a helpline number for your clients to call.
- ✓ **Cancer Care with Get Active*** - We've enhanced our Get Active wellbeing offers to include savings on products and services that could help make a small difference if your client or someone close to them is living with cancer. So, whether they're looking to improve their current health and wellbeing, show someone their support, or they just want to feel more like themselves, there's a choice of specially arranged products and services to help.
- ✓ **Dedicated Cancer Claims Team** - Our Cancer Claims Team are so much more than claims consultants. They're people like you and your clients with families and loved ones. They've been specially chosen for their understanding, patience, and empathy. With regular training from our qualified medical experts – now including a cancer surgeon, they've an in-depth understanding of what it means to be living with cancer - offering so much more than just paying your clients' medical bills.



Enhanced support is available to your individual, SME and large corporate clients covered on an Aviva Private Medical Insurance policy or Healthcare Trust scheme.

Those clients who have opted to remove cancer cover will not have access to the Cancer Care Guide or our dedicated Cancer Claims Team.

Cancer Care with Get Active is available to your individual, SME and Large Corporate clients regardless of their level of cancer cover.

* This service is a non-contractual benefit Aviva can change or withdraw at any time.



Our promise to your clients

“When life doesn’t go as planned, we’re there for you. Whatever cancer brings, our dedicated Cancer Claim Team, will be by your side every step of the way.

Working alongside our partner Macmillan Cancer Support, we’ll help with physical, financial, and emotional support to try and make life that bit easier.

And, if you need a little more support, there’s help with your wellbeing and a range of discounted cancer care products and services to help you and your loved ones focus on living life as fully as you can.”

Cancer Care Guide

It's difficult for anyone to find out they have cancer and when receiving a diagnosis like this, people often experience a whirlwind of emotions.

That's why it's essential that we're ready to guide your clients to the right support as quickly and easily as possible, should it happen to them.

Developed in partnership with Macmillan Cancer Support, our Cancer Care Guide makes it simple for your clients and their loved ones to find the information they need to help make living with cancer that little bit easier. Whether your clients need physical, financial or emotional support we're by their side every step of the way.

Here for the full story

- ✓ The guide is full of useful tips to help support your clients and their loved ones.
- ✓ It focuses on topics that are most helpful for people living with cancer, as identified by Macmillan Cancer Support.
- ✓ If they'd like practical support or to talk to one of Macmillan's specialist cancer nurses, they have a helpline number they can call.

Knowledge is power

The cancer experience can be one of uncertainty and anxiety. No two days are the same. People are seeking a sense of control across the journey, for themselves and their family and friends. Knowing what to expect can help your clients feel less overwhelmed, more in control and better equipped to make decisions.

That's why the Cancer Care Guide covers topics like:

- ✓ Assisting with financial concerns
- ✓ Healthy eating
- ✓ Employment rights
- ✓ Questions to ask the healthcare team
- ✓ Support to help you prepare for cancer treatment.

The guide can be provided at the right time for them in whichever format your clients prefer - either a digital copy by email or a hard copy through the post.





Cancer Care with Get Active

Get Active provides discounted gym memberships, online workouts and other offers that can help your clients look after their health and wellbeing.

We've now enhanced this benefit to include savings on products and services to help make a small difference if your client or someone close to them is living with cancer. These can be used for personal support or to gift to loved ones who are living with cancer.

So, whether they're looking to improve their current health and wellbeing, show someone who is living with cancer their support, or they just want to feel more like themselves following a cancer diagnosis, there's a choice of specially arranged products and services to help.

New - Cancer Care with Get Active*

- ✓ **Everyday support** - discounted products and services that can help with the daily living adjustments a cancer diagnosis and treatment can bring.
- ✓ **Quality time** - services and experiences to use for 'me time' or to share with friends and loved-ones.
- ✓ **Living life as fully as possible** - discounts on products and services to aid both physical and mental wellbeing.
- ✓ **Caring and sharing** - the discounts can be used for personal support or to gift to loved ones who are living with cancer.

* This service is a non-contractual benefit Aviva can change or withdraw at any time.

A specially trained Cancer Claims Team - treating your clients as individuals

Whatever cancer brings, our dedicated Cancer Claims Team will be by your clients' side every step of the way.

They've been specially chosen for their understanding, patience, and empathy. With regular training from our qualified medical experts, they've an in-depth understanding of what it means to be living with cancer.

They recognise that everybody's cancer journey is unique. That's why they treat your clients as individuals. They'll take the time to understand their personal circumstances and guide them to the most appropriate specialist and support.

Your client can even request to speak to the same person each time they call. If they'd feel more comfortable, they can also ask to speak to someone of the same gender.

Our dedicated Cancer Claims Team:

- ✓ Experienced team with an in-depth knowledge of cancer is there to support your clients from initial diagnosis throughout their treatment.
- ✓ Your clients can request to speak to the same person each time they call.
- ✓ Our team is supported by an in-house clinical team which includes trained GPs, nurses and a cancer surgeon.
- ✓ The team receives regular training from our in-house clinicians to ensure they're up to date with the latest developments.
- ✓ Our clinicians can also discuss your clients' treatment with their specialists and ensure they're using all relevant benefits available from their cover.



How our partnership with Macmillan can benefit your clients



To complement our Cancer Care Guide, Macmillan Cancer Support's Helpline helps your clients get a whole host of support, including:

Clinical support

They can get help with understanding treatment options, dealing with side effects, eating healthily and keeping active. They can also speak to a Macmillan Clinical Nurse Specialist to learn what to expect from their diagnosis and get key information on how to manage symptoms and side effects.

Financial support

Your clients can call the support line to speak to a welfare rights adviser if they need help to claim benefits and they can make sure they're not missing out on anything they're entitled to.

Emotional support

Your clients can call the support line and specialist cancer information advisers will offer a shoulder to lean on if they're feeling upset or overwhelmed. They'll also give them the expert cancer information they need to find their best way through.

Practical help

The day-to-day things can be hard during cancer treatment. Macmillan can help your clients find out how to get assistance. For example, they can speak to a member of the energy advice team to learn about the support available from their gas and electricity providers. They may also be able to help them unlock financial help towards bills, boilers and energy efficiency measures.

Help with work

Your clients can find out how to cope with the impact a cancer diagnosis might have on work too.

Work support advisers can help them understand their rights and guide them through how to negotiate any adjustments they might need. Online community groups, blogs, 'Ask an Expert', 24-hour support in a safe environment. Here members can share their experiences, ask questions and vent their emotions with people who understand.

Whether your clients have questions about symptoms and treatment, or they simply want to talk to someone who understands, we can offer them a shoulder to lean on every step of the way. Working alongside Macmillan, we can provide help with physical, financial and emotional support, whatever their cancer diagnosis may bring. Offering cancer cover that's more than just a claim.

For more information about our cancer support, please speak to your usual Aviva Account Manager.



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