



HEALTH ASSURED AND BENENDEN HEALTH JOIN AMII AS CORPORATE MEMBERS

AMII has announced two new firms joined as Corporate Members, taking the total to 12 providers.

Health Assured, one of the UK's leading Occupational Health and Employee Assistance providers, and Benenden Health, one of the UK's leading mutual healthcare providers, joined from June 1.

David Price, Group Director at Health Assured, said: "Health Assured are delighted to become corporate members with AMII. We have been working with intermediaries for several years and feel that this strategic partnership will further help us develop our business. We believe all employers should prioritise employee wellbeing and this platform allows us the opportunity to communicate this message. We look forward to working closely with AMII members over the coming months and developing our relationship further".

Lawrence Christensen, Group Marketing Director at Benenden Health, said: "Intermediaries have a key role in the healthcare market and so it's vital that we build close links with them. AMII, as one of industry's leading intermediary trade bodies, is ideally placed to facilitate these relationships and that is why we have decided to sign up as a Corporate Member. We look forward to working closely with AMII and to developing this new way of engaging with intermediaries and customers."

Michael Payne, AMII General Secretary, said: "The inclusion of Benenden Health and Health Assured shows that AMII's Corporate Membership proposition is gathering momentum with healthcare providers. We are in advanced stages of negotiation with other providers and will announce further members over the coming weeks. AMII is attracting Corporate Members from across the healthcare spectrum - not just the major PMI's, but also providers representing the health cash plan, international PMI, employee assistance and occupational health sectors. "Corporate Members appreciate the access that AMII membership gives to the specialist healthcare intermediary channel, which is developing a more rounded healthcare proposition to clients that goes beyond just PMI."

Health Assured and Benenden Health will be joining the other Corporate Members at AMII's Summer Event on July 4, 2014, at the Marriott St Pierre Country Club, Chepstow, providing a powerful two-and-a-half speed-training session for intermediaries. It will focus on the key features of each provider's proposition. Specialist healthcare intermediaries can attend this event without charge by contacting AMII.

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Notes to Editors

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About AMII

The Association of Medical Insurers and Intermediaries (AMII) was established in 1998 as a trade association for independent medical insurance advisers based in the UK.

AMII is the only specialist intermediary trade body within the Private Medical Insurance industry. All intermediary members offer specialist advice on private medical insurance.

The Association promotes and maintains high standards of professional and ethical conduct amongst members, and aims to increase awareness of the role of specialist medical insurance advisers. AMII members adhere to a Code of Ethics and commit to on-going professional development.

Buying medical insurance from a member of AMII will give you access to specialist independent advice on a range of private medical insurance schemes from a number of different insurers.

All AMII members are authorised and regulated by the FCA to sell general insurance products.