

February 14, 2018



British Friendly launches three new Mutual Benefits initiatives

On the first anniversary of the launch of its Mutual Benefits programme, British Friendly has added three new valuable benefits including Health MOTs at no extra cost, Power of Attorney at no extra cost and discounted Travel Insurance.

Mutual Benefits is available to both new and existing members and offers a range of every day, practical benefits designed to enhance all members' lifestyles and complement their Income Protection cover. The new benefits have been carefully selected to complement the members' Income Protection cover.

The first new benefit added this year, Health MOTs, has been introduced following a successful trial. The Health MOT, carried out by Square Health, provides a comprehensive health check carried out in the member's home or at their place of work and complements other healthcare services provided by Square Health which are already available to British Friendly members. The check can help to identify whether the member is at higher risk for certain conditions such as heart disease, kidney disease, diabetes, stroke, dementia and certain cancers. Health MOTs provide an important assessment on health essentials, so members can make short or long-term wellbeing improvements.

Dr Bippon Vinayak, Executive Chairman of Square Health said: "We are delighted to have the opportunity to extend the range of services that we offer to include a Health MOT, enabling members to obtain reliable information as to their health and wellness – either providing them with reassurance or enabling them to address health issues that may be identified."

Second, British Friendly is extending the services it provides through Epoq's Legal for Life portal, to include online Powers of Attorney. This will allow members to draw up their own Power of Attorney online, at no extra cost, a process that would usually cost over £400 if done through a lawyer. This is in addition to the online Will writing service, also available at no extra cost, that was introduced last year.

Dave Jones, Business Development Director at Epoq, said: “We are delighted that British Friendly has chosen to enhance the Legal for Life service with the addition of powers of attorney, as these important documents will enable members to protect their future financial and welfare interests and get peace of mind.”

Third, British Friendly members will be able to access either multi or single trip Travel Insurance through Staysure who specialise in providing cover for people with pre-existing medical conditions. British Friendly members will receive a 15% discount on their travel insurance (subject to terms and conditions). This addition was the most requested upgrade by British Friendly members.

Nick Telfer, British Friendly Product and Marketing Director, said: “A key reason for offering Mutual Benefits is to provide members with different ways to realise the value of their membership whether they’re claiming or not. Since its launch, Mutual Benefits has been extremely well received by both members and advisers. Our members understand the value of their purchase and these new benefits provide them with increased opportunities to maximise this value. Our adviser partners see Mutual Benefits as a valuable addition to our product offering which will encourage greater opportunities for engagement and loyalty.”

Damian O’Connor, Managing Director at Roxburgh Financial Management, said: “It is very important for people to feel they aren’t just buying a product they hope they will never claim on. Mutual Benefits is a great addition because it means policyholders get to see value in a positive way, not just when they’re ill.”

Emma Thomson, Life Office Relationship Director at LifeSearch, commented: “It’s fantastic to see British Friendly extending Mutual Benefits to provide an even greater level of coverage and benefits to its members. This programme of benefits already provides policyholders with a wide range of added value services to enhance the insurance cover itself, and it’s great that British Friendly continue to review and enhance what’s on offer. Helping members to arrange Power of Attorney is particularly useful as typically consumers are unaware of the risks of not having this in place, so it will help raise awareness and provide added protection to members and their families.”

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Notes to editors

About British Friendly

Founded in 1902 to provide sickness benefits for Commercial Travellers, British Friendly has over a century of experience of “being there when our members need us most.” Based in Bedford, British Friendly is one of the larger UK Friendly Societies with £90m in assets. As a mutual we exist solely for the benefit of more than 24,000 members and have no shareholders to whom we need to pay dividends.

www.britishfriendly.com