

Press Release
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LOCAL BUSINESS SCOOPS TOP ACCOLADE IN NATIONWIDE AWARDS

Crewe-based friendly society Health Shield was last night presented with the best in class award, beating off competition from some of their much bigger national counterparts in the Cover Excellence Awards 2017.

Health Cash Plan provider Health Shield, who recently celebrated its 140 year anniversary, was praised for its unwavering ability to meet and exceed customer needs with innovative and affordable health and wellbeing products and solutions, whilst staying true to its roots —existing for the benefits of its members, not shareholders.

The annual awards event, held at Hilton London Bankside, is organised by Cover — a magazine for Independent Financial Advisers (IFAs). It has been running for many years and is considered one of the gold standard awards in recognition of its rigorous entry process. Companies may only enter the awards if readers, via a voting system, deem them worthy. The lucky few are invited to submit written entries, which are then presided over by a panel of independent industry experts.

Health Shield Chief Executive Jonathan Burton commented: “We’re over the moon with this award. This achievement is testament to our superb team here in Crewe and I am delighted that we are continuing to grow and prosper in the place where Health Shield was founded way back in 1877.

“In some ways, we are now a far cry from that organisation that was established when there was no such thing as the NHS or welfare state. In other ways, we’re not. We’re remain committed to the same caring and sharing ideals of our founder members and still strive to exceed customer expectations. We now have a much sharper focus on employer requirements, enabling us to offer much more accessible solutions to help keep employees healthy in body and mind.

“Award wins such as this, voted upon by IFAs and other industry experts, mean a lot. This win, coupled with the fact that we rose up the ranks of *The Sunday Times* 100 Best Not-For-Profit Companies to Work For’ this year, is an amazing endorsement of the work we are doing at Health Shield and great news for the region.”

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About Health Shield

Established in 1877 Health Shield is an award-winning provider of Health Cash Plans and health and wellbeing benefits. Health Shield is a non-profit making friendly society without shareholders, operating for the benefit of all our members. We are committed to providing competitively priced products that are sustainable and affordable, and strive to enhance our award winning reputation in the market.

www.healthshield.co.uk