



Press Release

December 2, 2016

HEALTH SHIELD REVAMPS HOME ASSISTANCE TO COVER PARENTS

Award-winning health cash plan provider Health Shield is helping to ease the pressure – for both employers and employees - of providing essential post-hospital care by extending its Home Assistance offering to members' parents.

Home Assistance, available on Health Shield's Tailored, Flex and Corporate cash plans, has to date covered members (and their partners if covered on the plan) for 14 hours of care in the home following a pre-planned stay in hospital for two or more nights. The benefit is now extended to offer the home care service to members' parents (and their partner's parents if applicable) to help with the often-difficult situation of people needing to provide care for family members after a hospital stay, when it cannot always be possible for them to take the time off from work or other family commitments to do so. Recent figures show that one in nine employees are caring for someone who is older, disabled or seriously ill^[1].

Health Shield Chief Executive, Jonathan Burton commented: "We continually assess the relevance of our products, which is why we decided to improve our Home Assistance offering. It is a more common scenario for employees to need support in looking after their parents following a hospital stay as, with age, the complications of returning home increase. Therefore, we have extended our Home Assistance programme to provide benefit of real value to people in a greater number of circumstances, and to help employers manage absence while supporting their employees.

"The addition of new and improved benefits is essential to helping us deliver excellent products and services to our members, and strengthen our relationship with intermediaries."

Commenting on the new product, Simon Curtis, Senior Consultant at Premier Companies, said: "Employers generally recognise the demands children place on their employees, but few consider the impact parent illness can have. Health Shield's move to include post hospital assistance for employee's parents is therefore a very welcome addition and one that we fully support."

- ENDS -

Notes to editors

1 – Figures from Employers for Carers <https://www.employersforcarers.org/>

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About Health Shield

Established in 1877 Health Shield is an award winning and market leading 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