



Health Shield launches four new and improved services for 2015

Initiatives give employees greater access to health and support services

Fresh off the back of winning two prestigious industry awards in 2014, health cash plan provider Health Shield looks set to kick off 2015 with a bang launching three new benefits and an important product enhancement. The new portfolio will not only excite new and existing members but also help employers boost and maintain workplace wellbeing.

The new services are as follows:

1. PERKS reward website
2. Online GP consultations via a webcam
3. Private prescription service
4. Product enhancements including Employee Assistance Program

PERKS, a new reward website gives members access to discounts and cashback on shopping, entertainment, travel and days out. There are up to 4,000 offers available on the website and cashback can even be transferred direct to members' bank accounts. A typical family of four could save over £1,500 in a year*.

Virtual GP Surgery gives members access to online GP consultations via a webcam. Members can book a webcam consultation between the hours 8.30 – 6.30pm, Mon – Fri. The GP can raise an electronic private prescription. Where appropriate a copy of the consultation notes can be sent to the member's own doctor. This service is in addition to the existing GP 24/7 helpline available on all standard products.

Private prescription service is tied into the Virtual GP Surgery and means prescription medication is delivered to the member's door. Where appropriate the GP will send a private prescription electronically to the pharmacy, authorised with a digital signature. The pharmacist will check the prescription and contact the member to confirm delivery of the medication and arrange payment.

Product enhancements include an **Employee Assistance Program** which has been re-designed to help members beyond financial assistance by offering additional support

services, such as an increase in the number of face to face counselling sessions from six to eight (on Essential Plus, Elements Plus and Tailored cash plan products only).

Health Shield also has an improved **online health assessment and personal coaching website**, offering more services around stress management and personal coaching. As an extra bonus, Health Shield has increased allowances on **core benefits** such as dental, optical and physiotherapy so members can now claim even more on their favoured benefits.

Philip Wood, Executive Director for Sales and Marketing at Health Shield, said: "These changes to our cash plans mean that we will be starting 2015 in a very strong position with products and health benefits that provide a variety of help and assistance to employers and, by extension, will be of great value to employees.

"Our online GP and private prescription services, for example, are very useful for members with busy lifestyles who don't have the time to prioritise their health needs in the way they perhaps wish they could do.

"We believe these innovations and enhancements will also be invaluable to business owners, especially for SMEs, who may have employees that need help which they do not have the resources to provide. Health Shield is perfectly positioned to assist them."

- ENDS -

Notes to editors:

*Figures courtesy of portal administrators Xexec.

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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