

## Health Cash Plans - UK - November 2016

Report Price: £1995.00 | \$2431.91 | €2216.64

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“There is a clear need to improve consumer awareness and understanding of health cash plans, as many people confuse them with PMI and few consider them good value for money. Only by overcoming these obstacles can providers significantly increase take-up.”  
– **Sarah Hitchcock, Senior Finance Analyst**

This report looks at the following areas:

- **Increase visibility on price comparison sites to help educate consumers**
- **Develop propositions that allow employers to tailor benefits to suit the specific needs of their business**

The health cash plan market in the UK is mature and stable, with little change in the market shares of the leading players from year to year. It is largely served by not-for-profit organisations, which specialise in offering cash plans and other related healthcare products.

In recent years, overall market performance has been rather uninspiring, although this disguises some variation between individual companies. The sluggish growth is mainly due to flat sales in the personal sector (ie cash plans bought independently by consumers). The corporate sector has seen growth, but this has yet to translate into a significant rise in total market value.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## The Market – What You Need to Know

Sluggish growth forecast...

...but there's scope to outperform expectations

Good underlying demand for low-cost health cover

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## Competitive Strategies

Provider activity

New entrant offers special promotion to boost its share of the market

Benenden and Bupa establish partnership

Simplyhealth's PMI disposal

Product innovation and technological developments

Responding to changing employer needs

Digital developments

Simplyhealth launches Everyday Health Plan for flexible benefits market...

...and expands social media presence

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Most people would look online for product information

Lack of interest and affordability are the top reasons for not having a health cash plan

Customers and non-customers are attracted by different plan benefits

Good potential to expand the market by educating consumers

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