

Health Cash Plans and Private Medical Insurance - UK - July 2010

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What is this report about?

This report examines the PMI and health cash plan markets, providing analysis of the current market size, market share, leading players, product developments and distribution trends. Background issues such as the role of the NHS, the rising cost of healthcare, claims trends and the role of health insurance within employee benefit schemes are also considered. Mintel's exclusive consumer research provides an insight into the ownership of health insurance products, the preference for different health cash plan benefits and general attitudes towards healthcare and health insurance.

What have we found out?

- Almost two-thirds of adults believe the NHS does a really good job, although nearly one in three NHS supporters still have some type of healthcare cover in place.
- Support for the NHS is higher among those with employer-arranged cover, while those to have made independent arrangements are more likely to have concerns about NHS services.
- Under-35s are among those most concerned about NHS waiting lists and are therefore likely to be increasingly dissatisfied should waiting times increase over the next few years.
- Health insurance small print and policy exclusions appear to be off-putting for the minority of adults who have money set aside for their healthcare needs.
- Existing health cash plan holders are much more likely than the wider population to appreciate cash provided for hospital admissions and specialist/private consultations.
- Many typical cash plan benefits appeal to different age groups, which suggests that providing flexibility in the selection of benefits will ensure the product appeals to a wider range of people.

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