

## Private Medical Insurance - UK - October 2017

Report Price: £1995.00 | \$2672.70 | €2262.13

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“While the corporate market has advanced, personal contracts have lost ground as prices have continued to rise. Expanding the market will remain an uphill battle in the current economic environment and as some potential customers consider topping up NHS services with private self-pay.”

– **Patrick Ross, Senior Financial Services Analyst**

This report looks at the following areas:

- **Older Millennials have big potential as a target market**
- **GP 2.0: the battle to perfect primary care**
- **Impact of mental health conditions could increase interest in cover**

The private medical insurance (PMI) market is being defined in recent years by the expansion of corporate coverage and the contraction of personal coverage. Employers' rising confidence during the economic recovery has encouraged investment in employee benefit schemes, boosting the reach of corporate PMI. By contrast, suppressed disposable incomes and rising premiums have damaged personal PMI sales.

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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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What we think

## Issues and Insights

Older Millennials have big potential as a target market

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## The Market – What You Need to Know

The economic environment offers little support to PMI sales

Gross earned premiums are expected to inch upwards over the next five years

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Aviva invests in medical diagnostics company

AXA PPP teams up with non-profit ukactive for fit-tech accelerator

## Advertising and Marketing Activity

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Only 6% of non-policyholders say they can afford health insurance

Key high frequency services draw strongest limited cover interest

Almost a third of the non-insured would avoid NHS wait through private self-pay

GP service quality tops list of NHS priorities

Sentiment towards the NHS has worsened over the past year

### Health Insurance Product Ownership

Similar levels of ownership for PMI and health cash plans

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