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"Based on the assumption that the number of coronavirus cases and hospital admissions in the UK continues to fall, 2021 will see a rebound in the private acute healthcare market as the backlog of treatments and surgeries not carried out in light of the pandemic will be rescheduled and spill over into future months."

- Lewis Cone, Senior B2B Analyst, 22 June, 2020

# This report looks at the following areas:

- The impact of COVID-19 on private healthcare and how providers and patients will react to the new market conditions.
- . How the private healthcare market will adapt to the post-COVID-19 environment.
- The value of individual segments in the market in 2020 and how this has changed in light of the pandemic.
- Consumer interest and attitudes towards private healthcare and PMI.

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Even longer NHS waiting times will boost interest in private treatment

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Insurer reaction has included rebates and adding additional cover benefits

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