

Pruhealth Policyholders Sign Up To Local Hospital List



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PruHealth launched its Local hospital list in January 2010 to help policyholders looking for cover to get a better price for receiving treatment locally from a network of market-leading private hospitals, and has already seen a sign up level of 40% of new individual policyholders.

As part of a suite of products built around quality hospitals, the Local hospital list covers 146 hospitals around the UK and includes BMI Healthcare and Spire Healthcare hospitals, the UK's two largest private hospital groups.

Dave Mezher, Deputy CEO, PruHealth, said: "Traditionally hospitals and insurers have negotiated aggressively with each other, with policyholders often getting caught in the crossfire when there are disputes between providers and insurers. Policyholders have also not generally seen the full benefits in terms of higher quality services or lower prices. By working closely with some of the biggest and most respected private hospital providers in the country, we want to show that there are better ways of ensuring quality in [private healthcare](#) while keeping costs low. And the new way we've come up with aims to make things simpler and more beneficial for all involved."

Adrian Fawcett, CEO, BMI Healthcare, added: "As the UK's largest independent provider of private healthcare, we have focused on developing collaborative relationships with insurers in order to drive increased levels of innovation in the sector. The Local hospital list is a great example of this innovative collaboration, and we are delighted to support PruHealth in delivering their new solutions which ensure patient access to our premium network of over 70 hospitals and clinics nationwide."

Rob Wise, CEO, Spire Healthcare added: "We are delighted to offer PruHealth policyholders guaranteed access to the premium service Spire hospitals provide throughout the UK. We are always keen to see insurers innovate to grow the market and we are pleased to see PruHealth offer a suite of products built around quality hospitals."

In addition to its new local hospital list, PruHealth has upgraded its web-based services to customers which includes an online 'hospital finder' tool, allowing policyholders to search for their closest hospital.

David Mezher added: "This new product is supported by our market-leading customer services capability to ensure that our [private health insurance](#) customers are well supported by empathetic and knowledgeable staff."

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Notes to editors:

About

PruHealth

PruHealth was launched in October 2004 as a joint venture between Prudential and Discovery Holdings from South Africa. It now covers over 200,000 lives and in a sample of its [medical insurance](#) policyholders, 68 per cent said they have changed their behaviour as the result of the Vitality incentive programme, which encourages [health insurance](#) policyholders to look after their health.

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