

# Company Healthcover Plus

## Target Market Statement

This assessment has been prepared by Aviva Health to provide an overview of our Company Healthcover Plus product.

It is intended to help advisers understand the identified target market for this product.

Further details of our products can be found at: [Health Adviser site](#).

### Who is Company Healthcover Plus designed for?

Company Healthcover Plus is designed for Small, Medium Enterprises (SMEs) with 3-49 employees. Policies are intended to provide cover for company employees, directors and other designated members of an actively trading business, based in the UK, Channel Islands or Isle of Man.

This product is closed to new business, however companies can add employees and their dependants to their policy.

Company Healthcover Plus is a product for business owners who want to provide timely access to healthcare services for their employees and their dependants including prompt referrals to consultants, quick admission to hospital and treatment at a convenient time and location. The product supports businesses to manage absence costs and provides an employee benefit to attract and retain employees.

Company Healthcover Plus delivers healthcare services in a private clinic or hospital so the product could remain suitable for businesses who want to provide a high standard of comfort, including a private room, for their workforce.

Private Medical Insurance is a premium product, providing an alternative to the healthcare services offered by the NHS. Therefore, it could remain suitable for businesses looking to offer a private experience and health benefits to their workforce and dependants.

To help manage costs, Company Healthcover Plus, also offers Company Healthcover which decreases cover in line with a business' needs and budget. In addition, businesses could select an excess. There is also the ability to offer subsections of the workforce different levels of cover.

### What features should you be aware of when considering this product?

- Company Healthcover Plus could remain suitable for SMEs whose members have the legal right to reside, and be physically living, in the UK, Channel Islands or Isle of Man for the duration of the policy year other than trips abroad totalling no more than three months during the policy year.
- The product is designed to pay for the treatment of short-term (acute) conditions that occur after the member joins the policy.
- The product does not cover the treatment of ongoing or long-term medical conditions. These conditions are often referred to as chronic conditions.
- Company Healthcover Plus is a community rated product; premium increases are based across the performance of the whole Company Healthcover book of business and not on the performance of each individual company scheme. Premiums are also charged according to age bands, postal district and the underwriting chosen.
- Company Healthcover Plus is not suitable for sole traders or businesses who wish to select cover for one or two key individuals only. In this case you may want to consider Healthier Solutions or Solutions as a more suitable product for the customer.
- This product is also not suitable for larger businesses who wish to insure more than 49 members of staff. In this case you may want to consider Solutions or Optimum as a more suitable product for the customer.
- There are different underwriting options available and your client should consider which option is best for their workforce and size of business.
- Up to 3 sub-categories can be formed with 3+ employees whereby different levels of cover can be designed for each category e.g. leadership, mid-managers and other employees.
- There is extensive coverage of private hospitals across the UK. This product offers two options for hospital lists. SMEs should consider the hospitals they want to use and select the option to meet their workforce's needs.
- We recognise that some businesses have additional needs when buying or understanding our products. Aviva is committed to helping meet these needs. Please contact Aviva for guidance or support.

## How can Company Healthcover Plus be purchased?

Company Healthcover Plus is a closed product so is not open to new business. However, existing policyholders can add new employees. To add members, businesses should speak to their insurance broker or contact Aviva directly.

Product cover option	Cover options available	What is covered?	Who could this option be suitable for?
<b>Company Healthcover Plus Core Cover</b>	The comprehensive cover that all Company Healthcover Plus products start with. Businesses can choose to downgrade their cover to Company Healthcover, depending on needs and budget.	<p>Comprehensive in-patient, day-patient, out-patient cover, consultations and diagnostic tests in a private hospital plus additional benefits including cash benefit when receiving NHS in-patient treatment, home nursing, private ambulance and a Stress Counselling helpline.</p> <p>Core cover also includes cancer treatment, palliative care and extensive cover for aftercare, including consultations with a dietician, as well as money towards prostheses and a wig.</p> <p>Core cover also covers GP referred out-patient treatment by a physiotherapist, chiropractor or osteopath up to a maximum of 10 sessions in combined total per condition, each member, every policy year.</p> <p>It also covers GP minor surgery up to the value of £100 per procedure for procedures on Aviva's published list at <a href="https://www.aviva.co.uk/gp-minor-surgery">aviva.co.uk/gp-minor-surgery</a></p> <p>Cover is also provided for GP referred mental health treatment as an out-patient to a psychiatric specialist or psychiatric therapist, up to a maximum of £500 each member, every policy year.</p>	<p>This option could remain suitable for businesses who want peace of mind that they and their workforce have comprehensive cover for diagnostics and treatment of an acute medical condition once under the care of a specialist. They also have extensive cover for the diagnosis, treatment and aftercare for cancer.</p> <p>They also want the choice of accessing a number of therapies without the need for a specialist referral. The GP can refer members for treatment. This is usually for more minor ailments and injuries.</p> <p>As Healthcover Plus doesn't include cover for in-patient or day-patient mental health treatment and has limited out-patient, the business should be comfortable with members relying on NHS provision or needing to fund treatment themselves unless covered within the £500 out-patient limit.</p> <p>The business should be happy that cover for pre-existing conditions is dependent on the underwriting type that applies to each member.</p>

Product cover option	Cover options available	What is covered?	Who could this option be suitable for?
<b>Ways to reduce premiums - These options reduce the level of cover on the policy but also reduce the premium to help support different budgets</b>			
<b>Company Healthcover Option</b>	One option for all members.	<p>Company Healthcover reduces the overall cover provided by Company Healthcover Plus.</p> <p>This option does not cover in-patient or day-patient treatment, NHS cash benefit, NHS cancer cash benefit or the cost of an NHS amenity bed if the treatment is available on the NHS within six weeks of the specialist recommending it.</p> <p>This option doesn't impact out-patient diagnostic consultations, procedures and treatment as an out-patient.</p> <p>This option also removes the GP referred out-patient mental health cover from the policy.</p>	<p>The option could remain suitable for businesses who are happy for members to use the NHS for in-patient and day-patient treatment that can be delivered within six weeks from the date the specialist recommends it.</p> <p>This option is not suitable for businesses who want their members to have private treatment for cancer, or urgent referrals where cancer is suspected as the NHS is likely to provide this within six weeks.</p> <p>This option is not suitable for businesses who want their members to only have treatment as a private patient in a private hospital.</p> <p>As this option removes all mental health cover, this option is not suitable for employers that require some level of mental health cover. In retaining this option, the business should be happy that members requiring mental health treatment will need to rely on NHS provision or have to fund treatment themselves.</p> <p>This option is not available to residents of the Channel Islands or Isle of Man.</p>
<b>Member Excess Options</b>	£50, £100 and £150	<p>Excess options are available which apply to each member every policy year. The excess is an amount each member pays towards the cost of their eligible treatment, every policy year.</p> <p>The first eligible costs incurred will be paid for by the member, up to the chosen excess level. The remaining eligible costs will be covered by the policy regardless of the number of claims made in any one policy year.</p>	<p>This option could remain suitable for businesses that are happy for their members to pay the first part of the cost of the treatment themselves. In return, the business benefits from a reduction in their premium.</p> <p>Businesses with this option know how much their members will need to contribute towards their treatment. They should be happy they have chosen an excess amount that their workforce is comfortable to fund, should they need to claim.</p>

Product cover option	Cover options available	What is covered?	Who could this option be suitable for?
<b>Hospital list</b>			
<b>Hospital List</b>	Select hospital list - Extended	<p>This is the standard hospital list associated with Company Healthcover Plus and Company Healthcover and is the default list if the Capital Option is not selected.</p> <p>This list provides access to the private and NHS hospitals most frequently used by people with medical insurance.</p>	<p>Businesses with this list have peace of mind that their members have access to private hospitals across the country, including central London.</p> <p>Businesses with this list enable their members to choose from several hospitals in their region for treatment. However, remote areas of the country may have less choice as coverage is less extensive.</p> <p>This list could remain suitable for businesses with members living in London if they want their employees to have full access to the London hospitals.</p>
	Capital Option	<p>An option for companies whose members are living in London postcode districts who are comfortable that they will only have access to a limited number of London hospitals - this option reduces the number of hospitals that are available for use in inner and outer London.</p> <p>This list provides access to the private and NHS hospitals most frequently used by people with medical insurance outside London.</p>	<p>This option could remain suitable for businesses who want to reduce their premiums by opting for a reduced number of hospitals in London.</p> <p>This option is only available for members living within London postcode districts.</p> <p>This list is not suitable for businesses that want their employees to have full access to London hospitals.</p> <p>The cost of this hospital list is lower than the Select hospital list, but this is reflected in the restricted coverage of the hospitals available to members.</p>

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