



Why do we talk about Mutual Values



- Our constitutional purpose defines us
- We have to manage in the interests of more than one stakeholder



Are Mutual Values the same for everyone



- No, their common derivative is that they are defined by your purpose
- Their emphasis will change over time



What are Simplyhealth's core values?



- We are in Healthcare for the many not the few
- Our job is to create accessibility, value and trust for our customers
- We are in the service of 'customers and communities today and tomorrow' and we must continually find new ways of serving them
- We use technology and process to support people. We do not shove customers down our processes for our convenience



How is Simplyhealth presenting its customer mutuality today?



- Technology – 0800 sales and service, people answer all calls, web page numbers
- Staff – best employment practices, innovative reward schemes, good communications
- Governance – 4 year FSA ARROW visit, customer data protection, web security
- Charitable giving - £20m in the last 10 years
- Communications – annual report to members which is rather truthful
- Continuous improvement – speed and engagement (15k claims per day, and empathy score)



What strategy have we employed to date?



- Multi brand, specialist organisations local to their communities
- But – this did not work as effectively as we had hoped

So



What is Simplyhealth up to now?



- Single brand – new, powerful asset for the Group
- Positioned to present the public with our important credentials and intent
- Focused around the 'essence' of our difference

You decide if we are meeting our objectives!



