

Made in Sheffield

MADE IN SHEFFIELD

Westfield Health



Successful: Left, Graham Moore hands over van keys to Dr Tony Crowther, Chairman of Weston Park Cancer Information and Support. Right: Ian Plumb (left) of award sponsor HSBC presents Jill Davies of winners Westfield Health with the trophy and certificate



Setting the UK standard!

Westfield Health has beaten some of the biggest names in the UK health insurance market to win two major national awards for the second consecutive year. Westfield has lifted both the prestigious 'Best Health Insurance Provider' crown in the highly respected Guardian and Observer Consumer Finance Awards 2005 and the 'Best Healthcare Cash Plan Provider' in the Health Insurance Awards 2005. The Chairman of Westfield **Graham Moore** analyses how this recognition has been achieved.



At Westfield Health, we believe that healthy staff make for a healthy business. As a leading provider of healthcare plans for over 85 years, we know what we're talking about.

We've got a product to suit the needs of every employer, whether it's absence you want to manage, or recruitment and retention that need a boost.

Our plans cost from as little as **£1 a week per employee**, making Westfield Health a very affordable choice for healthcare cover.

Implementing and administering a Westfield Health plan is easy, with award-winning customer service on hand to take care of all your needs – so you can sit back and relax...

To find out more, call us today on **0845 602 1629** or visit our website at **www.westfieldhealth.com**

Ten years ago Westfield was a highly-respected and successful organisation in our South Yorkshire heartland. Perceptions about us had not changed for years – Westfield was seen as the 'penny in the pound' plan which helped people to pay for their specs, trips to the dentist and hospital stays.

But times have certainly changed. Faced with an increasingly competitive health insurance market and a changing NHS picture, Westfield has built its brand nationally, developing innovative healthcare plans which particularly target the corporate market.

More than 6,000 companies and more than one third of a million policyholders across the UK now benefit from our high quality services and products. Westfield was one of the first providers to develop customised plans and flexible customer processes for large organisations. Our client roll is the envy of many and includes HSBC, HBOS, the Driving Standards Agency, Royal Bank of Scotland, British Chambers of Commerce and Boots.

Westfield has now established an exceptional reputation as a product innovator. We constantly listen to our customers, anticipate needs and provide plans to meet those needs.

We have to be alert to changes in the NHS that affect the healthcare choices facing our customers and have introduced considerable changes to our core products.

New benefits for Advantage and Good4You plans include increased dental and optical benefits and a GP telephone consultation service - the first time this has been offered in a cash plan.

Westfield has made a significant investment in new technologies to improve accessibility and provide creativity within customer services. Highlights include web enrolment systems for major affinity partners and an SMS text messaging balance enquiry service for policyholders – again we are the first cash plan provider to do this.

This transformation to become a leading UK healthcare cash plan provider has been firmly built on our sturdy Sheffield foundations. Westfield has stayed true to our Yorkshire values - the clear belief that it is our employees who make the difference by treating our customers as they would wish to be treated themselves. This is a strict business ethic applied rigorously throughout the entire organisation.

Westfield's commitment to the highest standards of customer service and leading industry practice, were recognised this year in the prestigious Servicemark Gold Award 2005 when Westfield became the third ever company to gain the Servicemark Gold Level of Achievement.

This absolute dedication to treating customers fairly, efficiently and with care is one of the main secrets of our success and will remain at the heart of everything that Westfield does today and in the future.

Westfield Chairman:
Graham Moore



making a healthy difference

HEALTHY STAFF HEALTHY BUSINESS