

# PROTECTING EVERY MEMBER EVERY DAY.

Commentary by  
Chris Pollard, Chief Operating Officer.



The information contained within this document details the valuable support that we provided our members throughout 2020 and helps highlight the real value of income protection.

## THE BIG PICTURE

“

Every claim we receive is a member and potentially a family, turning to us for support in a moment of need. In a year of unforeseen challenges, we are incredibly proud to have supported more than 1,700 of our members who claimed under their income protection policy.

”

**£10.1m**

the total amount  
of all claims paid

**91%**

of claims paid in 2020



## THE DETAILS

**1,917**

new claims  
decisions made

**1,745**

claims paid to our  
members and their  
families

**172**

instances where we were  
unable to pay a claim

**53**

the average claim  
duration in weeks

**£520,000**

the highest amount of  
benefit paid on a claim  
to date

**36**

average age of claimants  
on our Income Protection  
Plus products

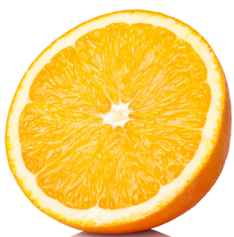
**50**

average age of claimants  
on our legacy income  
protection products

“

The ability to issue digital claim forms to members reduces the time it takes to complete and return information about their claim. This means we can assess claims and request any medical information required quickly, ultimately delivering faster decisions for our members.

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**24 hours**

Nearly 40% of members  
returned their completed claim  
form within this time frame.

## THE REASONS

“

The main reasons for claiming were illnesses related to Covid-19, musculoskeletal conditions, accidents, and injuries. These accounted for almost 65 per cent of claims.

”

### Claims by illness (%)

Covid-19	31.5
Musculoskeletal	21.3
Accidents & injuries	12.1
Mental Health	7.0
Hip/Knee	6.1
Other	5.2
Chest/Lung/Nose/Throat	5.0
Abdominal	3.7
Heart attack or stroke	2.3
Surgery	2.1
Cancer	1.9
Neurological	1.8
Total	100



### Claims by deferred period (%)

1 day	50.35
1 week	23.71
4 weeks	24.16
8 weeks	1.02
13 weeks	0.57
26 weeks	0.19
52 weeks	0.00
Total	100

SADLY, WE COULDN'T  
PAY EVERY CLAIM



“

We want to pay every income protection claim we receive, however, there are times when unfortunately we are unable to do this. The main reason for not paying a claim in 2020 was due to misrepresentation. This is where questions are not answered correctly at the point of application leading to a different underwriting outcome.

”

172  
claims declined X



65%

Due to  
misrepresentation

34%

Due to the claim  
not meeting  
our disability  
definitions

1%

Due to the claim being  
excluded from cover  
or not included in the  
terms and conditions

“

Not paying a claim is an outcome we would all like to avoid. It is important to encourage applicants to answer all questions accurately, allowing us to provide positive outcomes for even more members.

”

## MORE THAN A PAYOUT

“

An income protection policy from The Exeter goes much further than making a benefit payment in the event of a claim.

Every policy comes with access to **HealthWise**, our free member benefits app, that helps members manage their physical and mental wellbeing. The services can support their recovery and where possible, help them return to work.

”

**308** **HealthWise** consultations booked by our income protection members in 2020.

Provided by  **SQUAREHEALTH**



## HEALTHWISE IN ACTION

**152**

**Remote GP consultations** for reasons including infections, musculoskeletal conditions and migraines

**2**

**Expert second medical opinions** for a cyst and cluster headaches

**97**

**Physiotherapy sessions** for conditions including hip, back and neck pain

**57**

**Mental health support sessions** for conditions relating to anxiety, depression and relationship issues

**92%**

of sessions were booked via the app

**69%**

of physiotherapy consultations were recommended for digital treatment

**100%**

of ongoing mental health support was delivered remotely by video call or telephone

**40%**

of mental health consultations were for ongoing treatment

**HealthWise** and all member benefits provided by The Exeter don't form part of the policy terms and may be varied or withdrawn, without notice, by us.

“

In 2020, **HealthWise** usage more than doubled. I encourage every member to use the services available and recommend every adviser highlights the value of **HealthWise** to their clients.

”

**SO DON'T FORGET...**

**#1**

**HealthWise** provides easy access to remote GP consultations, expert second medical opinions, physiotherapy, registered dietitians, mental health support and lifestyle and nutrition consultations.

**#2**

**HealthWise** services are available to members and their immediate family and are accessible for the duration of their policy – not just at the point of claim.



**You matter more.**

### The legal blurb

The Exeter is a trading name of Exeter Friendly Society Limited, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Register number 205309) and is incorporated under the Friendly Societies Act 1992 Register No. 91F with its registered office at Lakeside House, Emperor Way, Exeter, England EX1 3FD.

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