

Corporate Health Cash Plan

Target Market Statement

Product Description

The Corporate Health Cash Plan is a long-term insurance product best suited to businesses who are looking to support their employees' health and wellbeing by offering a standard Health Shield cash plan as an employee benefit that employees can join on a voluntary basis. Employees apply using application form, they choose the level of cover that suits their needs and pay their premiums on a weekly or monthly basis. A cash plan allows employees to claim money back across a set number of benefits and levels covering healthcare costs such as dental, optical and physiotherapy alongside access to wellbeing services that can help address concerns such as mental health.

Employees can voluntarily choose from a range of six levels of cover on their plan. Cover within the plan can be extended to children at no additional cost and employee partners can be added at an additional premium cost (refer to eligibility below).

Product Governance Process

Health Shield operate a robust proposition development process (PDP) for all products and significant product changes, with the following areas of accountability.

- Product Team engage with stakeholders throughout the process
- Decision gates for each stage of the Proposition Development Process (PDP)
- Established and regularly held Product Oversight and Governance Steering Committee (POGSC) with Executive escalation path for key decision making and sign off.
- The Steering Committee is chaired by an Executive Team member.

Products are reviewed at regular intervals. Scheduling is based on several factors such as the size, scale, claims ratio, contractual duration and complexity of those insurance products, their respective distribution channels, complaints, and any relevant external factors such as changes to the applicable legal rules, technological developments, or changes to the market situation. Such reviews will be undertaken every 12 months or more frequently where the potential risk associated with the product makes it appropriate to do so.

Target Audience

Health Shield's Corporate Health Cash Plan is designed to meet the needs of employers who wish to offer their employees a standard health cash plan as an employee benefit without paying towards the cost of the cover. The plan offers a set number of benefits and six levels

allowing employees to choose the level of cover that meets their personal budget and pay for it voluntarily.

It is designed to meet the needs of individual employees who wish to join a voluntary cash plan that allows them to claim money back towards everyday healthcare costs, and access wellbeing services. Employees apply to join the cash plan by application and pay for their chosen level of cover via payroll deduction on a weekly or monthly basis, as stipulated by their employer.

Eligibility

- Businesses must be based in the UK
- Individuals (employees of participating businesses) must be resident in the UK
- Individuals (employees of participating businesses) aged between 16 and 69 at the point of joining
- Individuals (employees of participating businesses) must not be covered on another Health Shield cash plan as a member, partner or dependent child
- Individuals (employees of participating businesses) must be on a permanent contract
- Dependent children of individuals (employees of participating businesses) must be under the age of 21, living at home and studying full time.
- Partners of individuals (employees of participating businesses) can be covered at an extra cost.
- Partners and dependents of individuals must be registered at the same address as the individual to be covered.

Types of customer for whom the product would be unsuitable

The Corporate Health Cash Plan is not suitable for:

- Businesses based outside of the UK
- Individuals (employees of participating businesses) who are not resident in the UK
- Individuals (employees of participating businesses) under 16 years old or 70 and over at the point of joining
- Individuals (employees of participating businesses) who do not wish to pay for their cover
- Individuals (employees of participating businesses) who are on a temporary or zero hours contract and not receiving a regular wage
- Dependent children of individuals (employees of participating businesses) over the age of 21.
- Employers who are looking for a set of health benefits outside the parameter of the Corporate Plan

Distribution Method



- Sold by Health Shield direct to company
- Sold by Health Shield direct to the employee via the company
- Sold by Intermediaries

Reviewed

September 2025