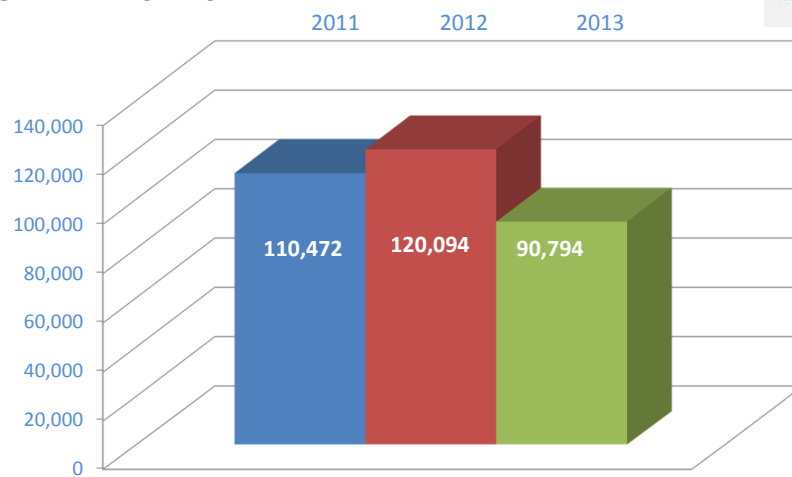




An Introduction

Individual income protection TOTAL NEW SALES



Percentage of change 2012/13: -24.4%

Source: Swiss Re Term and Health Watch



Why Individual Protection Doesn't Sell Well

- It's perceived to be complicated
- It takes time to complete cases
- Many cases are rates occupationally or medically – so initial premium estimates increase
- People don't expect to be long-term disabled
- Advisers can sell other products with less effort for the same reward
- Lump sums (CI plans) are sexier



Group IP Sells Better

- About two thirds of the market is group insurance
- The market consists of a few major players
- Group insurance covers the wealthier occupational groups
- Underwriting of Group insurance is much less onerous
- The Group market has been flat in recent years but is rising slightly
- A new form of voluntary group cover may emerge following Auto-enrolment



IPTF Executive



Peter Le Beau



Karin Lloyd



John Gillman



Richard
Walsh

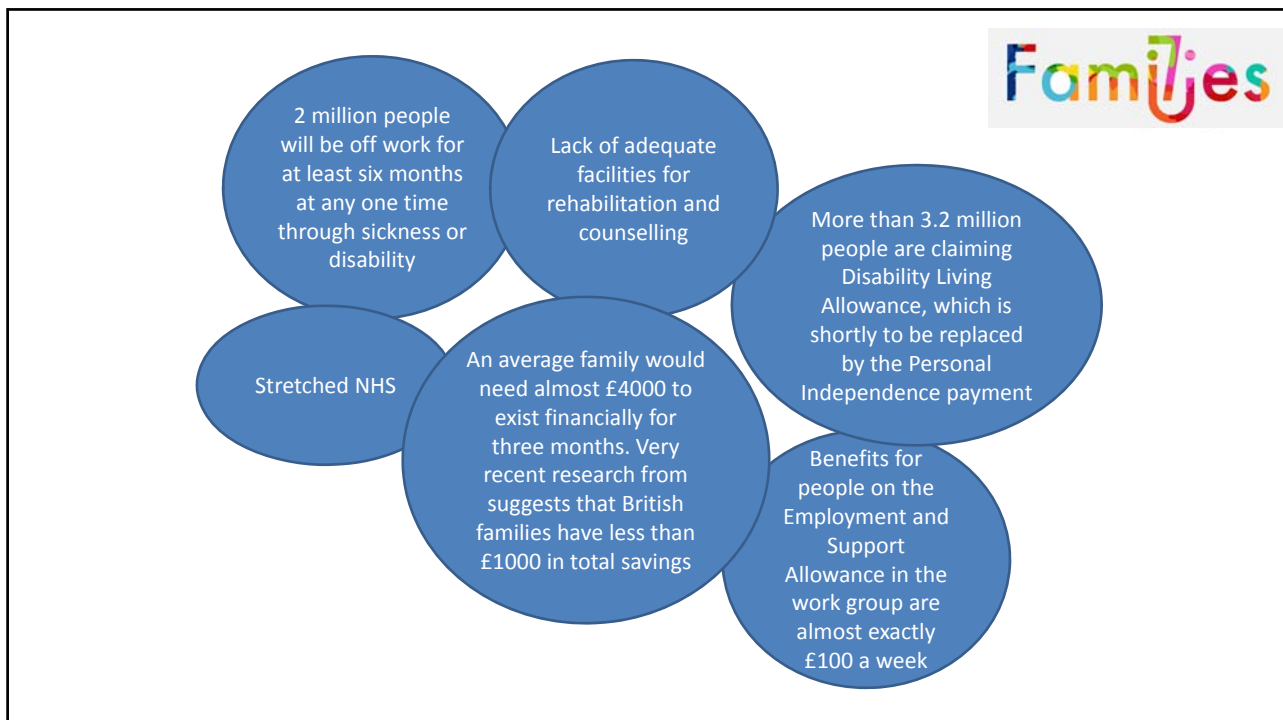


Roy
McLoughlin

History of IPTF



- Income Protection Task Force formed in 2005
- Exists to promote group and individual IP to consumers and throughout the industry
- Two previous white papers plus SIGNPOSTS for IP January 2014
- Maintain regular dialogue with ABI
- Members include most of the large Reinsurers and Insurers



Situation

- Low awareness of IP
- Low awareness of problems arising from disability
- No understanding of financial vulnerability
- ? How do we solve it



A chicken and egg situation!

Create a proposition first or approach potential sponsors first?



Proposition



A long road ahead!

- How to get the project off the ground?
- How we could make an impact in the media?
- How much money would be needed to put the project in place?
- How many funders would we need?
- How much should each funder be asked to contribute?



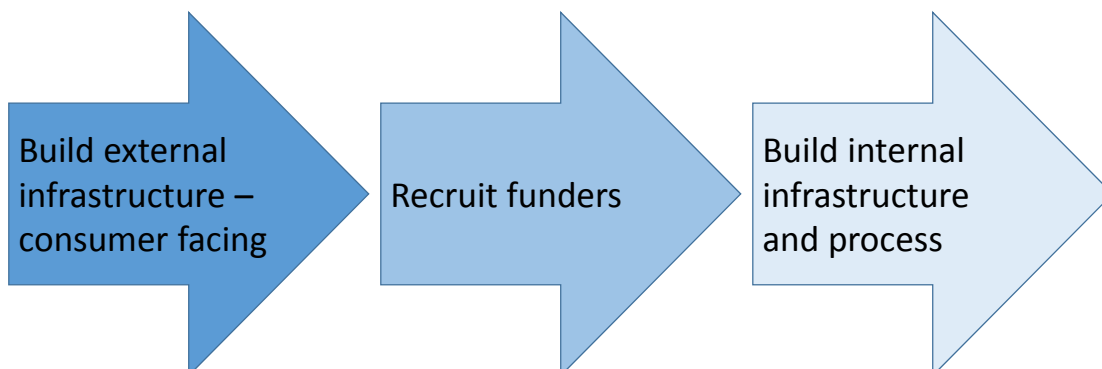
Key Decisions

- Involve Disability Rights UK
- DRUK to hold and release all the funds
- DRUK to find families who would be willing and able to be involved
- Legacare to overlook everything and write contracts



Building process

Simultaneously.....



The PR Brief



- To manage the traditional PR strategy for the 7F campaign for 12 months
- Including consumer, trade, national, regional and personal finance PR (print and online)
- Support Broadcast (TV+Radio) and Social Media activity
- Working alongside other agencies and the charity to maximise reach and awareness



Key Decisions

We held talks with various PR and media companies before deciding to use HTF Media, The Relative and Carr Consulting and Communications.



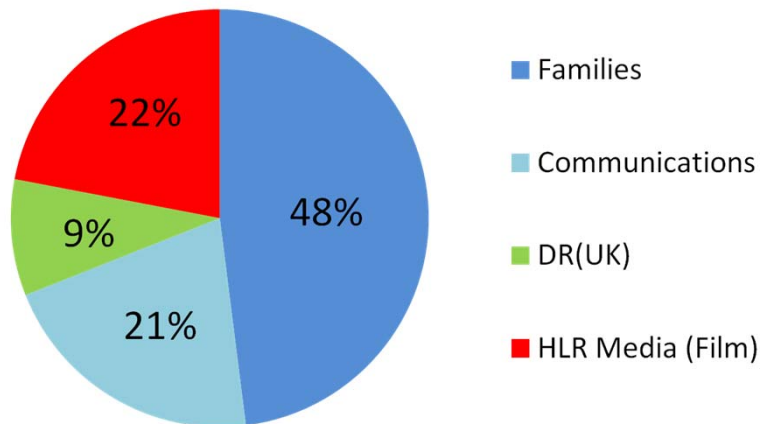
<http://htf-media.com/>

<http://therelative.co.uk>



www.carrcandc.co.uk

Estimated use of funding:



Recruit funders

- Individual briefings
- January 2014 and May 2014 – market briefings
- Post May 2014 commitments required from funders for £20k each



Beneficiaries Hub



- Four elements:
 - Benefits advice – provided by DRUK who already run an expert helpline
 - Financial advice to restructure existing finances, debts, etc, no selling – provided by volunteer IFAs
 - Emotional support plus liaison with local medical agencies – provided by RedArc
 - Case management – provided by 5 of the funding insurers, qualified in-house rehab. professionals
- Supported by:
 - Fineos secure cloud-based system
 - A bank of external rehab. companies who have offered pro-bono help

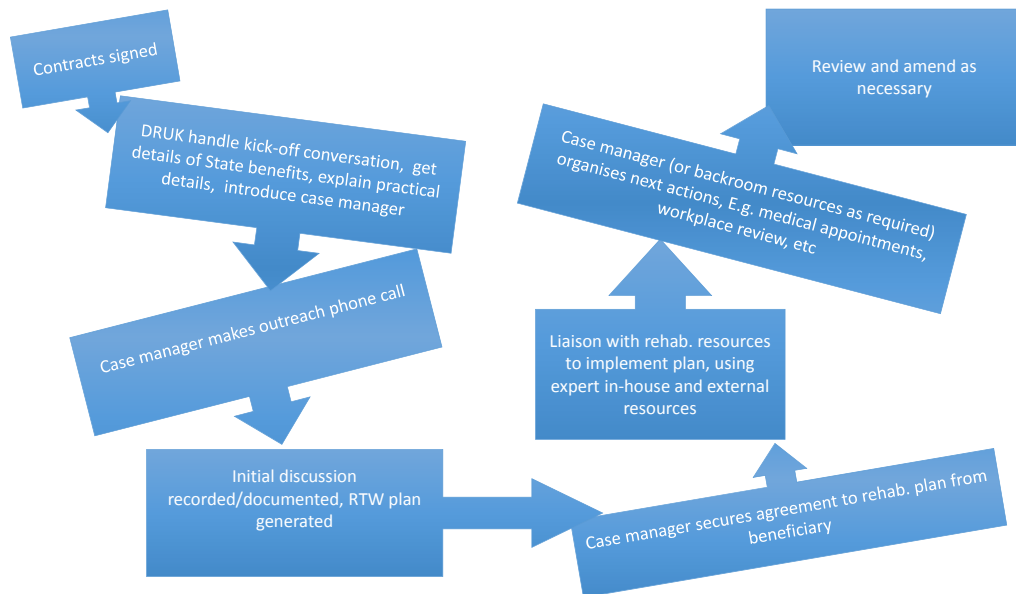
Beneficiaries Hub



- Oversight by:
 - Karin Lloyd
 - Independent experienced claims and underwriting manager Julie Hopkins
 - Jason Jaspal from DRUK
- Role also feeds into media aspects:
 - Case management in action
 - Therapy measures in action
 - New equipment, rehab. services making a difference

Process

Families



Building Audience

Families

- Working on building the audience is ongoing
- Facebook is working as the main channel
- As the body of content builds the audience grows
- 7 Families website

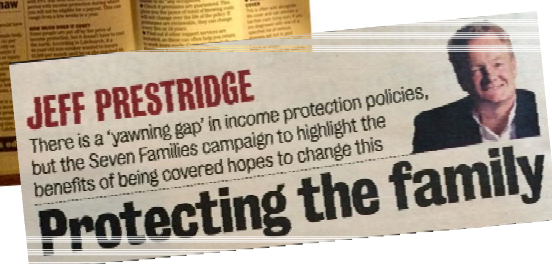


Families

- Action Group meets once a month, including:

IPTF Executive
 The Relative
 DRUK
 HTF Media
 Carr Consulting & Communications
 Legacare

- Funders' meeting bi-monthly



Paul Pickford



Paul, from Bolton, was fit and healthy and ran a car dealership until two years ago. In November 2012 at the age of 42 he suffered a brain stem stroke while at work. He is now paralysed and cared for by his wife Vicky.



Tracy Clarke



Tim and Tracey, live on a houseboat after financial difficulties forced the sale of the family home.

Tracey, retains just 2% of her eyesight and relies on her guide dog Oakley.





Daniel Pinder

Daniel Pinder was born deaf in November 1964 and was also diagnosed with epilepsy while young, neither of which stopped him from working as a rehabilitation officer.

In 2009, however, he was diagnosed with Multiple Sclerosis.

Daniel is being case managed by Canada Life and we hope to help him return to work



Future Recruitment

4 families are currently in the process of being recruited

We are looking for diversity in personal situation, race, gender, location and medical challenges

What comes next?

- Engage with Government
- Challenge to advisers and EBCs
- Possible film production
- 7 families 2016?



Familjies

Familjies

www.7families.co.uk

www.facebook.com/7Families



Families

