



SCOTTISH WIDOWS 2016 CLAIMS STATISTICS



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With research from Dewberry showing people believe only half of insurance claims are paid out, it's clear that the myth of providers not paying claims is still very much alive. That's why it's important for us to continue to share our strong claims statistics each year. After all, paying claims is the most important thing a protection provider can do - it's a moment of truth for your clients and an area you can focus on with them to help bring to life the difference having protection can make.

That's why we're proud to have provided crucial financial support to 9,599 people and their families in 2016. We paid out 99% of Life Insurance claims and 93% of Critical Illness claims - that's over £810k paid out on average every working day.

The claims pay out myth doesn't help us as an industry convince a sceptical public, who we know have protection needs that are not being met. Scottish Widows research shows that 43% of people admit they could only survive financially for a maximum of six months if their income were impacted by a long-term illness.

The problem is not a failure to communicate; it's a failure to engage, and offer protection solutions that better fit customers' needs. And to do that we must do more than just publish our claims statistics.

That's why we've launched multi benefit quotes and split sum assured functionality through IRESS, to allow you to better meet your clients' needs through the flexibility of a menu plan. Split sum assured functionality can also make it easier for you to include an amount of Critical Illness Cover to better protect your clients.

It's hard to overstate the value of this type of financial protection. Our 2016 protection research shows that only 8% of the population have Critical Illness Cover, versus 34% who have Life Cover. This is worrying given the prevalence of potentially life-changing conditions - with Cancer Research UK stating that cancer will now affect one in two people at some point in their lives. This is why we've updated our critical illness definitions to be more comprehensive and less complex. We now have one simple, comprehensive and clear additional definition for over 200 types of cancer in situ requiring surgery.

We paid out over £211 million in Life Insurance and Critical Illness claims last year, but we know we need to do more than just support people financially. That's why we have one of the UK's largest claims handling teams, with specialist teams for Life Insurance and Critical Illness, and dedicated claims handlers who see a claim through to completion. And most importantly, we offer all people covered and their families Scottish Widows Care. In partnership with RedArc, this provides access to extensive practical and emotional support through a personal nurse adviser.

It's been over 200 years since we paid our first ever claim, and our heritage is extremely important to us. Today, that commitment to helping people at the most difficult times of their lives, as evidenced by our 2016 claims statistics, continues to drive everything we do.



Watch Scottish Widows 2016 Claims Story film and find out more about Scottish Widows Protect at
www.scottishwidowsprotect.co.uk/YourEssentials

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