



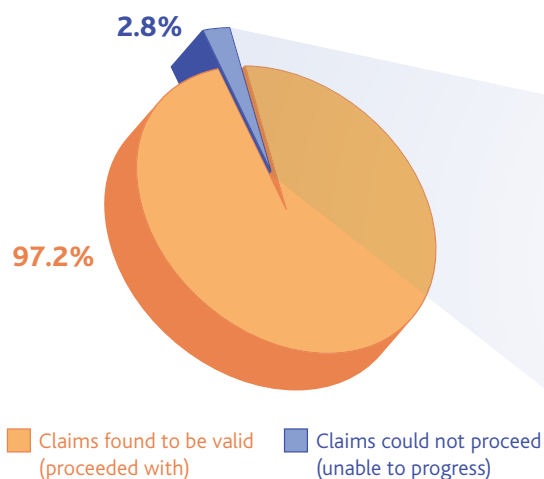
# CLAIMS STATISTICS

Cirencester friendly  
The income protection people

January - December 2010

**884** claims were dealt with by the Society in 2010

Of these **2.8%** could **not** proceed



At Cirencester friendly we are committed to supporting our Members when they need us most. By publishing our claims statistics in this simple information card, our intentions are:

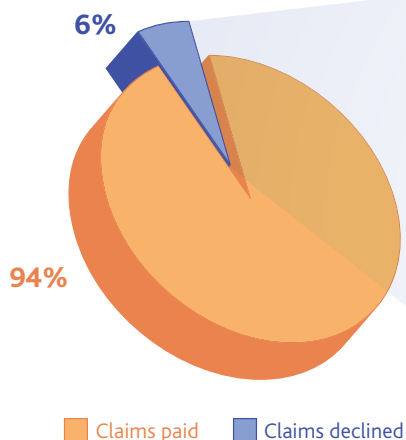
- to help you as advisers, and your clients, make an informed choice when selecting Income Protection cover
- to help you and your clients ensure claims submitted are valid ones

On review 25 claims or 2.8% could not proceed because:

- the claim was for an already excluded medical condition
- the claim ended before the expiry of the deferred period
- the claim occurred during the initial 30 day waiting period

That meant **859** claims were **eligible** for consideration

We paid out on **94%** of these and **declined 6%**



**94%**  
OF ALL CLAIMS WERE  
**VALID**  
**AND PAID**

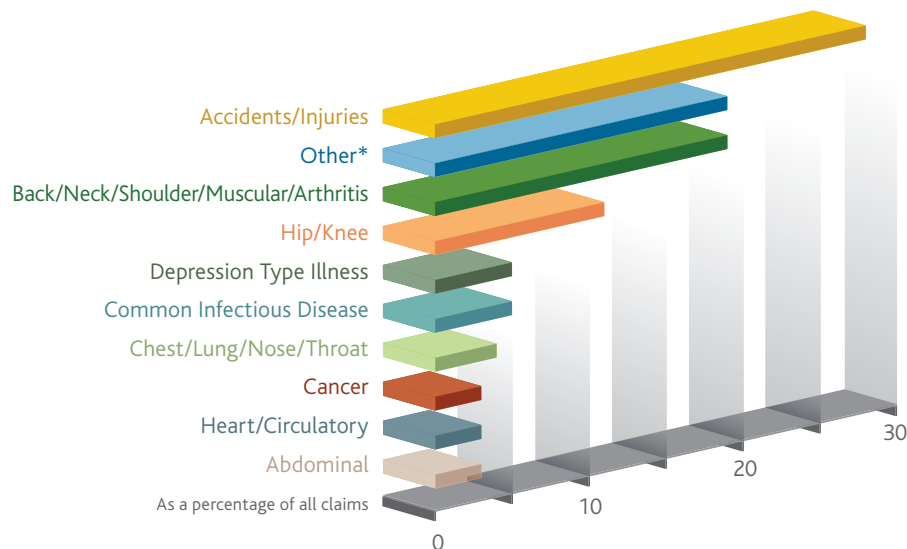
Following assessment 51 claims or 6% of eligible claims were declined because they did not meet the requirements of claim as:

- proof of earnings could not be supplied
- medical evidence could not be supplied
- there was no loss of earnings
- there was non-disclosure
- the contract was in arrears
- the claim was submitted too late

As a result **94%** of all **claims were valid and paid**

...to the value of **£2.7m** in **sick pay benefit**

# What Cirencester friendly Members claimed for



Topping the chart, nearly **28%** of claims assessed were for accidents or injuries highlighting the need for protecting against the effect an accident can have on earnings.

\*Other includes: Hernia, Cerebral, Influenza, Ears/Eyes, Kidney/Urinary and Non Malignant Growths/Cysts

## Did you know that Cirencester friendly offer accident protection from Day One?

Whilst we are well known for our Day One cover, did you know that we also offer Day One Accident Protection cover on our deferred period contracts? Ideally suited to the self-employed looking for cost effective cover, this provides income protection in the event of an accident from day one, whilst cover for illness starts later.

## Avoid claims being rejected - how to help your clients

- Remind them that they will not be able to claim for **certain standard and specified conditions**.
- Point out that failure to provide **full medical and financial information** by the due date may delay consideration of their claim and could lead to a loss of benefit.
- Stress to them the **importance** of disclosing full and accurate information at both application and at claim.
- Remind them to **keep up to date** with their premium payments to avoid falling into arrears which could lead to a loss of benefit.
- **Regularly review** their cover to ensure it remains **appropriate** to their needs and cover can be supported by financial **evidence**.

See our Key Features Document for more details on **Income Assured Plus** or contact our Sales Team on **0800 587 5098**. Alternatively email us at **sales@cirencester-friendly.co.uk** or visit our website at **www.cirencester-friendly.co.uk**.

Sales Aid which can be used by intermediaries as required when discussing the benefits of the Society or its products with clients. As the contract contains an investment option, business can only be accepted from authorised intermediaries regulated for investment business (CF30).