

Sample of web copy written for Best Health Insurance

Audience: B2C and B2B (HR managers)

#### <Private health insurance home>

## **Private Health Insurance**

Helping you find the right private health cover No-obligation, no extra cost

Our free comparison service will help you find the right private health insurance to suit your budget. And we guarantee you won't find a better price going direct to the insurer.

## <Why invest in private health insurance>

# Why invest in private health insurance?

## Get back on your feet faster

NHS in-patients can typically wait up to 18 weeks for treatment in England, with a percentage waiting up to 26 weeks. With private health insurance, you can choose a convenient time for your treatment.

#### Have choice and control

Private health insurance means you can choose where, when and how you receive medical treatment. In many cases, you'll have access to a wider choice of drugs than on the NHS.

#### Avoid the risk of infections

A lack of resources in some NHS hospitals can lead to less hygienic environments and greater risk of catching a virus or infection (such as super-bug MRSA) during routine treatment.

## Enjoy high standards of privacy and comfort

Our creature comforts can be important. Private health insurance can provide you with topquality treatment that will help you retain dignity at difficult times.

#### <Why choose Best Health>

## Why choose Best Health?

## Save time and money

We provide no-obligation comparison quotes from leading insurers, impartial advice and ongoing support. And you won't find a better price buying direct from the insurer. **Find out how.** 

## More choice - exclusive policies

As specialists, we have access to leading private health insurance providers and a number of exclusive best-rate policies. That means more chance of finding the right policy for you!

#### Get the best rates - every year

You can relax. We'll provide an annual review of your plan and a fresh comparison. You'll always have the best private health insurance at the best price - without doing the work.

#### Free on-going support

Experiencing an illness or accident is stressful enough without having to worry about the insurance procedures! From everyday queries to making a claim, your personal Best Health adviser can help – a free service you won't receive if you buy direct from the insurer.

## <Company health insurance page>

# **Company Health Insurance**

Why shop around for Company Health Insurance? We'll do it for you at no extra cost

Don't lose vital business hours shopping around for the best company health insurance. The choice is boggling and it can get complex.

As specialist brokers, we'll provide no-obligation comparison quotes, impartial advice and ongoing support, including help with claims.

It's a free service, and we guarantee you won't get a better premium going direct to the insurer.

#### <Why corporate health insurance>

## Keep your business moving with corporate health insurance

#### Absenteeism costs your business money

Investing in company health insurance means your staff can return to work quickly after an accident or illness.

### As owner, can you afford to be ill?

If your business relies on you being at the helm, it's not worth risking NHS queues. Company health insurance could save you thousands of pounds in your own lost manpower.

### Recruit the best – show you care

More and more employees are expecting private health cover as a benefit. Build trust and loyalty with your valued staff.

### Losing time shopping for cover?

Don't. We'll do it for you at no extra cost. This includes help in presenting your options and administrating claims. You'll always have the best plan and a dedicated service, at no extra cost.