


# CLAIMS REPORT 2024

Supporting our members when they need us most!

## 2024 at a Glance:

<b>607</b> claims admitted	<b>£5.13M</b> paid out (20.2% increase from 2023)	<b>96.5%</b> of claim decisions made within 30 days	<b>99.8%</b> of members making a claim were contacted within 24 hours
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 **Youngest claimant:**  
19 year old plumber  
(musculoskeletal issue)

 **Oldest claimant:**  
64 year old engineering technician  
(genital urinary problem)

## The amount we've paid out in claims each year:

<b>2022:</b> £3,481,736	<b>2023:</b> £4,270,407	<b>2024:</b> £5,136,464
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## Longest ongoing claim:

31 years (schizophrenia – unchanged from 2023)

We're proud to be getting support to our members quickly, often within just a few days, when they need it most.

## Top 5 Conditions Our Members Claimed For:

- 01** | Musculoskeletal issues: **31.4%**
- 02** | Mental health conditions: **12.33%**
- 03** | Joints & tendons injuries: **8.9%**
- 04** | Surgical procedures: **6%**
- 05** | Hip & knee issues: **5.79%**

Compared to last year, the percentage of claims for **musculoskeletal issues** has increased **slightly**, continuing to be the most common reason members need support.

**Mental health claims** have also seen a **small rise**, reflecting greater awareness and willingness to seek help.

Surgical procedures and joint-related claims have remained relatively consistent with 2023 figures.

These trends highlight the importance of comprehensive cover that addresses both physical and mental health needs.

## Why Some Claims Were Declined !

While our priority is to pay valid claims, some are declined for reasons such as:

- ⊘ Non-disclosure: Missing key information when applying.
- ⊘ Policy conditions not met: For example, the member was not working at the time of injury or didn't suffer any financial loss.

Click the image below to watch our quick video on avoiding common claim pitfalls.

# AVOIDING NON-DISCLOSURE

## Who Claimed? A Look at Our Members' Jobs

Our members come from all walks of life. This year, claims came from people who build houses, fix engines, teach children, cut hair, and everything in between. **It just goes to show, illness and injury doesn't check your job title before appearing!** Whether you're making coffees or crunching numbers, working with your hands or your head, everyone deserves the reassurance of knowing they're covered.

We like to say we cover everyone from accountants to zookeepers (though we didn't have any zookeepers this year – maybe next time!). Here's a taste of the variety of roles our claimants worked in:

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|---------------------|--------------------|---|
| 💡 Funeral Directors | 🧘 Yoga Instructors | ⚙️ Engineering Technicians                    |
| £ Sales Managers    | 🚚 Delivery Drivers | 🏠 Warehouse Operatives<br>...and plenty more! |
| 🔧 Plumbers          | ✂️ Hairdressers    |   |
| 👤 Teachers          | 🏠 Roofers          |   |

## Claims Trends & Insights

- **Claims Paid Rate:** In 2024, we paid the vast majority of claims. While our overall claims paid rate was slightly lower than where we'd like it to be, at 88.3%, it's worth noting this is a 2% improvement on last year. The primary reasons for declined claims included non-disclosure and claims that didn't meet policy terms (such as no financial loss or the claimant not being incapacitated from work). We're working closely with advisers to improve application accuracy and reduce declines.
- Musculoskeletal claims remain the most common, covering everything from back strains to joint injuries.
- Mental health claims continue to increase, showing the importance of support for emotional wellbeing. Our members have access to this through our Care First programme.
- Fast turnaround times: Most claims are paid quickly, giving members peace of mind during recovery.
- We're working closely with advisers to improve application accuracy and reduce declines.

## How Advisers Can Help

Advisers play a key role in ensuring members get the most from their cover.

Here's how you can help us pay even more valid claims:

- 📎 Share our non-disclosure video to explain the importance of being honest when applying.
- 🗣️ Encourage clients to think about how unexpected time off work could affect their income.
- 👁️ Double-check application details to avoid delays and reduce future claim issues.

We're here to support you in helping your clients get the most from their cover.

