



Chairman's Spring 2017 Activity Report

Spring has certainly sprung at AMII – as Chair I've been kept busy with all sorts of activities from parliamentary debates to webinars to attending meetings with industry figures.

First off, in March AMII held its Conference and AGM including presentations by:

- Alex Perry, CEO Bupa Insurance, on 'Demonstrating the value of Independent Healthcare.'
- Branko Bjelobaba, MD Branko Ltd, giving a compliance update including GDPR.
- Steve Mills, Founder, The Prudent Marketing Company on 'Effective use of Social Media.'
- Athos Rush, Head of Intermediated sales, Vitality Health on 'The Health Economy and Forces Which Influence It.'



I also represented AMII intermediary members at the BUPA Healthcare Advisory Board meeting held in March.

In to April and my diary was full of interesting and informative meetings. It was the first AMII Executive Team meeting following the election of Officers at the AGM and it was good to be able confirm committee structure as well as plan ahead for our AMII Summit.

It was also the perfect opportunity to discuss current issues such as IPT and GDPR. The General Data Protection Regulation, or GDPR, overhauls previous data protection directives to give more power back to the data subject. Companies around the UK and EU must ensure they are compliant with the new directives before the May 2018 deadline – or will be at risk of substantial fines and reputational damage.

Workplace issues were also on the agenda at a Parliamentary debate by Craig Tracey, MP for North Warwickshire and Bedworth, who held the debate on the subject of Workplace Health.

It was interesting to catch up with Linnea Elfving of Business Sweden for discussions on the comparables and challenges in the Swedish healthcare system and our own UK counterpart, in a bid to establish whether there could be any mutual advantage or benefit in adopting or adapting each other's approaches.

April also saw AMII forging stronger links with other industry organisations including a meeting I had with Melissa Collett a director of Fairer Finance, who previously spent more than a decade at the Financial Ombudsman Service. Melissa heads up Fairer Finance's new complaints services and it was great to be able to discuss a possible tie-up with AMII to support managing risk and complaints handling.

And at a meeting with Jon Carpenter and Beverly Cook of the Association of International Medical Insurance Providers (AIMIP) we also discussed possible synergies between our respective organisations. The outcome, I'm happy to say, was that – given our mutual interests and some crossover in activity and membership - there are plans afoot for a more formal tie-up between our two associations.

In May I wrote a formal response to the Financial Conduct Authority on the Insurance Distribution Directive consultation paper CP17/7 on behalf of AMII's intermediary and corporate members following extensive discussions.

I also met with Alexandra Williams, Senior Corporate Affairs Manager at BUPA to discuss Insurance Premium Tax (IPT) and, developing our links with BUPA further, I represented AMII on the BUPA / Cover webinar on health and wellbeing in the SME market.

Coinciding with Mental Health Week, the webinar addressed a lot of the key issues on health in the workplace – from the key priorities for employers to the greatest risks to an SME and how best to get staff engaged with their health – and it was great to be involved.

Best wishes

A handwritten signature in black ink, appearing to read 'Stuart Scullion', written over a horizontal line.

Stuart Scullion

AMII Executive Chairman

June 2017