

Chairman's Message Spring/Summer 2019



From conferences and consultation papers to new members and meetings too numerous to mention – it's been a busy few months for Executive Chairman Stuart Scullion. Here he chats to Ellie Morrell of AMII media partner HRM to bring members right up to date.



"I keep a close eye on the commentary and feedback from AMII members in survey responses following our conferences and events ... and they don't tend to hold back in their views! However, I've been doing the job of Chairman long enough now to know the old adage is true – you can please all of the people some of the time but not all of the people all of the time!

"I'm always more interested in any negative comments because they are the areas we may need to review and improve, although I must confess I don't lose too much sleep when the biggest criticism of an event is the quality of the food – important as it is!

"Following our recent Conference and AGM a member gave me food for thought, however, after saying it would be useful to know what the Chairman does for his money, which strikes me as a fair question.

"I see the role of AMII to build on five key areas:

- Continue to develop the Association as the voice of the health and wellbeing industry, positively enhancing our reputation along the way
- Grow the membership and deliver a balanced budget each year
- Lobby Government and the Regulator to ensure the rules are fair – for everyone
- Provide technical support, guidance and advice to AMII members
- Uphold our ethical standards and provide an educational platform for members

"We run a small Secretariat with General Secretary Michael Payne and I as the only paid members.

"I represent the Association positively as the public face of AMII, whether that be in my engagement with the Government, the Regulator or in my commentary to the media.

"I also act as the 'glue' between AMII and other organisations working in our sector such as GRiD, the Association of Financial Mutuals (AFM), with whom we share a number of members, PHIN, and the Private Patients Association, to name but a few.

"Every other day I check the FCA website for details of the latest Consultation Papers, whether health, wellbeing and risk are on the agenda and whether I should be responding on behalf of AMII members. I also follow FCA posts on LinkedIn and Twitter, signposting details of relevant content to AMII members.

"I'm trying to use social media as a means of 'instant' communication to members and regularly tweet as @amiichairman – so do follow me and you'll get the latest topical news from a number of organisations relevant to us and our industry, too.

"Regulation and legislation are always high on our radar. Last year it was the Insurance Distribution Directive (IDD) and GDPR. Currently the hot topics are obviously Brexit and Insurance Premium Tax (IPT).

"Maintaining and growing the membership is key to the financial stability and long-term future of the Association. Market consolidation is a concern. It disappoints me when, on occasion, I hear a member has cancelled their membership because they cannot see the value in being members.

"There is so much more to AMII than just two main conferences each year. We have so much to offer and it is my job to ensure that is communicated ensuring the membership can see the value.

"I'm currently in discussions with two potential new corporate members regarding the benefits of AMII corporate membership, but it would be inappropriate to tell you who they are at this stage! But it was great to hear from Choice Benefits Limited, our latest new member who joined us after being impressed by our lobbying and educational reputation as the 'voice of the industry'.

"In addition to our two main conferences there are more than 20 meetings and teleconferences involving the Executive Committee, Finance Sub-committee, Website Development Committee, Provider Focus Group and Education Events, all of which are Chaired by me.

"We also have a monthly PR teleconference involving Ellie from HRM and Michael Payne. Ellie organises most of our press commentary and any participation AMII has in awards and events. I write most of our content myself, then HRM copywriter Jill turns it into proper English!

"I represent AMII on a number of industry bodies and insurer committees, plus each week I speak with several members about a range of issues affecting them – typically, technical matters, competition issues, claims problems and complaints.

"I'm contracted to do 35 hours per month – but probably do double that. I don't tend to count the time I spend representing us at meetings or when I'm pitching to potential new corporate members, for example.

"The Executive Committee are collectively my boss, so I spend a fair bit of time updating them on what I'm doing and the issues that affect us. I tend to do all AMII's reading!

"I wrote the job description for the Executive Chairman role and had this approved by the Executive Committee, so we all understood what was expected of me. However, I'm currently updating this, with a Services Agreement outlining the expectation and my responsibilities, as I'm not employed.

"I must be the only guy trying to make it easier for the members and Executive to fire me – I hope it won't come to that!

"I've been in the industry for 25 years and have loved virtually every minute of it. I see this role as my opportunity to give something back to an industry which has been good to me. When I stop enjoying it or you've had enough of me, just say – we'll both know it's my time to go...

"But in the meantime, am expecting quite a few more busy months ahead of us ... we've got Brexit and IPT to attend to!"

Stuart Scullion

AMII Executive Chairman

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