

amii 2021

Health Wellbeing Summit

One Great George Street London SW1 - 17 November

SUMMIT PROGRAMME - 9:30AM - 4PM

9:30am	Registration and refreshments/networking
10:10am	Chairman's address Dave Middleton, Executive Chairman AMII
10:20am	The future of healthcare Steve Bridger – Managing Director of Aviva Health UK Limited
11:10am	Refreshments and networking
11:40am	The changing landscape of workplace wellness Karolina Afors BSC, MBBS, MRCOG – NHS obstetrician and gynecologist at the Whittington Hospital, private practice at the Portland Hospital and Chief Medical Officer at Syrona Health.
12:20pm	What's coming next Branko Bjelobaba – Managing Director Branko Limited
12:50pm	Lunch and networking
2pm	Panel discussions Chaired by Claire Ginnelly – Vice Chairman AMII and Executive Director at Premier Choice Healthcare Ltd Panellists: Paul Moulton – AXA Health, Liam Kennedy – Vitality, Jason Morris – BUPA and Nick Reynolds – Aviva Health
2:40pm	Tackling mental health issues caused by Covid 19 Dr Judith Mohring - Consultant Psychiatrist with over 20 years of experience specialising in mental health in the workplace and across all aspects of modern life. Member of The Royal College of Psychiatrists.
3:20pm	Closing remarks Dave Middleton, Executive Chairman AMII
3:30pm	Drinks reception
4pm	AMII Summit 2021 Closes



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WELCOME



DAVE MIDDLETON
Executive Chairman
AMII

Welcome to the 2021 Summit! It's so good that we can all get together again after the challenges of the past 18 months.

We have a packed and topical agenda with some excellent speakers who will not only shed light on lessons we can all learn from the Pandemic, but also provide impactful insights into the future of healthcare and the changing landscape of workplace wellness.

There will be plenty to debate and share in the panel discussions and we hope the Summit will, as always, be incredibly informative, useful and enjoyable for all delegates.

One of the positive things to come from the pandemic is that there seems to have been an uptake in enquiries for PMI and Cashplans. This is certainly needed to help clear the backlogs that have been created.

And, I think we all welcome the additional spend on the NHS announced by the Chancellor in his Autumn Budget but, personally, I am disappointed that there seems to be no appetite from the Government to incentivise private healthcare. I'm sure this will be raised by others during today.

It was good that IPT was not increased but I think we all agree that this should be reduced for PMI. AMII has been campaigning for this will continue to do so. I believe the Association should be the 'voice of our industry' and, therefore, should be lobbying Government on behalf of you - our members - wherever we can. I have been speaking to BIBA and ABI about how we can work together more closely on the issue of IPT and other topics.

Thank you to those who completed the recent member survey. I will mention in my opening address the results and how this will help shape our mission, vision and objectives moving forward to ensure that we continue to best serve our members in a fast changing sector.

Finally, thank you to the Executive Committee for their support and the hard work that they do on your behalf throughout the year. Can I also thank our new General Secretary, Tina Jennings, who has settled into the role really well and been a great support to me. Last, but not least, thank you all for being members, we are nothing without you.



THE SPEAKERS



STEVE BRIDGER
Managing Director,
Aviva UK Health

Steve joined Aviva in 2003 and was appointed to the position of MD, Health in March 2020. Steve is responsible for the strategy and performance of the business and is passionate about providing quality care, prevention and support to consumer and business customers. He is also a member of the ABI Health Committee.

Prior to this he ran the Group Protection business at Aviva, and has worked in the group risk protection industry for over 30 years, with roles previously at Zurich & Unum, building an extensive understanding of the market, including Chair of GRiD (market trade body) and a member of the ABI Protection Committee; promoting and enhancing the protection market and giving employees access to invaluable protection benefits through the workplace.

Outside of work Steve is married with 2 children, Harry and Charlotte. He is a long-suffering and resilient West Ham United fan and likes his cars.



KAROLINA AFORS
BSC, MBBS, MRCOG
NHS obstetrician
and gynecologist and
Chief Medical Officer
Syrona Health

Karolina is a London based Consultant Obstetrician and Gynaecologist. She has a special interest in endometriosis and minimal access gynaecological surgery and has published extensively within the field of benign gynaecology, including pelvic pain and endometriosis. Karolina was appointed as Chief Medical Officer to Syrona Health earlier this year and has been committed to developing new and innovative care models, focused on improving women's health outcomes and experience of healthcare.

Raised in a multicultural household with a Brazilian mother and a Swedish father, Karolina is particularly interested in creating platforms and communities in which to discuss key health issues. She is passionate about women's health and believes in a holistic approach to complement both medical and surgical treatments, something she feels is often lacking in modern healthcare today.

Karolina completed her undergraduate medical training at St George's University of London and later specialised in Obstetrics and Gynaecology. She completed her training in advanced endoscopic surgery at IRCAD, an internationally recognised endometriosis centre in Strasbourg France, followed by a further fellowship at King's College Hospital, London. She serves as endometriosis lead for Whittington Health and is a senior committee member of the British Society of Gynaecologists.



BRANKO BJELOBABA
Managing Director,
Branko Ltd

Branko Bjelobaba has worked across the UK insurance sector since 1987 providing consultancy services to general insurance and FCA firms who have the FCA as a conduct and prudential regulator.

He has provided AMII members with regulatory updates on general insurance regulatory compliance, including the latest developments, for more than fifteen years. He speaks at our conferences and at dedicated compliance events we organise which AMII members can attend free of charge.



DR JUDITH MOHRING
Consultant Psychiatrist
and member of The
Royal College of
Psychiatrists

Dr Judith Mohring's career in mental health spans over 20 years in settings including the NHS, prison services and primary care. She is an expert in the emerging field of lifestyle psychiatry and evidence-based wellbeing having pioneered this approach in her City and Harley Street practice over the last 5 years. She is a skilled facilitator, coach and therapist. Her teaching career expanded during the pandemic; developing and delivering a broad range of webinars, fireside chats and keynote presentations. Her subject areas include anxiety management, practical well-being advice and managing family and work related stress.

Her passion is communicating ideas about the mind in a clear and accessible way. She graduated from the Universities of London and Cambridge as a Gold Medal finalist (MBBS, MA Cantab, MRCPsych) and is a member of the Royal College of Psychiatrists, American Psychiatric Association and the Mental Health Tribunal.



THE PANEL



CLAIRE GINNELLY
Vice Chairman AMII

Claire Ginnelly has been working in the private medical insurance industry since 1991. All her experience has been gained working for large insurance companies managing the distribution of health insurance products through intermediaries. She has held senior positions within Standard Life Healthcare, as Head of Intermediary Sales, and Groupama Healthcare, as Head of Distribution.

In June 2013, Claire joined Premier Choice as Head of Healthcare. After completing two very successful years, she was appointed Managing Director of the Group in July 2015 and drove the Group's strategic plans which led to GRP acquiring a majority shareholding in August 2020. In August 2021, Claire became Executive Director. Premier Choice Group is involved in all aspects of the Healthcare market from Private Medical Insurance to Risk and Protection.

Claire has been a member of the AMII Executive since 2014. Previously in 2008, Claire was a member of the Executive in the role of Insurer Liaison which she held for two years.



PAUL MOULTON
Director of SME,
AXA Health

Paul has over 30 years of experience in the health insurance market with most of this time spent at AXA Health in a variety of senior roles within Distribution. All these roles have involved working closely with intermediaries across to ensure propositions and service remain relevant in the face of everchanging environment, regulatory change and evolving client needs. In addition, he has been actively involved in looking to stimulate market growth through a range of broader health initiatives.

It has been a honour to be part of the AMII Executive Committee as the organisation has been, and continues to be, an important voice for intermediaries and insurers at a time when awareness of the importance of health has never been more relevant or important.



NICK REYNOLDS
Health and
Wellbeing Sales
Director

Nick joined Aviva in March 1991, previously he had been at Sun Alliance & Commercial Union since 1979, covering both personal lines & commercial insurance.

Nick has a broad & deep understanding of the Health Risk & Wellbeing market, also has a great deal of expertise in strategic partnerships, marketing, distribution strategy & relationship management.

Nick's key responsibilities as Health & Wellbeing Sales Director are the delivery of sales & retention plans across Consumer, SME, & Corporate with a key focus on relationship management with IFA's, GI intermediaries, health specialists and EBC's. Nick has an in depth understanding and awareness of our markets, which supports his work driving the wider strategy of the Aviva Group & being the face of Aviva health in the market.

Nick is a Fellow of the Chartered Insurance Institute.



LIAM KENNEDY
Vitality

As the Director of Key Accounts (Specialist Intermediary Sales) for Vitality, Liam is responsible for the ongoing development of the specialist health intermediary distribution channel for consumer and SME business.

Liam has over 25 years' experience in the health insurance industry, primarily in distribution management, having worked in roles covering intermediary sales, retention and strategy. Having joined Vitality in 2010, Liam has developed close working relationships with key intermediaries and he was also instrumental in the creation of the Vitality Academy, the insurer's new digital educational and information hub for intermediaries.

Liam has also worked on a number of initiatives to support the broader industry, including the Association of Medical Insurers and Intermediaries (AMII) Transfer of Personal Data & Underwriting initiative, which streamlined the underwriting process for advisers. Liam has also sat on the AMII Panel at previous Seminars in 2013 and has attended the AMII meetings since it was established back in 1998.



JASON MORRIS
Bupa

Jason has worked in the healthcare industry for the past 30 years, and has always worked on the insurer side, managing the distribution of health insurance products through intermediaries all of his career.

Prior to joining Bupa 6 years ago he held positions with AXA PPP Healthcare, Clinicare, Guardian Health and PPP Intermediary Division. A thorough understanding of the market and intermediaries enables Jason to understand the challenges that intermediaries have in a fast moving market.

Jason is proud to be an executive member of AMII, and work closely to raise the standards in the healthcare market.

