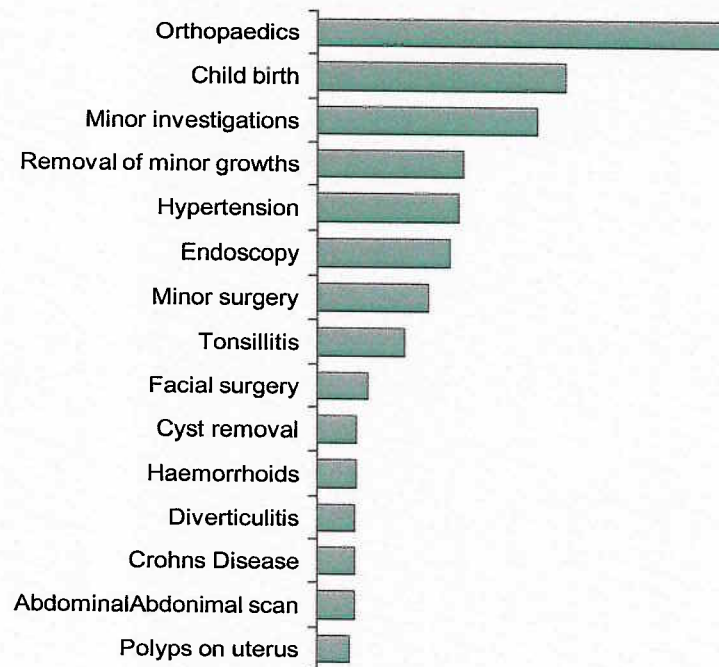
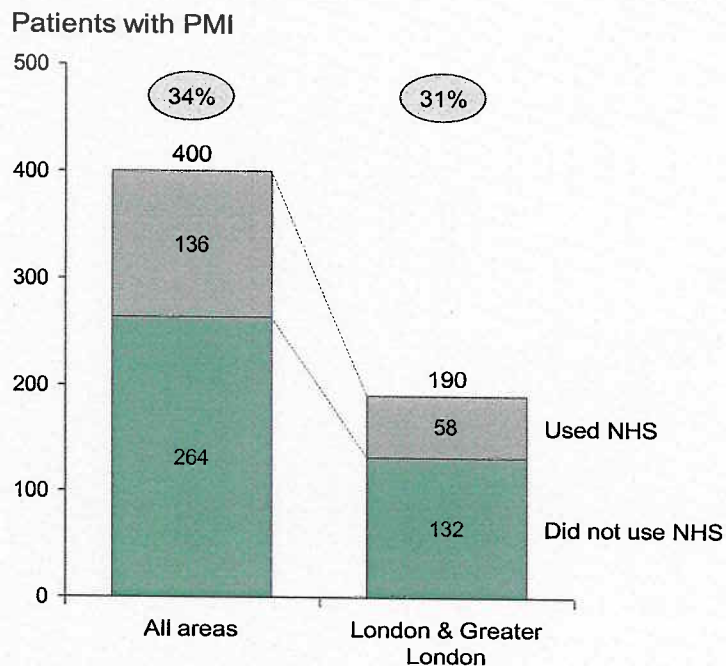


4iii Competitor landscape – PMI using NHS

In a survey of PMI customers, done for this retreat, ~30% said either they or their family have had NHS treatment in past 3 years

c. 1/3 of PMI customers have themselves or have family that have had NHS treatment in past 3 years

Most frequent treatments where NHS used in preference to private hospital¹



1. For London or Greater London only. Excludes emergency and other treatments including Fracture, Allergy, A&E, Respiratory infection, Sprained ankle, Blocked tear duct, DNC and Chest pains

Source: BCG initiated survey: Opinion Health Online Survey July 2008, 400 respondents

Topic(s) Covered:	NHS treatment versus private treatment
Date of Fielding:	8th July - 12th July, 2008
Country	South East England
Base	All adults 18+ with private medical insurance
Sample size (weighted)	N = 400, except where stated
Data tabulation	Top-line results, Gender, Age, Regions and HH income
Methodology	Online