

# Introducing Claire Carlson, the RED ARC 'Patient Ambassador'



**It is important to RED ARC that we demonstrate to our scheme sponsors that the service we offer has real added value.**

For example, we often ask our nurses

to provide real life patient case studies where one of their patients allows their case to be used in a positive way to highlight their experiences to help others. Many scheme sponsors then use these case studies to market the value of the RED ARC service to new and existing customers.

Recently, we helped Claire Carlson - pictured above - (through Philip Williams), and following her recovery Claire was so delighted with the support that RED ARC had given to her that she has agreed to act as a kind of 'Patient Ambassador' on behalf of RED ARC.



RedArc Assured, Intergen House, 65-67 Western Road, Hove, East Sussex BN3 2JQ

As part of this exciting new role Claire has agreed to write down her story in her own words and this will shortly be appearing on our website, with a shortened version to be included in the next edition of ARCLight. However, for now I am pleased to be able to say that Claire recently visited our office in Hove to meet Jenny Laing, the specialist cancer nurse who had supported her through her illness.

We arranged for them to meet in our board room and, as you might imagine, it was quite an emotionally charged meeting since although they'd spoken regularly on the phone they had never actually met.

Claire said: "The support given by RED ARC made such a difference in my recent life journey - with the constant, dedicated support from Jenny at every step of the way - she has been my rock and it's wonderful to finally meet her in person."

Claire's on-going role will allow her to talk about the RED ARC patient journey and the kinds of things our patients should expect. We think this will be useful for both new and existing clients to give some context to the service and hopefully help RED ARC extend service provision to other people who would benefit.

Having Claire working with RED ARC is a fantastic opportunity for us to show our real worth to clients and there will be plenty more to come from Claire in coming issues of ARCLight.

News about  
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ISSUE 3



## Welcome to the 3rd issue of ARCLight

**You will probably have heard that we've had a change in senior management at RED ARC and I'd like to take the opportunity for those of you who haven't met me yet to introduce myself here.**

I have worked in Financial Services for a number of years in Board positions and whilst working for the Private Health Partnership I was heavily involved when we acquired RED ARC back in 2006.

During this process, I fell in love with RED ARC and was very keen to get more involved. I was delighted when about a year ago, Richard Thomas and I, (pretty much simultaneously) came up with the idea of my succeeding him as Managing Director and I am delighted that this turned into reality on 1st January this year.

Richard is still very much involved with RED ARC in his new role as Executive Chairman, with specific responsibility for all things Sales & Marketing.



As far as customers are concerned, it's business as usual, with all existing relationships with Richard and Phil Knight continuing as before.

I am very proud to be working with such a wonderful dedicated

team of nurses and support staff, helping so many people experiencing the effects of some terrible illnesses and providing a real value added service to all our scheme sponsors.

For those of you, I haven't met; I look forward to meeting you very soon.

**Christine Husbands  
Managing Director**

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## Increasing Awareness amongst our Police Clients

In the Summer of 2009, in order to spread our message and communicate it more effectively, we hosted one of Philip Williams' scheme review meetings at our Chester offices. We were invited to present the scope of our services to the Federation representatives in attendance. It quickly became clear that they were responding very positively to the new information presented; a number of them realising that they could actively refer members not just making Critical Illness claims, but who could benefit from referral to our Personal Nurse Advisers. This included members with problems to overcome as a result of issues surrounding serious illness to them or their families.

Following on from this meeting, and the subsequent increased take-up of our service, it was decided, in conjunction with Philip Williams & Company, to roll-out this style of presentation to representatives of other Police Federations. To date eight more have benefited, with additional Federations scheduled to visit over the coming months.

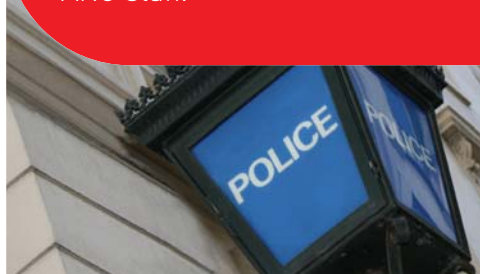
### Commenting on the initiative a Philip Williams spokesman said:

"Feedback from our clients and their members has been both very positive and enthusiastic regarding the magnificent service provided, often at difficult times, by the excellent RED ARC staff."



RED ARC has worked with Philip Williams & Company for some eight years. Philip Williams & Company is a leading provider of Group Insurance Schemes to large employee groups, including many of the UK's Police Federations, comprising serving or retired officers, support staff and their families.

Members claiming on their Critical Illness cover are, naturally, provided with the RED ARC core serious illness service. What many members are unaware of is that the welfare-based added value services are open to them and their dependants, regardless of any Critical Illness claim. Specialist Personal Nurse Advisers are on hand to address any concerns and offer help, advice and support over a wide range of issues.



## A deserved honour for RED ARC Director



**Peter Le Beau, Non Executive Director of RED ARC has been honoured in the Queen's Birthday Honour List.**

As we were able to reveal last issue, Peter Le Beau

was honoured with an MBE for his work in the insurance industry as well as numerous charitable enterprises. We caught up with Peter prior to his trip to Buckingham Palace to get his thoughts on this wonderful achievement.

He said: "I was delighted, astonished and honoured in equal measure to be given the MBE in the Birthday Honours List. I am so pleased to see that in a thin year for financial services recognition, Protection insurance has been recognised as important. I am also convinced that the work I have done with a business with the ethos of RED ARC has contributed to my getting the award. I was very proud that a number of people in the industry felt that I should be honoured in this way. I am looking forward to the investiture at Buckingham Palace later in the year!"

We would like to take this opportunity to offer Peter and his family the heartiest of congratulations for this important recognition.

## RED ARC website update

If you point the internet browser on your computer across to [www.redarc.co.uk](http://www.redarc.co.uk) you will see some important changes to our website.

First of all you'll see that the basic design and colours of the site have changed a little to reflect both the 'red' in RED ARC and also to more closely match the 'brand colours' of our parent company, The Private Health Partnership. We think this design makes the site both more modern looking and easier to read.

The core copy and content of the main corporate RED ARC website hasn't changed too much but what is new is a separate element of the site aimed solely towards our patient end-users.

Essentially, we felt that we needed to not only give new and existing scheme sponsors a good idea of the RED ARC service model, but we also wanted to make sure that patients both old and new could understand what to expect when they contacted us and explore some of the ways in which we might be able to help them.

So, click to either [www.redarc.info](http://www.redarc.info) or go via the 'Information for Patient and Therapist' link at the bottom of the home page on the main website and you will now be able to find details of the Patient's Journey and meet the RED ARC nursing and administrative teams both in Chester and Hove. Plus, there's even a brand new suite of case studies to really put the unique RED ARC service into context. Having a great looking and user-friendly website is important for a business in the 21st century but we are keen at RED ARC not to use the website as a gimmick. So the redesign has been carefully planned over the last twelve months to add value to our marketing proposition by making the content more relevant to our two main user groups: our patients and our scheme sponsors.