



Health

Fair Value Assessment Outcome

This document has been produced by AXA PPP healthcare Limited in accordance with our regulatory responsibilities as a Product Manufacturer of UK General Insurance products. It is intended for use by our Distributors and not for customers or operational staff.

In accordance with our obligations under PROD 4.2, AXA Health undertakes Product Oversight Reviews on our products to ensure they continue to remain suitable for the target market, deliver value to customers and that the distribution remains appropriate.

This document shares the outcome of the Product Oversight Review for the Product Group that contains the following products:

- Health Select
- Priority Health
- Personal Choice

Details of the Product Oversight Review & FVA Outcome

FVA Outcome Date of Issue	August 25
Date of most recent Product Oversight Review	July 25
Review Period of Product Oversight Review	1st April 2024 – 31st March 2025
Date of next Product Oversight Review and Fair Value Assessment Outcome to be completed by	Within the next 12 months*

**We continuously monitor our products and apply a risk-based approach to our product governance; the next review and assessment may take place before this date and this document updated accordingly.*

Outcome of the Product Oversight Review for the review period

As a result of the product governance activities undertaken across this product group, we can confirm that AXA Health has assessed that:

1. the products remain consistent with the overall needs of the identified target market for the review period.
2. the distribution strategy remains appropriate for the products for the review period.
3. there are limited aspects of the products that were not providing fair value to customers for the review period. AXA Health have initiated appropriate actions to address concerns.

The products in this product group have been subject to AXA Health's full product review process and approved as representing fair value to customers so may continue to be marketed and distributed.

Further information about the Product Oversight Review

When completing our Product Oversight Review, we used all available information relevant to the products in the review period, including information provided by our distribution partners.

A non-exhaustive list of key indicators and measures used to complete our Product Oversight Reviews are below for each review area / assessment. If they were in tolerance, it indicates the products continue to be suitable for the target market, deliver fair value and that the distribution remains appropriate.

Where indicators and measures were outside AXA Health's tolerance, we investigated these to ensure the products continue to remain suitable for the target market, deliver value for customers and operate in line with customer expectations. Details of any key actions taken can be found below.

Review / Assessment Area	Key Indicators and Measures	Summary outputs and actions
Product Performance	• Target Market Review • Combined Operating Ratio • Loss Ratio • Product Component (module) Performance • Vulnerability • Lapse Rates • Claimant Rate • Claims Severity • Claims Rejections • Complaints as a % of Population • Upheld Complaints • Claims and Service Complaints • Complaints Root Causes • FCA GI Value Metrics	Our assessment of these products against these measures for ongoing fair value and meeting the needs of the target market (for the period reviewed) has identified the following Key Indicator(s) as outside of AXA Health's appetite: • Complaints as a % of active policies (mainly driven by quality of service complaints) Action plans are in place to address the finding(s).
Price	• Combined Operating Ratio • Loss Ratio • Commission Levels Based on Services Provided • Customer Tenure • Product Component (module) Performance • Complaint Root Causes	Our assessment of these measures (for the period reviewed) confirm the ongoing fair value of these products and that they were meeting the needs of the target market.
Service Delivery	• Sales & Claims Service Metrics • QC Scores • Complaints Service Metrics • Customer Insight	Our assessment of these products against these measures for ongoing fair value and meeting the needs of the target market (for the period reviewed) has identified the following Key Indicator(s) as outside of AXA Health's appetite: • Average call wait times • Call abandonment rates • Complaint handling times

Review / Assessment Area	Key Indicators and Measures	Summary outputs and actions
		Action plans are in place to address the finding(s).
Distribution & Remuneration	• Review of Distribution Strategy • Loss Ratios by Distribution Channel • Lapse Rates by Distribution Channel • Sales Service & QC Metrics • Commission Levels Based on Services Provided • Additional Charges/Fees • Intermediary Survey Responses • Sales Complaints	Our assessment of these measures (for the period reviewed) confirm the ongoing fair value of these products and that they were meeting the needs of the target market.

Further information about intermediary remuneration

AXA Health has considered insurance intermediary remuneration in two main ways in our Product Oversight Reviews: 1) Commission paid by AXA Health to the intermediary firm and the services provided for that commission, and 2) Fees paid by the customer directly to the intermediary firm.

AXA Health pays commission to intermediaries with an expectation that the broker will perform services of value to the customer concerned. The types of activity that AXA Health would generally consider would benefit customers includes:

- Promoting products to target market customers, including new to market
- Distributing products to target market customers, including assessing demands and needs and/or providing a personal recommendation (advice) and/or demands and needs statement
- Identifying the best product for customers from AXA Health's range and/or others the intermediary is entitled to consider
- Providing ongoing post-sale support to customers, including reviewing needs at renewal if required
- Providing a competitive market for distribution to target market customers
- Working with AXA Health to develop PMI proposition offerings to their clients
- Providing feedback to AXA Health on current or emerging needs of customers

We assess whether intermediary firms generally deliver these sorts of services through our annual intermediary questionnaire and through ongoing broker oversight activity during the year which reviews MI of the types set out above.

Our product fair value assessment assumes there are no fees charged by intermediary firms and that their only source of remuneration in relation to the sale of an AXA Health product is the commission that AXA Health will pay. Where there is an additional fee charged by the intermediary, we use our intermediary questionnaire to gather information to complete our own assessment on fair value.

Further information about what distributors (including their extended distribution chains) should do to ensure our products provide fair value to customers

- Develop a full understanding of our products including the intended target market
- Ensure commission or fees received from AXA Health are proportionate to the services provided
- Ensure additional fees or charges passed onto customers are proportionate to the services provided
- Identify and control potential conflicts of interest in remuneration arrangements which would erode value for customers
- Provide the appropriate level and quality of advice and service to distribute our products
- Care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by our products
- Comply with FCA SYSC 19F.2 requirements

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Write to us at: AXA Health, International House, Forest Road, Tunbridge Wells, Kent TN2 5FE. We may record and/or monitor calls for quality assurance, training and as a record of our conversation. For information about AXA Health, visit axahealth.co.uk/aboutaxahealth.