**Text guide for marketing tool kits – Employee plans**

**Version date: February 2023**

**Landing page one – headline banners**

**Equipsme health insurance plans**

At XXXXXXXXX we’ve teamed up with Equipsme to offer businesses award-winning, affordable and flexible health insurance plans.

There are four different plans starting from only £8 pppm and the most popular plan is just £33 pppm.

**Why Equipsme**

Equipsme do business health insurance plans with a difference. They launched in 2018 with a mission to make health insurance simple, accessible and affordable.

Now they help businesses of all sizes take care of their people, the self-employed take care of themselves and employees take care of their families – and their health plans are designed to be easy to understand and flexible for your business and your employees.

With Equipsme you can now afford award‑winning health insurance. What’s more, they’re backed by some of the biggest names in healthcare, including AXA Health for added peace of mind.

“We all love the NHS, but we know it’s overstretched and underfunded. Now we’ve all got some back-up” says a very happy Equipsme customer.

**Landing page two – plans and prices**

**Equipsme health insurance plans**

There are four Equipsme plans offering your team 24/7 GP access, online health checks, physio sessions as well as access to private specialists for tests, scans and private hospital treatment when arranged through AXA Health’s approved specialists and hospitals.

Plans start from only £8 pppm and the most popular plan is just £33 pppm and don’t forget you can mix and match cover levels to suit your team and your employees can choose to pay to upgrade and/or add their partner/children. All ages 16-69 cost the same on all plans so it’s quick and easy to see the total price for your business.

**Landing page three – about Equipsme plans (this text must be included on the landing page)**

**Simple, practical, affordable:**

* There are no medical questions to apply, just an exclusion of pre-existing conditions in the three years before cover starts.
* All ages 16-69 years cost the same at all levels (employees must be aged 16-69 years at the start of the plan).
* Mix and match cover with a range of practical health insurance benefits from top class service providers.
* Employees can pay to upgrade their cover level.
* Employees can choose to add their partner and up to 6 children (aged under 25).

**Cancer diagnosis**

When it comes to cancer, fast diagnosis is key to getting treatment quickly. So Equipsme plans cover until cancer is diagnosed with help and support at hand if you need to go back into the NHS for treatment. All plans offer access to a dedicated nurse helpline, so you can speak to heart and cancer nurse specialists for information and support.