**Text guide for marketing tool kits – Self-employed plans**

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**Landing page one – headline banners**

**Equipsme health insurance plans**

At XXXXXXXXX we’ve teamed up with Equipsme to offer self-employed business owners affordable, flexible health insurance plans. There are two different plans designed for the self-employed business owner and their families, starting at just £30 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**

Equipsme designed their self-employed plans for busy people who can’t take time off. You can take charge of your own health, find appointments that fit round you, get cover for your partner and children - and get sorted out and back to business, fast. There are two plans offering 24/7 GP access, online health checks, physio sessions as well access to specialists for tests, scans and hospital treatment when arranged through AXA Health’s approved specialists and hospitals. Solo cover for £30 pppm, includes diagnosis benefit to see specialists and have tests and scans. Solo Plus for £48 ppm takes this a step further, with a treatment benefit providing access to private hospitals and surgeons. All ages 16-59 cost the same on all plans and prices include all applicable taxes

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

**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 16-59 years cost the same (you must be aged 16-59 years at the start of the plan).

• You can choose to add your 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.