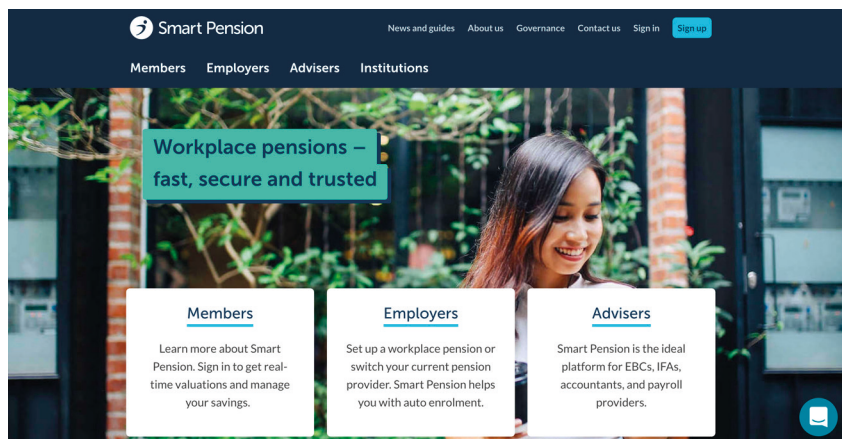


# Smart opt for a smart healthcare option – Equipsme

When online pension and tech experts Smart were thinking about improving staff benefits, health insurance was at the top of their list – and they found Equipsme a great fit for their business.



Martin Warner, Director of Talent at Smart, explains: “Smart is all about transforming pensions, savings and financial well-being, and Equipsme does the same thing with healthcare. We’re always looking to get behind other innovative organisations using tech to improve people’s lives because that’s very much how we operate, too.”

Smart is a successful, growing business that has helped tens of thousands of UK businesses set up their pension schemes in the last five years, and is now transforming retirement saving technology on four continents. The company now has over 300 employees using the Equipsme platform.

## More engaged, more productive

“Health and well-being are really important to us as a business,” says Martin. “If looking after people and treating them right is part of your culture, that’s got to extend to your staff, and it’s got to be more than lip service. For us, it’s obvious: if you look after people and encourage them to look after themselves, they’ll be more engaged and more productive.”

Smart came across Equipsme amongst the usual Private Medical Insurance (PMI) suspects when they were looking to upgrade their healthcare provider. Martin was impressed by not only the price point – which he describes as ‘great value for money’ – but also the contents of the plans.

## Practical benefits

He continues: “What we liked about Equipsme was that it offered people not just peace of mind but real, practical benefits. We wanted a provider that was going to be able to help people get things sorted fast – for example, being able to secure a physiotherapy appointment without the wait, or getting to see a GP at home on the sofa after work. We wanted people to be able to say ‘I’m not feeling well, but I can do something about it today’.

“Sometimes I think I must have had a crystal ball, because we signed up in March 2020, just before the pandemic hit, and I think having that health back-up and access has meant a lot to people. I’m particularly pleased we took up the ‘stress support’ option, so our employees had access to some support during what’s been one of the most stressful periods of working life for everyone.”

So far Equipsme has proved popular with staff. “Most of the feedback has been super-positive,” adds Martin. “People tell us it’s really good, it’s really quick, they like being able to get

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**Martin Warner, Smart Pension**

everything they need from an app, and they like being able to choose to add on family members themselves. That was particularly important to us when selecting a provider.

“People have come to me and said things like, ‘I’ve been waiting for ages to get physio through my doctor,’ and they’ve finally been able to get to see someone within a few days through Equipsme. That means it’s doing what we wanted it to.”

## Easy to manage

It’s not just speed and ease of use for staff – it’s also been easy to administer and manage, which is a huge plus as far as Martin is concerned.

“From my perspective, it’s been very, very easy,” he says. “What’s been really good is that if there have been any questions the response from Equipsme has been brilliant. They typically get back within a few hours. They also came in and did a ‘lunch and learn’ in our office which was a great way of building engagement, and really showing people how they could use the plans.

“Equipsme gives us peace of mind for our teams. What you get for your money is very good, getting it set up was quick and easy to do, and the ongoing support has been fantastic. All in all, I’d definitely recommend Equipsme to other businesses.”

## About Smart

Founded in 2014, Smart was created to modernise the retirement industry in the UK. Now, they’re a global technology provider focussing on innovative retirement solutions. They’ve received investments from global financial giants Barclays, J.P. Morgan, Natixis, Link Group and Legal & General Investment Management. Smart has recently expanded into the US, Australia, Ireland and Dubai and have plans for further international expansion in the next few years. Find out more on our website at [www.smart.co](http://www.smart.co).