

**PRESS RELEASE**

**For immediate release**  
**26<sup>th</sup> October 2009**

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**MorganAsh wins “Outstanding Achievement” award**

- MorganAsh win “Outstanding Achievement” award
- Restoring consumers trust in Life Assurers
- North West Company in the troubled Financial Services sector expanding
- Expansion increases recruitment of IT and nurses

MorganAsh based in Daresbury Park, Cheshire has won a prestigious award for its innovative work in the Life Assurance industry.

Andrew Gething the founder and Managing Director of MorganAsh accepted the award at the Emirates Stadium, London UK on Thursday 8<sup>th</sup> October, presented by the BBC’s Bill Turnbull.

Presenter Bill Turnbull stated “This is an award to an individual. There can only be one winner for this category and a deserving winner it is. As the panel noted: “This man has been at the leading edge of a breakthrough in underwriting. He is, in fact, for many the face of Tele underwriting, leading an innovative, and deadline hitting, firm. He thoroughly deserves this award”. The award is judged by a panel of industry experts.

Previously, consumers have been declined payouts at the time of claim, due to insufficient information being collected when they applied for the policy. This problem is now overcome, as MorganAsh nurses undertake a detailed interview over the phone collecting all the medical information – a process known as Tele-Interviewing. It is typically used for Life Assurance, Critical Illness and income Protection policies.

MorganAsh nurse Tele-Interviews reveal 10 times more material information (that changes the underwriting decision) than when interviews are undertaken by a financial adviser. Thus, these policies are at least 10 times less likely to have a problem at claim stage, allowing customer trust to return.

MorganAsh was created in 2005 and now has 30 insurance customer clients across the UK, Ireland, Germany and Switzerland.

## **Notes to Editors:**

### **Enquiries:**

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**MorganAsh** forms outsourcing partnerships with brokers, life and health insurance companies to make the selling of life insurance easier.

MorganAsh are the leading Tele-interviewing provider in Europe, having pioneered the introduction of Tele-interviewing in the UK, Ireland and Germany and employ over 100 nurse Tele-interviewers via a virtual contact centre in the North of England and Cologne in Germany.

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MorganAsh prides itself on the quality of customer service and the information obtained from the interviews. MorganAsh collect 70% more information than traditional paper application form methods. To-date MorganAsh has completed over 100,000 Tele-interviews and has zero contested claims.

MorganAsh launched a Tele-Claims service in conjunction with SCOR Global Life (UK) in late 2007.

MorganAsh won the “Outstanding Achievement” award at the Cover Excellence awards 2009.

MorganAsh is authorised and regulated by the UK Financial Services Authority.

Clients include Aviva, Zurich, Friends Provident, BUPA, Irish Life, Bank of Ireland, Canada Life, Wesleyan, National Farmers Union Mutual