

PRESS RELEASE

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**MORGANASH AND ROADTOHEALTH LAUNCH
PHARMACY SCREENING SERVICE.**

- Pharmacy Screening service launched
- MorganAsh and **roadtohealth** form partnership
- Improved choice and service for customers

MorganAsh has partnered with **roadtohealth**, the UK's largest provider of pharmacy-based professional services, to launch a new service for the collection of medical information for underwriting through pharmacies across the UK.

Andrew Gething, Managing Director of Morgan Ash, said about the service "Giving the consumer choice to attend a pharmacy to provide health details and complete medical screenings will improve the overall customer journey and enhance convenience and speed of medical information collection."

The new service provides screens in almost 1,000 High Street pharmacies across the UK. Screens such as blood pressure, pulse, height and weight, cholesterol, cotinine and blood glucose can be collected. Once the applicant attends the pharmacy, their biometric data is fed back instantly from the pharmacy to the underwriter using roadtohealth's web based secure interface.

Applicants will be given the choice to attend a pharmacy or to have a nurse visit using the traditional paramedical approach. The customer can choose their preferred option.

Alistair Wickens, Chief Executive of **roadtohealth** commented "in partnership with a number of Pharmacy chains and independent operators we have created the UK's largest network of clinical facilities outside the NHS, all linked by our web-based technology platform. This gives a strong platform for launching this exciting venture with MorganAsh and will help Insurance clients to improve service and speed to IFA's and customers."

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Notes to Editors:

MorganAsh forms outsourcing partnerships with brokers, life and health insurance companies to improve their new business acquisition process, reduce costs, increase revenues, and improve customer satisfaction.

MorganAsh and are the leading Tele-interviewing provider in Europe, having pioneered the introduction of Tele-interviewing in the UK, Ireland and Germany

MorganAsh employees over 100 nurse Tele-interviewers via a virtual contact centre in the North of England and Cologne in Germany. MorganAsh have a close relationship with RGA Technology partners and use their AURA underwriting engine.

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 60,000 Tele-interviews and has zero contested claims.

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

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

roadtohealth is a privately-owned health risk management company launched in 2002. **roadtohealth** is leading the UK market in delivering online health risk assessments and physical health checks within partnership pharmacies, and using an innovative online **healthcoach** to encourage individuals to take positive steps towards reducing their future health risk and to earn **healthpoints**TM rewards for doing so. Programmes are based around a series of interactive health memberships providing valuable health and lifestyle benefits for each individual and their immediate family members.