

News about
RED ARC ASSURED



arc *light*

accessible responsive caring

ISSUE 2

Welcome to the second edition of ARCLight the newsletter from RED ARC Assured for Summer 2009.



Much of the talk in the press these days is around the economic climate and you could be excused for thinking that “added value”

services like those which RED ARC offer might be an early casualty of the credit crunch. Surely, when times get hard, the natural tendency is to cut out added value services? Not so, we're glad to say.

All our major customers – including some big names in the protection insurance market – have re-stated the importance of an holistic service at point of claim. Standards, once established, can't just be switched off, and the increasing number of satisfied customers

– many of whom are surprised at insurers willing to “walk the extra mile” – are testimony to the service ethic of scheme sponsors.

The insurance industry is battling against an image of claims avoidance, so to get paid out, and receive free practical and emotional support at the same time, does send out positive messages.

In this issue we'll be highlighting trends for increased usage of the RED ARC service and backing up the above need for support for people covered by our scheme sponsors.

Hove based Senior Nurse, Carolyn Gurney, takes us through the changes in the Hove office and also highlights some recent case studies to give a flavour of the important work our team of Personal Nurse Advisers do for our clients.

Lastly as a 'stop press' item we're extremely proud to announce that in the Queen's Birthday honours list, RED ARC Non-Executive Director, Mr Peter LeBeau was honoured with an MBE for his services to insurance and charitable work. We'd like to offer Peter hearty congratulations from the team at RED ARC and we will feature more on Peter LeBeau MBE in issue three of ARCLight coming in the early Autumn.

The Personal Nurse Adviser - “the jewel in the crown”



It is important that added value services remain in place for as long as they are needed, and that those services are tailored to the needs of the individual and their family. There are no quick fixes for someone battling a serious health condition; and no two cases are the same.

Carolyn Gurney (pictured above), Senior Nurse at RED ARC's Hove office, takes us through three thumb-nail case studies, all requiring a different approach.



● Case Study 1 - Breast Cancer

Unfortunately, we see a lot of these cases, but survival rates are improving markedly, and the main thing is to secure the confidence of the patient so that they can put their treatment into a positive context. This takes time. Often several telephone contacts.

In Mrs C's case she had a lot of questions to ask about her treatment, including issues about chemotherapy and reconstruction surgery. We thought the best help would be to put Mrs C in touch with one of our Breast Cancer nurses. Rather than arranging a single home visit, it was agreed with the patient that she would benefit more from regular contact with the specialist nurse. In that way, Mrs C received the reassurance she needed at each stage of her cancer journey. She was able to ask her Consultant the right questions, and, as an “informed patient”, she was able to approach her treatment positively, and to get the most out of it.

● Case Study 2 - Heart Attack

Mr A suffered a heart attack at work. After a brief stay in hospital he was discharged. But living in a rural area, he found that attendance at his nearest NHS Cardiac Rehab unit would have involved a round trip of nearly 150 miles.

So, we arranged a home visit from a specialist cardiac rehab nurse. These last typically two-three hours, so there's plenty of time to go through all the issues. Together with the on-going support of his Personal Nurse Adviser, Mr A has been able to give up smoking, and is now addressing other lifestyle issues such as diet and exercise. Regular contact with the nurse adviser means that progress can be checked against agreed objectives. The service really is making a difference.

● Case Study 3 - Terminal Cancer

Sometimes we have to deal with some really tragic cases. In this case a man in his mid 40s with a young family was diagnosed as terminally ill with cancer of the pancreas.

There was nothing we could do for the patient who was already hospitalised. In these circumstances, our focus is the family. How are they coping now, and what will they do after the event?

The natural tendency is for a mother to 'shelter' her children from these dreadful events, so it takes time and a 'listening ear' to turn this around.

Our links with the specialist charities such as "Winston's Wish" help considerably, and we can obtain memory boxes and other, similar aids, to gently encourage the children's involvement in the process. They need to feel positively involved and engaged, otherwise there is likely to be resentment after the event.

In all of these cases, our client, the scheme sponsor providing our services can be seen as "walking the extra mile" with the customer.

Focus on RedArc Hove office



You may remember that in the last issue of ARCLight, Jan Dryden our Nursing Services Director gave a brief overview of the recent changes at our Chester office.

Now it's the turn of our Hove office to take centre stage in the Summer edition of ARCLight. Hove was the 'original' home of RED ARC and still employs some of our longest serving nurses. The team is lead by Carolyn Gurney who took over as senior nurse in late 2008.

Carolyn leads a team of five nurses with a large range of nursing experience. Our team is a great unit of nurses with a vast array of experience. Angie Mitchell has been with RED ARC for over seven years.

> Front row, left to right: Carolyn Gurney, Judy Gapp, Maureen Fowlie-Hill: > Back row, left to right: Gaby Noble, Marion Pooley, John Mulinder.

Gaby Noble and Angela Bacchus have been with us for two and three years respectively and brand new recruits Judy Gapp and John Mulinder joined us recently in early 2009. The Hove team is completed by Marion Pooley and Maureen Fowlie-Hill who look after the administration and invoicing for the business.

The entire Hove team moved from our old Lansdowne Place office in early 2008 a few hundred yards across Palmeira Square onto Western Road. The new office was fitted out to our specifications and provides a comfortable base for the southern RED ARC team.

Increasing Trends

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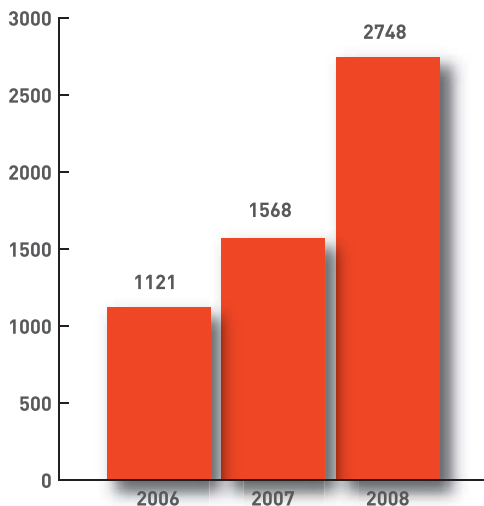
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The proof of the pudding for the RED ARC service is most definitely in the eating – or, in the case of added value, in the utilisation. The last thing our clients want to do is spend money on services that no one uses, especially if they are using that “added value” as a way of differentiating their offering from others in their market.

Our recent trends are extremely encouraging. Over the last three years, the number of new cases registered with RED ARC has increased markedly year on year.

And remember, these are just new cases. Underlying this data is the on-going support that people need when they are diagnosed with a serious health condition like cancer, or have to cope with bereavement, or a long term disability.



Our data shows that the average duration of services we offered to support a cancer claimant is nine months. Our longest standing customer has received support for nearly five years.

