

## Protection Review e-bulletin No.5 – June 2010

Welcome to our 5<sup>th</sup> e-bulletin, which includes all the latest Protection Review news and links.

### Latest online content

- Marketing guru Lucian Camp recalls the time he met the FS Good Fairy and leading PMI intermediary and AMII past-chairman Steve Walker laments the FSA
- Also read recent blogs from Alan Tyler on Welfare Reform and solicitor Rona Doyle
- See <http://www.protectionreview.co.uk/pages/blogs> to read the blogs

### Online access

- To gain full access to all of our online content please register on our forum page [www.protectionreview.co.uk/forum](http://www.protectionreview.co.uk/forum)
- By registering you will be able to participate in all forum discussions and as well as accessing the e-Protection review online.
- Where possible please use 'firstname.surname' as the format for your username and contact Joanne Miller at [jolebeau65@hotmail.com](mailto:jolebeau65@hotmail.com) with any questions

### Anonymous extracts from the forthcoming Protection Review book

- The following extracts are taken from the Critical Illness section of the book:
- *"There is a resistance from providers to innovate. Product development has generally been a marketing exercise focused on illness inflation without actually improving the customer's level of protection."*
- *"Critical illness cover is probably suffering to a certain extent from a crisis of identity. It is not quite sure what it wants to be."*
- *"We need a plan with, perhaps, ten core conditions with the ability to upgrade and include other, possibly severity-style conditions. These plans would move away from the conditions race and instead concentrate on meaningful conditions as opposed to the six or seven virtually useless conditions that most providers seem keen to promote. "*
- Order your copy before July 1<sup>st</sup> and receive a discount of up to £65: £250 (+vat) gets you a copy of the book or £300 (+vat) includes a year's subscription to our monthly e-Protection Review publication (full price = £365+vnt)

### Conference & dinner

- This year's conference takes place on Thursday July 15<sup>th</sup> 2010 at the London Marriott hotel and we are expecting more than 400 leading industry players at this year's dinner
- Don't forget to send us your questions for the conference... This year we are taking questions for the panels in advance, as well as on the day, so if you have a good question just reply to this email with your question and the relevant panel name
- See <http://www.protectionreview.co.uk/news.php> or contact Frances Delhoy at [frances@lebeauvisage.co.uk](mailto:frances@lebeauvisage.co.uk) for more information

All the latest Protection Review news can be found at [www.protectionreview.co.uk](http://www.protectionreview.co.uk)

All the best,  
Kevin, Peter & Andy