

Brookson Launches New Healthcare Initiative For Customers



Released on: February 03, 2010, 2:23 am

Author: [Brookson Limited](#)

Industry: [Financial](#)

Brookson has launched a new healthcare initiative with health and wellness care provider Bupa.



Brookson, a leading [tax accountant](#) and support services provider, has negotiated an exclusive discount with the leader in health and wellness care, Bupa, for private medical insurance.

The 25 per cent discount is applicable to Brookson customers and their immediate family to provide peace of mind now and in the future. This initiative is available across all Brookson's service lines which include self employed customers working through their own limited company, or as a sole trader, as well as customers working through Brookson's [umbrella company](#) as employees.

Andy Linaker, strategic business manager of Bupa, added: "Self-employed individuals are some of the most vulnerable workers in the marketplace when it comes to illness or accidents. With their focus often around securing contracts and ensuring a regular flow of work, arranging private healthcare typically falls to the bottom of the priority list. While the UK is fortunate enough to have the NHS, it is important not to underestimate the impact that prolonged waiting lists or extended treatment can have on the income of a [self-employed](#) individual."

Bupa's private medical insurance provides flexibility and swift access to treatments, with the minimum amount of fuss. By working closely together Brookson and Bupa plan to enhance the Bupa offering and create a variety of bespoke benefits for Brookson customers.

Brookson's approach is to provide additional benefits to customers on top of accountancy advice and support services. Brookson want to provide their self employed and [sole trader](#) customers with the ability to plan ahead and minimise the impact on income as much as possible, should illness occur. Bupa recognise the challenges that self employed professionals face during periods of illness making them an ideal partner.

As a result of the new deal, Brookson customers now have access to an exclusive discount with a leader in health and wellness care for private medical insurance. This is part of Brookson's continued strategy to offer a wider range of value added services to its customers.

ENDS

About

Brookson

Brookson is a leading tax accountant, IR35 specialist and support services provider to small business including business start ups. Brookson supports self employed people in their chosen way of working through its [limited company](#), sole trader and umbrella company services. As a 150 strong accountancy service, managing the affairs of over 9000 customers, Brookson is committed to offering the very best service, support and advice.

Brookson's Online Navigator Money Manager portal underpins Brookson's claim to offer one of the most innovative contractor accountant services available on the UK market. Allowing clients to access their business financial information 24/7, the system has been designed to help customers run their businesses more effectively by providing up to date financial information at their finger tips.

For further Brookson media information please contact:

Victoria McDonnell
Marketing Manager
Brookson Limited
340 Firecrest Court
Centre Park
Warrington
WA1 1RG
0845 058 1500
www.brookson.co.uk

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)