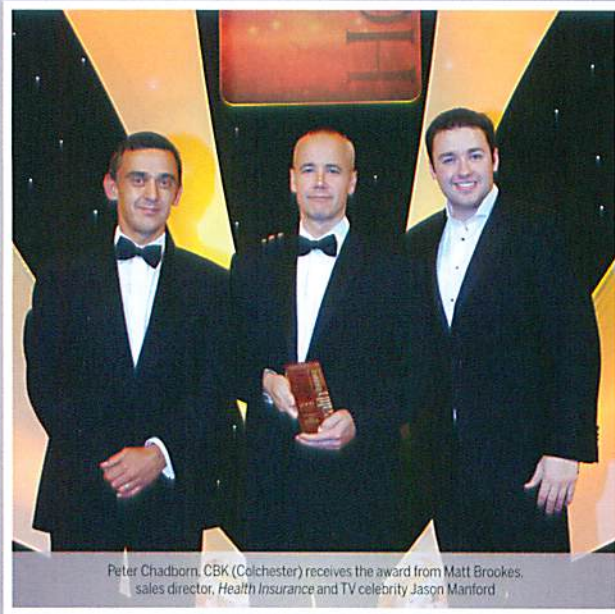


INTERMEDIARY AWARDS

BEST CRITICAL ILLNESS INTERMEDIARY



Peter Chadborn, CBK (Colchester) receives the award from Matt Brookes, sales director, Health Insurance and TV celebrity Jason Marford

The winner

PETER CHADBORN CBK (COLCHESTER)

An "all embracing and holistic" piece of advice caught the eye of the judges in this category, while the entrant's technical expertise also shone through. The winning case study showed that this adviser takes a considered and measured approach to his work. Rather than automatically cancelling the existing policy – which would have been the immediate knee jerk reaction of many – this adviser assessed what was in the best interests of the client. The entry also showed good awareness of the changing definitions of critical illnesses (CI) and the technical specifications of CI contracts. The supporting evidence supplied in the entry also showed the winner's commitment to the wider protection market, especially with his work in both the trade and consumer media.

Category presented by

Health Insurance
& Protection

HIGHLY COMMENDED
Ingrid Skoglund, Benefits for Business

