

Sukoon launches 'Health Extend' – a unique medical corporate offering allowing employees to tailor and customise benefits

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On December 12th, Sukoon has launched 'Health Extend' – a unique product in the UAE that allows employers to limit their budget while giving employees the freedom to add specific covers according to their own needs. By launching Health Extend, Sukoon introduces a significant innovation in the UAE market by giving employers a medical product providing strong base benefits but also allowing their employees to choose additional individual medical protection according to their specific needs.

Health Extend will be proposed to companies with employees and dependants above 150 and will provide a selection of 4 classes of base plans of medical benefits. On top of these plans, employees will have the option to choose amongst several additional benefits.

Once an insured company opts for a plan for their employees, they will be given an option to extend their protection to include more covers and benefits. The additional benefits include, for instance, increased pharmacy limits, access to wider in-network providers, annual wellness checkup, dental and optical cover are some of the key benefits members can select for an enhanced protection. The added covers can be selected online and will come at a nominal cost to be paid by the member.

Dr. Yasser Khalifa, Executive Vice President, Head of Employee Benefits at Sukoon said, "With traditional corporate insurance plans, employees receive covers based on the plans chosen by their employer, which may not always address all their requirements. The new Sukoon offering empowers the members to enhance their protection based on their needs." He added, "As a prominent insurer in the region, we are proud to lead on the innovation front and offer products which will provide tailored yet comprehensive protection and ensure member satisfaction and employer's peace of mind."

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About Sukoon

Established in 1975, Oman Insurance Company P.S.C. ("Sukoon") – a public stock company – is one of the leading insurance providers in the UAE. The company provides a wide range of comprehensive insurance solutions for motor, life, health, and general (property, energy, engineering, aviation, marine, and liability) needs to more than 800,000 individuals and commercial clients. Sukoon's operations span across Oman and all Emirates in the UAE.

Sukoon is committed to providing outstanding insurance solutions which help create and protect wealth and wellbeing. The Dubai-based company stays true to its vision by serving businesses and individuals with a team of 650 professionals through an intensive distribution network of branches, brokers, bancassurance partners, agencies, e-commerce platforms, and a dedicated call center.

Sukoon registered gross written premiums (GWP) of AED 3.54 billion in 2021. With a solvency ratio exceeding 275 percent and exemplary ratings from AM Best (A-rated), Standard and Poor's (A-rated) and Moody's (A2-rated), it clearly defines its financial soundness and ability to serve its clients in the long run.

At its core, the company is customer-centric, with a devotion towards rendering superior outcomes at every turn. Its priority has always been to build long term client relationships, with complete customer satisfaction as the most important, non-negotiable objective.

Put simply, Sukoon wants to maintain and further improve its position as a reference for other insurers in the region for outstanding customer service.

To know more about Sukoon and how it delivers on its promises, please visit: www.sukoon.com.

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