



Case Study

About Simplyhealth

- Believes in helping people access affordable healthcare
- Delivers exceptional personal customer service
- 20,000 companies choose Simplyhealth as their healthcare provider
- Simplyhealth has a 139 year pedigree



Ken Piggott, Chairman



Corinne Williams, HR Director



Alex Pike, Appointed Non-Exec

About First Flight

- Chair and NED recruitment specialists
- Widest choice of high-calibre Chair and NED candidates
- Affordable, success-linked fees

Simplyhealth is one of the UK's largest, strongest and most successful healthcare companies. They believe in helping people access affordable healthcare and delivering exceptional personal customer service. Simplyhealth have over three million customers, and help nearly four million people, including 20,000 companies who choose them as their healthcare provider.

Corinne Williams, HR Director at Simplyhealth *"We returned to First Flight as we were looking to appoint a new Non-Exec Director having used First Flight for our previously successful two NED appointments back in 2011."*

Before the search could begin it was imperative to ensure that the specification of candidate was correct so First Flight embarked upon a Board Skills Analysis to identify any gaps around the Boardroom table.

Chris Spencer-Phillips, MD of First Flight: *"The skill set needed from the incoming Non-Exec Director was identified and agreed and we wrote a very specific role spec focusing on digital communication and customer first skills."*

In total 16 candidates were long listed and interviewed by First Flight, 8 women and 8 men. The CVs and interview notes of all 16 were forwarded to Simplyhealth along with a scorecard detailing how each candidate met the agreed requirements. From these Corinne and Ken Piggott, Simplyhealth's Chairman selected 8 that they wished to meet and interview at their offices.

As a result of the initial interviews this group of 8 was then narrowed down to 4 candidates for 2nd interviews. Before these interviews took place Chris recommended to Corinne that they conduct psychometric tests on the 4 shortlisted candidates to ensure a cultural fit, which they did.

Having met 4 of the candidates again Simplyhealth decided to offer their NED position to Alex Pike. Corinne goes on to say of Alex *"Alex brings to the Simplyhealth Board proven customer-first expertise plus strong entrepreneurial marketing and communications expertise, in particular with digital communications."*

Alex brings with her a wealth of experience from being Global Vice President of Unilever, Vice Chair of the NHS Royal Bournemouth and Christchurch Hospital Foundation Trust, and Chairman of NHS Organ Donation.

Alex says *"I'm excited to be working with Simplyhealth to help deliver the right healthcare interventions, at the right time, and to help people to live healthy and happy lives. I have always been a firm believer that there is nothing more important than good health."*

Corinne Williams, HR Director of Simplyhealth finished by saying that *"We are delighted with Alex's appointment and to have another woman on our Board and we are very pleased with the service we received from First Flight"*.