

Travel insurance specialist Columbus Direct gives customers' access to a 'GP at your fingertips' with babylon

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- Columbus Direct is partnering with Babylon health to give customers free access to a UK doctor 24/7 wherever they are in the world via their app
- Quick and easy to use; the app reduces the need to visit a local doctor/hospital
- Features include a symptom checker, easy-to-book video consultations with doctors, the ability to text a GP for free and health tracking. Where possible, prescriptions can also be issued to the nearest local pharmacy

Holidaymakers from the UK now have access to a UK based doctor wherever they are in the world thanks to Columbus Direct's new partnership with babylon health, the leading 24/7 global 'GP at your fingertips' app.

Through babylon, Columbus Direct customers will have instant access to hand-picked, General Medical Council registered, UK-based GPs and expert medical advice from anywhere with an internet connection. Created by doctors using highly advanced technology, babylon provides easy access to GP appointments, state-of-the-art health monitoring and a powerful symptom checker that gives advice on what to do next if you're feeling unwell. This gives customers peace of mind while on holiday and reassurance that help and advice is at hand if needed for themselves or their families. In many cases, it will also save time and the initial costs involved in waiting to see a local doctor or going to A&E.

Access to the service will be free for the duration of a travel insurance policy so customers with an annual policy will have access to the babylon app for 12 months via their smartphones, tablets and laptops.

Alison Wild, Head of Marketing, at Columbus Direct said: "Columbus Direct is at the forefront of the UK travel insurance market with our competitive rates and customer service ethos, and with technology revolutionising the market it is only fitting that we offer our customers an innovative health service. This will help holidaymakers get quicker and more convenient treatment and ultimately allow them to enjoy their time away more. It has been designed to give our Columbus Direct customers an additional, value-added benefit and peace of mind.

"Babylon Health's service complements our existing product portfolio perfectly. We have selected them as our preferred digital health provider as they have an excellent platform,

unparalleled medical credentials, exceptionally good customer feedback and a culture of innovation.”

Established in 1988, Columbus Direct was the first company to sell travel insurance direct to the consumer and also the first to fully sell a policy online. It has since covered over 15 million holidaymakers and its latest customer survey found that over 95% of customers would recommend it to their friends and family. The firm is committed to investing in solutions and services that lead the market for the benefit of customers.

Dr Ali Parsa, CEO & Founder, babylon said: “Your health doesn’t stay at home when you go away – so why should your doctor? By working with babylon, Columbus Direct is making sure that when customers are away, expert advice from trusted UK doctors is on hand within seconds, day or night, every day. Making babylon available is proof that Columbus Direct puts customers at the heart of its business, and lives up to its deserved innovative reputation.”

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Notes to editors

Columbus Direct is a leading travel insurance specialist which was established in 1988 selling both online via www.columbusdirect.com and offline via call centre channels. We have a history of innovation in the industry, including being the first company to sell travel insurance direct to the consumer in the UK and also the first to fully sell a policy online.

Customer satisfaction and value for money are the driving forces behind Columbus Direct and we pride ourselves on providing a quick, efficient and hassle-free service.

We have covered over 15 million holidaymakers since 1988 and our latest customer surveys show that over 95% of customers would recommend us to their friends and family.

Columbus has won multiple awards including the Your Money awards Best Direct Travel Insurance Provider, ITIJ Travel Insurance Intermediary of the year, 13 Which? Best Buy awards, The Best Customer Focus Award from the Best Business awards, Best Travel Insurance provider from Your Money and also the Best Travel Insurance Provider award from the Personal Finance Awards.

Columbus Direct is a specialist travel insurance intermediary which is authorised and regulated by the Financial Conduct Authority.

Columbus Direct is a Collinson Group company. Collinson Group is a global leader in influencing customer behaviour to drive revenue and value for its clients. It offers a unique blend of industry and sector specialists who together provide market-leading experience in

delivering products and services across four core capabilities: Loyalty, Lifestyle Benefits, Insurance, and Assistance. Collinson Group has 25 years' experience, with 26 global locations, servicing over 800 clients in 170 countries, employing 2,000 staff, and managing over 20 million end customers.