

NHFA Wins Top Award

NHFA the UK leading provider of advice and information to older people, their families and carers on obtaining and paying for long-term care was today awarded the prestigious Gold Standards Award 2004 at a ceremony held in the Bloomberg Auditorium, Finsbury Square, London.



Gold Standards in Financial Services

From Incisive Media in association with the Daily Express uniquely, Gold Standard Awards assess financial companies on the areas most important to consumers – capability of the company to conduct business, service, whether they offer fair value as well as how trustworthy the company is. The Awards also take account of financial strength. Most importantly, the Gold Standard Awards are trying to identify companies that go the extra mile to ensure that the service they offer customers is above minimum standards set by government and regulators.

How the Gold Standard benchmark is useful to the consumer

Gold Standard is an independent benchmark based on the five key elements that should be considered when deciding which financial services companies to deal with. Gold Standards rewards high levels of excellence in independent financial advice.

Philip Spiers Director of NHFA says “ We are very proud to have been selected for this award which recognises all the hard work and dedication to standards everybody at NHFA aspires to”

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Editor's Notes

NHFA advice and information is free and available to all regardless of means and combines financial advice with the complexities of local authority charging and assessment procedures, health authority responsibilities, DWP benefits and legal matters. The aim of NHFA is to enable older people meet the cost of their chosen care for life whilst also preserving their original capital, independence, dignity and right of choice.

Copies of the NHFA Long Term Care Guide and detailed LTC information sheets can be obtained from NHFA, St Leonards House, Mill Street, Eynsham, Oxford, OX29 4JX, or through the Care Advice Line 0800 99 88 33, or website www.nhfa.co.uk

The total number of entries received was 46 from 40 companies. Entrants were invited to complete an in-depth questionnaire and provide practical examples of the areas being assessed. An independent panel of judges assessed each entry. The panel was helped in their assessments by Defaqto and AKG Consulting Actuaries. Entries achieving the highest assessment marks went on to a shortlist. Further assessments were made of the shortlisted entrants before awarding the Gold Standards. For further information on Gold Standards, methodology or judging panel visit www.goldstandardawards.com.