

# MARSH

## News Release

### **MEDISURE APPOINTS SEYMOUR TO LEAD MARKETING COMMUNICATIONS**

LONDON, 14 September 2005 – Medisure, the UK’s leading healthcare programme manager, has appointed Alix Seymour as Marketing and Communications Manager. Medisure is the healthcare programme management arm of Marsh, the world’s leading risk and insurance services firm.

In this newly created position, Alix will focus on developing and implementing Medisure’s marketing strategy, particularly in the areas of brand development, customer segmentation and internal communication.

Since graduating from the University of Birmingham with a Bachelor of Commerce, Alix has held a number of marketing positions, including tenures as a marketing manager for a business consultancy in Russia and as direct marketing manager for a large financial services company.

Commenting on Alix’s appointment, John Picken, Chief Executive of Medisure, said:

“Medisure is committed to providing market leading employee health risk management and benefit propositions. Alix has extensive experience of strategy and planning, customer relationship management and targeting across the marketing mix and is ideally placed to develop Medisure’s communications strategy. I look forward to working with her over the coming months.”

- ends -

**For further information please contact:**

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## **Notes to editors**

### **About Medisure**

Medisure is the UK's leading healthcare programme manager, and is the healthcare programme management arm of Marsh, the world's leading risk and insurance services firm.

Medisure is not an insurer, intermediary or hospital provider. We offer our clients total flexibility in accessing private health care treatment as an employee benefit, risk management tool or a combination of both. This can include benefit design, funding options, administration protocols and support services.

With over 25 years healthcare programme management experience, and the latest information technology, we work in three key areas: corporate healthcare programmes; absence risk management; and partnership consumer healthcare programmes. Medisure's website address is: [www.medisure.co.uk](http://www.medisure.co.uk)

### **About Marsh**

Marsh, the world's leading risk and insurance services firm, has nearly 30,000 employees and annual revenues exceeding \$5 billion. The firm provides advice and transactional capabilities to clients in over 100 countries. Marsh is a unit of Marsh & McLennan Companies (MMC), a global professional services firm with annual revenues exceeding \$12 billion. MMC is also the parent company of Guy Carpenter, the world's leading risk and reinsurance specialist; Kroll, the world's leading risk consulting company; Mercer, a major global provider of human resource and specialty consulting services; and Putnam Investments, one of the largest investment management companies in the United States. Approximately 60,000 employees provide analysis, advice, and transactional capabilities to clients in over 100 countries. Its stock (ticker symbol: MMC) is listed on the New York, Chicago, Pacific, and London stock exchanges. MMC's website address is [www.mmc.com](http://www.mmc.com). Marsh's web site address is [www.marsh.com](http://www.marsh.com)

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