

# FirstAssist gets helping hand to execute compliance and policy awareness management

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Secoda announces implementation of RuleSafe at FirstAssist Group

London, UK – 21st April 2005 - FirstAssist, a provider of insurance, assistance and provision in the healthcare and business protection markets, has implemented Secoda's compliance management and policy awareness solution, RuleSafe™. External regulators now demand proof that operational risks are managed, and will impose heavy fines for non-compliance; RuleSafe helps FirstAssist to meet the challenges of managing its compliance risks while reducing costs and improving customer service.

Like most organisations today, FirstAssist is increasingly subject to more and more legislation. Unfortunately, more policies do not mean more understanding as staff become less able to find the things that relate to them, their job, and are most immediately relevant to the things they are working on. FirstAssist needed to combine diverse policies in one central location, in particular FSA, health & safety, HR manual, information security, data protection and ISO 9001.

"The decision to choose RuleSafe was relatively simple. It gives us an unprecedented ability to consolidate all our internal policies, linking them to our job roles and processes, and then delivering them to our entire organisation simply and seamlessly," said Steve Richards, IT Operations Manager at FirstAssist Group.

RuleSafe provides a transparent logon, allowing employees to search easily for policies related to their job function and prove that they have read and understood them. RuleSafe allows policy managers to develop, review, maintain and publish policy sets across the organisation. Compliance auditors are able to review employees' acceptance, understanding, and links between internal policies and external best practices with the help of real-time audit reports.

The benefits of implementing RuleSafe are improved communication between business groups by consolidating and sharing in centralised policy management, and predictable costs for long-term compliance adoption.

The solution, supplied by compliance and information security specialist, Yours 24 7 Limited, is also helping to improved employee awareness and avoid 'policy overload'.

Recent events have led to a re-evaluation of the importance of regulation and corporate governance. From a regulatory perspective, FirstAssist is now able to demonstrate how the business has achieved compliance with external standards and best practice.

John Copleston, Head of Legal & Compliance at FirstAssist Group said: "Compliance adoption should not be the completion of a series of 'ticks in boxes', but a fundamental commitment to implementation, using RuleSafe as a positive business tool, has given us a competitive edge within an ever more competitive market place."

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#### About RuleSafe

RuleSafe manages complex sets of policies, allowing staff to navigate directly to just the most relevant information, and with role-based guidance according to their specific job. Staff can now view as much or as little information as they need, when they need it, and in a format most useful to them. A typical search can filter through several hundred internal policy statements, delivering a report listing just the few things most relevant to the user and the things they are working on.

Online audit and compliance screens facilitate the entry and display of scorecard data against each policy, region or infrastructure and allow risk owners to generate instant reports showing current compliance status and highlighting specific problem areas.

RuleSafe enables people in organisations to achieve real awareness of policies. Unique personalised reports help people understand exactly what is required of them for each particular task or project they undertake. RuleSafe's expert content and compliance tracking helps organisations to implement security, privacy, regulatory and corporate governance requirements.

#### About Secoda Risk Management

Secoda is a privately owned UK company founded by former senior security officers in FTSE 100 and public sector organisations. Secoda's flagship product is RuleSafe™, the foremost third-generation policy awareness solution on the market.

At Secoda, we know from experience that communication, awareness and training are crucial to managing risk. Therefore, our solutions and services are designed to enable managers to create, maintain and demonstrate a genuine 'compliance culture' across the enterprise.

More information at [www.secoda.com](http://www.secoda.com) or by calling Secoda on +44 (0)20 7232 4877

#### About FirstAssist Group

FirstAssist is the new name in the provision of business to business health and wellbeing solutions. As an established player within the healthcare and assistance markets, having previously been part of Royal & Sun Alliance, FirstAssist provides a unique range of responsive, innovative and value for money products for corporate, SME's, banks, insurers and affinity organisations.

FirstAssist is the new generation Health and Wellbeing provider, delivering advice, care and insurance solutions to both individuals and organisations. We have combined the best of a business that has proven its pedigree, with new, innovative thinking in tackling the problems of health and wellbeing and their impact on commerce.

The company is 90% owned by Barclays Private Equity with debt finance provided by Bank of Scotland Corporate Banking and Lloyds TSB. FirstAssist has also entered a long term partnership agreement with Munich Re, one of the largest reinsurance companies in the world.

FirstAssist provides a range of risk managed solutions in the healthcare, wellbeing, business protection and advice markets. More information at [www.firstassist.co.uk](http://www.firstassist.co.uk)

#### About Yours 24 7

Yours 24 7 is a leading provider of business protection products and solutions. Yours 24 7 Limited provides specialist management and technology consultancy, products and solutions in the area of business processes.

It focuses primarily in reducing operational and technical risk within the areas of data protection, network and data security, and compliance. More information at [www.yours247.com](http://www.yours247.com).

#### Trademark Notice

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