

Health insurance



Mental health. A competitor comparison

March 2025

How do we compare on mental health?

Bupa By You health insurance gives you access to the most extensive mental health cover in the market.*

This is what makes our mental health cover go further

Standard product feature	 Bupa By You comprehensive	 AXA Health Personal Health	 Aviva Healthier Solutions	 Vitality Personal Healthcare
Continued cover for ongoing mental health conditions.	✓	✗	✗	✗
Cover for all types of addictions including alcohol, drug and substance abuse.†	✓	✗	✗	✗
Cover for mental health conditions, such as anxiety, relating to a learning, behavioural or development disorder.^	✓	✗	✗	✗
Cover for young people’s mental health conditions, including fast access to treatment.	✓	✓	✗	✗

*This comparison to other products in the market is based on Bupa’s and Defaqto’s interpretation of the differences between Bupa By You health insurance and other health insurance products shown above offering mental health cover in the market in March 2025. The comparison excludes any special offers or promotions which may temporarily alter the cover offered. This cover comparison information is for personal use and guidance only and does not constitute any contractual representation, warranty or obligation by either Bupa or Defaqto about the completeness, accuracy, reliability, suitability or availability of the comparison. Neither party accepts any liability for errors, omissions, direct or consequential loss in relation to this comparison.

†To support addictions we fund one addiction treatment programme per membership lifetime.

^Any treatment for learning difficulties, behavioural or developmental problems (LBD) are ineligible. However, we cover any related mental health condition linked to an LBD, for example anxiety or depression.

Bupa health insurance is provided by Bupa Insurance Limited. Registered in England and Wales with registration number 3956433. Bupa Insurance Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Arranged and administered by Bupa Insurance Services Limited, which is authorised and regulated by the Financial Conduct Authority. Registered in England and Wales with registration number 3829851. Registered office: 1 Angel Court, London EC2R 7HJ