

Introducing DERM

by Skin Analytics



A faster, smarter
way to detect
skin cancer.

Bupa 

Our remote skin assessment service just got a big upgrade

Nothing matters more than a fast, accurate diagnosis. Especially when it comes to cancer concerns.

That's why we're proud to be the first UK insurer to bring our customers DERM, the latest in AI technology from Skin Analytics.

It's an even quicker, smarter way to detect skin cancer, meaning your clients can get answers on a lesion or mole in minutes – all without leaving the house.

What is it?

Deep Ensemble for the Recognition of Malignancy, or DERM for short, is a Class III marked AI as a Medical Device (AIaMD).

In other words, it's a clinically-approved AI tool that assesses images of moles and skin lesions.

And it's available to all of your personal, small business and corporate clients.

How does it help?

It's fast

DERM reviews your client's images, history, and assesses their risk in minutes.

It's effective

Speed doesn't come before safety. In fact, it has a 98% accuracy across all skin cancers.**

It's convenient

With Skin Analytics' new technology, your clients can get rapid results without leaving the house.

For more information, contact your account manager

How it works

1. If your client spots a skin concern, they can come to us through Blua, or Direct Access if this is part of their scheme. They can also give us a call after a GP referral.
2. **We'll send them a smartphone** with a skin magnifying tool within 24 hours.
3. They'll **take and submit pictures of the area** they're worried about and choose a review by DERM or a dermatologist.
4. DERM provides a **diagnosis in minutes**, letting them know if it's benign or needs a referral. Results from a dermatologist will come back within a day.
5. Your clients can have a call with a Skin Analytics GP about their results, if they choose this option.

*Summary of Skin Analytics AI performance since December 2024 up to Q3 2025 Post Market Surveillance Reports, with analysis based on 65,464 lesion outcomes. Source: Skin Analytics (2026)

**If AI is unable to make a decision, the case will be referred to a Skin Analytics dermatologist for review.

Health trusts are not regulated by the Financial Conduct Authority or the Prudential Regulation Authority. Bupa health trusts are administered by Bupa Insurance Services Limited. Registered in England and Wales with registration number 3829851. Registered office: 1 Angel Court, London EC2R 7HJ

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