

The background of the entire image is a photograph of a smiling Black man with a beard, wearing a blue jacket over a grey vest and a light blue checkered shirt. He is riding a bicycle on a city street. In the background, there are blurred buildings and a red traffic light. A blue rectangular frame is overlaid on the left side of the image, containing the main text.

**Making health insurance
work for you and
your clients**



Health insurance designed for you and your clients

Nothing matters more than our health. But with increasing healthcare pressures and longer waiting times, it's not always easy for people to get the support they need.

However, with Bupa health insurance, anyone can get quick and easy access to healthcare. Not only is that better for your clients' health, it can be better for their finances too.

That's because Bupa health insurance allows them to spread the cost of private healthcare. And getting seen quicker means getting diagnosed earlier. So conditions like cancer can be detected sooner.

This is a great time to start offering Bupa health insurance. And we're here to support and guide you every step of the way.

Health insurance gives people quick and easy access to specialist care when they need it

With increasing healthcare pressures and longer waiting times, it's easy to see why more people are looking for greater peace of mind.

So how can health insurance help your clients?
And why is Bupa the first choice for so many?

Without health insurance, how much does private treatment cost?

It tends to vary between different hospitals and the nature of each case.

£22,000 **£10,000***

The average cost for non surgical cancer treatment.[†]

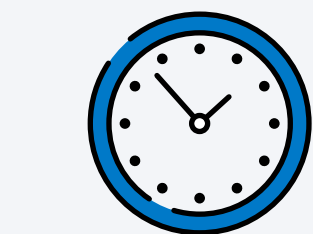
The average cost of hip and knee replacements.

[†]Data internally sourced by Bupa, 2023.

*up to £15,000, location-dependent.



There are lots of benefits for your clients



Fast access to care

With Bupa health insurance, your clients can access medical care at a time and place that suits them.



Fast diagnosis

Your clients won't have to wait long to be referred for tests thanks to our digital healthcare service, Bluea, found in the My Bupa app. So they can get seen and diagnosed quicker.



Flexibility to choose

Your clients will be able to decide when their treatment happens, and which Bupa-recognised hospital they'd like to use, depending on the treatment required.



New treatments

Access to breakthrough medicines and treatments, often before they're available on the NHS.



Cover options

There are two types of policy to choose from, with varying levels of cover, giving your clients more control.



Choice of consultants

We usually offer three consultants for your clients to choose from.

Who’s looking for health insurance?

Anyone can buy health insurance, but these are our key customer segments.



Rising professionals

Age: 25-34

no children, +£40k income

They might be digitally savvy, but they lack confidence in managing their health and wellbeing. So they value hands-on human support.

39% have considered buying health insurance in the last 12 months – more than any other age range.*



On-the-go-families

Age: 35-45

young children, +£50k income

In an ever-changing world, they need reassurance, so they can feel confident and in control, for both themselves and their families.

94% say the health and wellbeing of their family is a priority.*



Grown-up families

Age: 46-54

older children, +£50k income

They’re hugely aware of the importance of positive health and wellbeing. That’s why they place high value on proactive healthcare.

88% have at least one health or wellbeing concern.*



Live life now

Age: 55-64

older children, +£50k income

They understand the importance of preventative health & wellbeing to ensure a happy, positive life.

91% say their health is their priority.*



Active retirees

Age: 65-74

older children, +£40k income

They see life, and health, as precious entities, particularly as they want to play an active role in their family’s lives.

64% want better all-round health.*

*Source: Bupa Wellbeing Index, 2022.

Why should your clients choose Bupa?

Your clients' health isn't just about GPs and treatments, so neither is Bupa.



Fast access to care
Bupa customers get quick and easy access to specialist healthcare from the moment they need it. Often without the need for a GP referral.



Mental health support
Our cover goes further for mental health conditions. Ongoing support, no time limits and coverage for more conditions than any other UK insurer.*



Specialist Centres for cancer
At our Specialist Centres for breast, bowel and prostate cancer, our customers get initial diagnostic tests and results within days.



Digital healthcare
With Bluea in the My Bupa app, your clients can book virtual appointments and arrange remote care with doctors, physios and therapists. Plus, they can create healthy habits with over 1,500 fitness classes and everyday wellbeing resources.



Services that don't count as a claim
Health doesn't stick to work hours, so neither do we. Our customers can call our Anytime HealthLine, Menopause HealthLine and Family Mental HealthLine to talk to specially trained experts without any impact on their policy.

*Terms and conditions apply. As of March 2024, 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 offering mental health cover. The comparison excludes any special offers or promotions which may temporarily alter the cover offered. 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. See bupa.co.uk/comparison.



Working with Bupa

Making health happen, together

To us, working with intermediaries is a partnership.

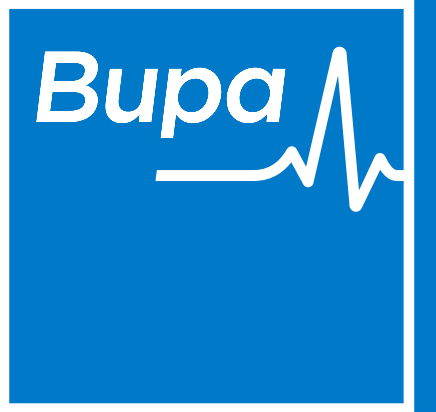
We collaborate. We share. We listen.

Because our focus is your growth. And we'll never stop helping you to help your clients.

Health without the hassle

From tailored support for you and your clients to smooth, simple processes on our online portal, selling insurance has never been this simple.

Because with the right tools and people by your side, giving your clients the gift of reassurance is a breeze.



Thank you

We hope this guide will help you in supporting your clients' health and wellbeing.

If you have any questions, please email
cisales@bupa.com

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