

Make your healthiest clients your happiest

Our 10% Health and Lifestyle discount* celebrates healthy living. Because better health deserves to be recognised.

Bupa 

Our 10% Health and Lifestyle discount*

Got consumer clients who take pride in their health? We're here to help them keep it that way.

With our Health and Lifestyle discount, all they have to do is answer three simple questions about their wellbeing. If their answers suggest a healthy lifestyle, we'll give them 10% off new Bupa By You policies.

What are the questions?



Have you used tobacco products in the past two years?



Have you had any treatment for prediabetes or diabetes in the past two years?



Is your BMI between 18.5 and 24.9?

Fill in your client's details in the Consumer Intermediary Portal.

Key details you need to know

- The discount is applied individually. This means each adult on the policy gets their own 10% health and lifestyle discount if they meet the criteria.
- If your client is eligible for a separate discount over 10%, they'll receive that instead.
- If your client doesn't know their BMI, encourage them to use a BMI calculator, like on the NHS website. You can enter their height, weight, age and sex for them.

Talking to clients about the discount

- If your client asks about the questions, tell them we need to take details about their wellbeing and lifestyle. Depending on their answers, they may be eligible for discounts.
- If they ask the reason for the discount, explain that their answers suggest a healthy lifestyle, so Bupa is able to provide a 10% discount.
- If they don't feel comfortable answering the questions, move on. Just know they won't be eligible.

For more information

Contact your account manager

*The discount cannot be used in conjunction with the affinity discount; however, it can be used in conjunction with family discount, couples' discount and free child offer. Pregnant women should use their pre-pregnancy BMI. [Click for full T&Cs.](#)

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