



Dental Choice

Target market statement

Bupa Insurance Limited have prepared this document to provide an overview of its insurance product. It is intended to help distributors understand the target market and distribution strategy for this product, at point of sale. In addition, distributors should consider whether any changes in a customer's circumstances may result in some features of the product no longer being suitable (for example: dual cover, group size, distribution channel, features and benefits, communication methods or payment method).

Characteristics of target market

The product is designed for companies, associations or organisations that are UK legal entities, with UK resident employees (Great Britain, Northern Ireland, Channel Islands, Isle of Man):

- have a minimum of 50 employees
- employees and partner dependants are aged from 16 years old. There is no maximum joining age,
- the main member is an employee of the company or a retired employee who at the time of retirement was a main member of the policy
- child dependants are under 24 years old.
- if the company wishes to offer dental insurance as an employee selected benefit (contributing member) they will need ≥ 500 employees.

Objectives, needs and interests of target market

- ✓ Dental Choice is for companies, associations or organisations who want to offer their employees a cost-effective dental insurance product to enable them to maintain/improve their oral health and receive a contribution towards their dental expenses, either with a private or NHS dentist.
- ✓ The employee will receive a contribution towards their dental expenses including preventative and restorative treatments, as well as emergency, injury, orthodontics and oral cancer.
- ✓ There are five levels of cover that can be chosen to suit different budgets and what level of contribution the employee wants to get towards their dental expenses.

Customers for whom the product would not provide the intended value

The product is not designed for employees or dependants:

- ✗ seeking treatment from a non-dental professional
- ✗ seeking cosmetic dental treatment or treatment that isn't clinically necessary
- ✗ seeking surgical implants, bridges or dentures when used to correct a pre-existing condition or gap that occurred before the policy started
- ✗ seeking treatment for oral cancer which was diagnosed, or they had symptoms or investigations before cover started
- ✗ seeking oral cancer treatment or orthodontic treatment outside of the UK.

What is the distribution strategy and is it appropriate for the target market?

Bupa Dental Choice is on sale to new and renewing businesses.

Bupa's distribution strategy is considered appropriate for the target market with products available:

- via BISL (non-advised) through appropriately skilled agents (via telephone, email or face-to-face via the Account Management model) and an

online portal to access quote and policy information needed to make an informed purchase

- via a network of intermediary partners (advised and non-advised), through appropriately trained third party distributors equipped with all the information that they need (target market statement, product information etc.) to recommend Bupa products where appropriate
- Corporate segment – The price is mainly group experience rated with some elements of community rating where needed and is available to employers:
 - funding the Scheme on behalf of ≥ 250 employees
 - offering the Scheme to ≥ 500 employees that will fund the benefit themselves (contributing member).