



Bupa Wellbeing Health Expenses Cash Plan (BWHE)

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

A product specifically designed for a sponsor or an employee of the sponsor (or a partner of the sponsor if a partnership) living permanently in the UK. Sponsor means the entity with whom Bupa have entered into an agreement to provide cover. Where there is a sponsor funded arrangement, the sponsor must fund premium in full for the membership level the sponsor specifies. However, the sponsors' employees can have the option to upgrade to a higher membership level, at their own cost. Once accepted as a main member, there is no maximum age limit for being a main member on this policy.

- There must be a minimum of two employees.
- Employees and partner dependants are aged between 18 and 69 years old at the point of joining.
- 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.

Where the company wishes to pay for the policy for their employees, a community rated approach will be taken for the following group sizes for new business:

- 2-9
- 10-299
- 300+ (with pricing flexibility)
- policies with 300+ will be priced based upon claims experience.

Renewal pricing will be adjusted according to claims utilisation, from a reduction in premium through to a capped 10%.

Objectives, needs and interests of target market

Bupa Wellbeing & Health Expenses is for employers wanting to offer their employees coverage for routine health expenses such as: dental, optical, therapies, prescriptions, Bupa health assessments and consultations and diagnostic tests or scans. There are two products within BWHE which allow different levels of EAP cover, the company chooses which level they would like to offer.

Employees will receive cash back on their routine health expenses, depending on the level of cover selected and up to their benefit entitlement.

Customers for whom the product would not provide the intended value

The product is not designed for:

- ✗ employees seeking to claim money back towards non-health or non-wellbeing related expenses
- ✗ cover for treatment, goods or services received outside the UK, Channel Islands or Isle of Man
- ✗ this is applicable to partner dependants under the age of 18 or over the age of 69 at time of joining cover
- ✗ child dependants over the age of 24
- ✗ those with comprehensive private health insurance that already covers routine health expenses
- ✗ individuals seeking coverage for major medical expenses or critical illnesses.

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

BWHE is on sale to new and renewing business. The BWHE product is for employers (company-funded) wanting to offer their employees coverage for routine health expenses such as: dental, optical, therapies, prescriptions, Bupa health assessments and consultations and diagnostic tests or scans. Employees

will receive cash back on their routine health expenses, depending on the level of cover selected and up to their benefit entitlement.

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 appropriately designed online journeys (via the website) to equip customers with all the information they need to make an informed purchase decision
- 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.