



Members First
Choose Bupa,
feel the benefits

Launches
30 March
2026

We're making sure costs don't hold your clients back

When your client starts new cover or renews after 30 March 2026, they'll have access to Members First.

It's a brand-new treatment option that means when they get mental health talking therapies through Bupa services, we'll remove any extra costs and outpatient allowances won't be impacted.

Because we figure life has enough surprises – and your clients deserve to feel their best.

Who is Members First for?

It's available to your SME and consumer clients*, as well as corporate clients on the Bupa Evolve Master Trust.

It is available to customers from 11+. 11-17 year olds can access remote services only, 18+ can access remote services or Mindplace clinics.

*Excluding Saga, Benenden, Unit and Standard schemes.

What treatments is it available for?

- Counselling
- Cognitive behavioural therapy (CBT)
- Psychology
- Psychotherapy

How it works

Using Members First is easy with the My Bupa app. Here are the simple steps for your clients.

- 1. Log in to the app** and book a digital appointment with a GP or mental health specialist.
- 2. If it's the right treatment for your client, they'll be referred** for talking therapy.
- 3. They don't need to contact us separately to pre-authorise their care. We'll send them a pre-authorisation code** in the app and by email.
- 4. They can then book** their talking therapy session with a Bupa service, over the phone, video or in person.

Through which types of appointment?

- Over the phone or video with our Talking Therapies team
- In person at a Mindplace, our mental health centres

How does it help your clients?

They won't pay extra costs

That means no excess or co-payment to pay and no impact on their outpatient allowance, no claims discount or low claims bonus, if they have one.

They'll get fast access

We'll aim to get them started with talking therapies in just 10 days.[†]

[†]For initial remote mental health treatment delivered by our talking therapies service, over 90% of customers were offered an appointment within 10 days between November 2025 and January 2026.

They can book with ease

Your clients can book and manage their care with the My Bupa app. All they need to do is log in to use Bluea, digital health by Bupa. If they'd prefer, they can sign in on the web.

They'll get top-quality care

Whether they prefer support over the phone, video or in person, they'll be supported by Bupa experts at every step.

What's next for Members First?

Mental health is our first area of focus, but we're planning to introduce treatment for more conditions in the future.

Keep an eye out over the coming months for news from us about the future of Members First.

For more information contact your account manager

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