

New, reduced base rates for Bupa Global

Dear Intermediary Partner,

As I'm sure you'll understand there are generational shifts happening in the IPMI market. New customer demands, claiming behaviour and medical inflation mean that getting the pricing right is a challenge for the whole industry. The sustainability of the IPMI industry is one of our key priorities, as highlighted when we launched our 2028 Strategy earlier in March, and pricing is a significant part of that.

That's why we're changing our approach.

As part of our new strategy and our business transformation, we're developing a more dynamic and transparent pricing process. As part of that, we're delighted to let you know that we've reduced our base rates on some products in UK and Africa.

With no stakeholders, we are able to re-invest our profits directly back into Bupa - it's just one of the things that makes Bupa Global different. Our purpose is very simple: helping people live longer, healthier, happier lives and making a better world.

What does this mean for you and your customers?

These reductions apply to **new business only**, and are already in place for the foreseeable future. To find out more about these changes, or if you would like to requote, please contact your Bupa Global representative.

What Private Medical Insurance with international cover can offer your customers:



Direct access

Direct access to any recognised private hospital, medical provider or clinic within your area of cover



No referral needed

See a specialist without the need for a GP referral, no pre-authorisation required



Health cover that travels

Treatment within plan limits will be covered both at home and abroad.

We hope these changes are welcome news. They mark the start of our more sophisticated pricing approach, more flexible, responsive, and fairer for all our customers.

Please don't hesitate to contact us if you have any questions or would like any further information.

The Individual Broker Team