



Who cares about competitive rates for award winning critical illness cover?

We care.

On 4 August 2009 we will be reviewing our rates for both our critical illness and critical illness with life products. These rate changes follow the series of innovative product enhancements made in April this year and give you even more reasons to recommend Bupa Individual Protection to your client.

These examples illustrate what the new guaranteed level rates from Bupa Health Assurance could mean:

- a male 35 next birthday (non-smoker) with £250,000 of critical illness with life cover over a 30 year term would see his premium reduce by 8.9 percent from £121.34 to £110.54
- a male 35 next birthday (non-smoker) and a female aged 30 at next birthday (non-smoker) wishing to take out £100,000 critical illness with life cover over 25 years would see their premium reduce by 3.9 percent from £56.11 to £53.94

Obtaining a quote couldn't be easier; visit www.bupa.co.uk/bupaindividualprotection and either log in or register. Business submitted using the Bupa Individual Protection online processing system receives an extra 10 percent LAUTRO enhancement.

Pipeline management

If you have already submitted applications, then unless we hear from you, they will be processed on their existing terms.

Existing quotations are valid for 14 days so if you wish to submit an application on those terms received, please do so before the quote expires.

Our revised rates will be applied to any quote obtained after 9am on the 4 August 2009. To speak to your account manager about the rate change or your pipeline business please call our intermediary sales centre on 0845 600 3122*.

Mark Anders
National Sales Manager

* Calls may be recorded and may be monitored.