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## **BUPA INDIVIDUAL PROTECTION MAKES IT QUICKER AND EASIER TO APPLY FOR COVER**

Bupa Individual Protection has increased the number of applications it can accept at point of sale by raising underwriting limits for its critical illness cover, income protection and life plans. These increases will speed up the application process for both customers and intermediaries.

These new limits mean someone aged between 36 and 40 can apply for £400,000 of critical illness cover without the need for a report from their general practitioner

Chris Pollard, Bupa Individual Protection's chief underwriter and head of customer services said: "There are a number of factors that we have taken into consideration when reviewing the limits at which we will obtain medical evidence resulting in increases across the board and particularly with regard to income protection. We have also amended our expert underwriting rules to simplify the process for our intermediaries and customers and increase the volume of cases that receive acceptance terms at point of sale."

Bupa's range of critical illness and income protection products have achieved five star ratings following a recent re-accreditation from Defaqto, a leading independent research company which rates products across the whole market.

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### **Notes to Editors:**

Bupa Individual Protection is provided by Bupa Health Assurance Limited. A private company limited by shares and established in the United Kingdom. Its head office is at The Core, 40 St Thomas Street, Bristol BS1 6JX. Registered in England and Wales No 2774803\* \*Authorised and regulated by the Financial Services Authority. Registered office: Bupa House, 15-19 Bloomsbury Way, London WC1A 2BA.

### **About Bupa:**

Bupa is the UK market leader in health and care with a strong international presence. Established in 1947, it has around 10 million customers in over 190 countries and more than 49,000 employees. Its main interests are health insurance, care homes for older people and young disabled, health assessments, workplace health and childcare services. Bupa Travel offers a bespoke travel insurance service. Sanitas in Spain, MBF, HBA, Mutual Community in Australia and DCA Agedcare in Australia and New Zealand, IHI in Denmark and Health Dialog in the US are all part of the Bupa Group which also has centres in Hong-Kong, Thailand and Saudi Arabia. Bupa is a company limited by guarantee and does not have a share capital. As a result, it can focus on its customers, helping them to live longer, healthier lives and can reinvest all of its profits to do this – this is the dividend that Bupa provides.