

MOMENTUM

Bupa Latin America and the Caribbean, Vol. 2, Issue 2, 2013

SCOTLAND BUPA GLOBAL CONFERENCE 2014

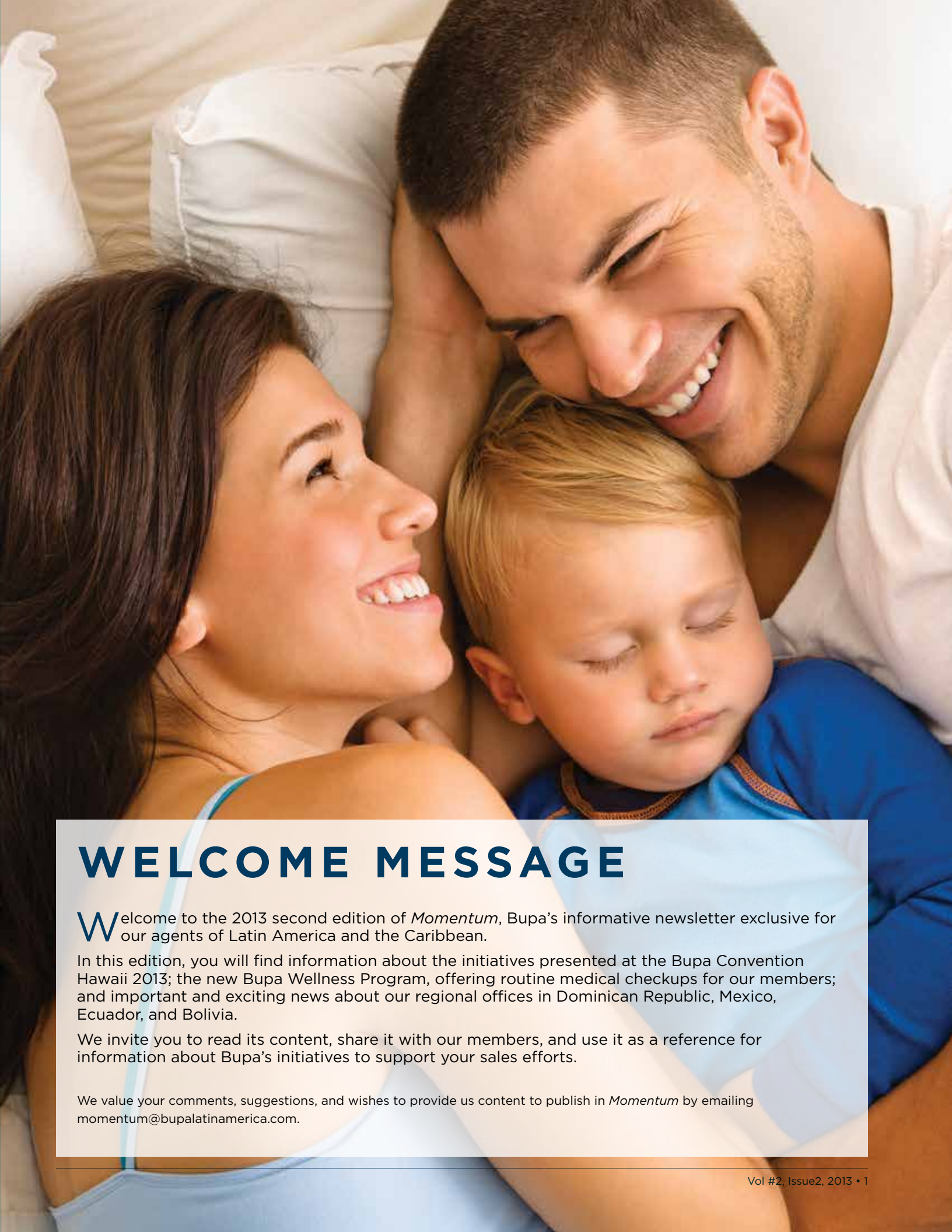
BUPA AWARDED WITH HEALTH
INSURANCE PROVIDER OF THE YEAR

NEW BUPA WELLNESS PROGRAM



Content

Robert Lang Visits Bupa Latin America	2
Health Insurance Provider of the Year	2
Bupa 2012 Financial Results	3
Bupa Acquires New Corporate Account	4
The Bupa Convention 2013 Rewarded Extraordinary Performance	4-5
La Mejor Cobertura	6
New Bupa Wellness Program	7
Bupasalud.com.....	8
Bupa's Online Services.....	9
Bupa Hawaii 2013.....	10-11
Bupa UHC Membership Card.....	12-13
The Importance of Notifying Bupa	14-15
Bupa University.....	16
Bupa Corporate Offers Discounts on the Bupa Care Suite	17
Regional Offices	
Bupa Dominicana	18
Bupa Bolivia.....	18
Bupa Ecuador	19
Bupa Mexico	20-21



WELCOME MESSAGE

Welcome to the 2013 second edition of *Momentum*, Bupa's informative newsletter exclusive for our agents of Latin America and the Caribbean.

In this edition, you will find information about the initiatives presented at the Bupa Convention Hawaii 2013; the new Bupa Wellness Program, offering routine medical checkups for our members; and important and exciting news about our regional offices in Dominican Republic, Mexico, Ecuador, and Bolivia.

We invite you to read its content, share it with our members, and use it as a reference for information about Bupa's initiatives to support your sales efforts.

We value your comments, suggestions, and wishes to provide us content to publish in *Momentum* by emailing momentum@bupalatinamerica.com.

ROBERT LANG VISITS BUPA LATIN AMERICA OFFICES

Last February, Robert Lang, Managing Director of the International Private Medical Insurance (IPMI) Market Unit, to which Bupa Latin America and the Caribbean belongs, visited our headquarters in Miami, Florida.

Robert Lang met with members of the Miami Executive Team and general managers to present them the 2012 results, as well as the goals for 2013. Lang concluded the event expressing his optimism about the opportunities of our business unit: "The Latin American market's potential is limitless; there is no region on this planet with such a great potential like this one."



BUPA AWARDED WITH HEALTH INSURANCE PROVIDER OF THE YEAR 2013

For the fourth year in a row, Bupa has been globally awarded **Health Insurance Provider of the Year** at the **Financial Adviser Life and Pensions British Awards**. Independent Financial Advisers (IFAs) and intermediaries voted Bupa the best in an online poll (www.FTAdviser.com) that asked advisers to nominate the top three providers in each Life and Pensions Awards category - Bupa received more nominations than any other provider to win the Health Insurance category. Bupa won the coveted award after receiving the most votes.

The latest award came just two months after Bupa was awarded **Health Insurance Provider of the Year** at the **Consumer Moneyfacts Awards**.

Bupa won the independent customer experience feedback survey that is the largest of its kind; as well as ranking above its competitors in *Moneyfacts'* independent, technical judging of health insurers' products.

BUPA 2012 FINANCIAL RESULTS

Bupa announced its 2012 annual results reinforcing a significant growth and the global reach of the brand.

US\$13,315.1million

Group Revenue
(Up 4% from 2011)

US\$957.4million

Underlying Surplus Before Tax (Up 8% from 2011)

11.8million

Clients

Results by Market Unit:

International PMI

Bupa International • Bupa Latin America IPMI

US\$1,382.2million

Profit (up by 10% from 2011)

US\$152.5million

Revenue (up by 13% from 2011)

Australia and New Zealand

Bupa Australia • Bupa Care Services Australia
• Bupa Care Services New Zealand

US\$5,633.6million

Profit (up by 9% from 2011)

US\$441.1million

Revenue (up by 12% from 2011)

International Development Markets

Bupa Arabia • Max Bupa, India • Health Dialog, USA • Bupa Hong Kong • Bupa Thailand • Bupa China

US\$360.3million

Profit

US\$18.2million

Losses

UK

Bupa Health and Wellbeing • Bupa Care Services UK • Bupa Cromwell Hospital • Bupa Home Healthcare

US\$4,008.5million

Profit (up by 1% from 2011)

US\$173.9million

Revenue

Spain

Sanitas Seguros • Sanitas Hospitales and New Services • Sanitas Residencial • Sanitas Dental

US\$1,887.6million

Profit

US\$179.8million

Revenue (up by 7% from 2011)

BUPA ACQUIRES NEW CORPORATE ACCOUNT

The Ministry of Foreign Affairs of Mexico, known as *Secretaría de Relaciones Exteriores*, has granted Bupa the contract to globally insure the health of 3,600 Mexican diplomats and their families. This group includes Mexican embassies and consulates around the world.

We thank the Ministry of Foreign Affairs for the confidence deposited in Bupa to service the members and their families. Mexico has 150 representations in 90 countries.



THE BUPA CONVENTION 2013 REWARDED EXTRAORDINARY PERFORMANCE

The Bupa Convention Hawaii 2013 took place in Oahu, Hawaii from April 29 to May 3, congregating more than 100 Producers and their companions.

Rewarding an extraordinary performance in 2012, guests stayed at the prestigious Kahala Hotel & Resort and enjoyed activities like a private dinner aboard the historic USS Missouri battleship at

Bupa Latin America, along with Robert Lang, Managing Director of our International Private Medical Insurance Market Unit, presented the 2012 results and the initiatives and expectations for 2013. Additionally, Producers had the opportunity of scheduling individual business sessions with members of the executive team.



Pearl Harbor catered by one of the best chefs in the island, and sport activities like Golf at one of the best courses in Oahu, the Ko'Olau Golf Club, a visit to the site where Jurassic Park and Lost were filmed, and surfing lessons in the Waikiki beach.

Producers had the opportunity to attend a Business Day, where some of the executives of





Roberto Parra - Suprainvest
First Place



Salvador Cababie - Sacamo
Second Place



Fernando Nava - Grupo Fenam
Third Place

Top Agency

PRESENTING THE BUPA AWARDS

The convention concluded with the famous Gala Night and Award Ceremony, where Bupa unveiled **The Bupa Award** - the new official award to reward agents' extraordinary performance.



José A. García Pedroche
Sacamo
First Place

Top Producer



Ester Tawill Challos
Second Place



Diana Garcia
Grupo Javelly
Third Place

Growth Award



Pedro Rojas
Consultores 3G

TOP OF THE SUITE

BUPA EXCLUSIVE CARE AND BUPA PRIVILEGE CARE

Bupa Exclusive Care and Bupa Privilege Care represent the highest range in the Bupa Care suite offering the best coverage, a new Wellness Program, and important benefits like:



- » Transplant
- » Donor expenses
- » Out-patient prescription drugs
- » Umbilical cord blood storage

Bupa Exclusive Care



Access to the best hospitals and doctors anywhere in the world. A product offering the best access and the highest quality healthcare worldwide for individuals, families, frequent international travelers, and business executives seeking the best coverage.

- » Policy Coverage: US\$10 Million
- » Transplants procedures: US\$2 Million lifetime, per diagnosis
- » Complications of pregnancy: 100%
- » Out-patient drugs: 100%
- » Open network worldwide

Bupa Privilege Care



The ideal option for individuals who want absolute certainty of coverage for themselves and their families when facing serious medical conditions.

- » Policy Coverage: US\$7 Million
- » Transplants procedures: US\$1.5 Million lifetime, per diagnosis
- » Complications of pregnancy: US\$1 Million lifetime
- » Out-patient drugs: 100%
- » Open network worldwide



NEW BUPA WELLNESS PROGRAM

Committed to our purpose of longer, healthier, happier lives, we are pleased to present the new Bupa Wellness Program.

The Bupa Wellness Program offers routine medical checkups to Bupa members affiliated to Exclusive Care and Privilege Care, as well as, Diamond Care and Complete Care, as part of the plan benefits and without additional costs, with the purpose of identifying and preventing health problems.

Members with Advantage Care, Secure Care, Essential Care, and Critical Care, will also be able to enjoy the benefits of this new program through a special rate.

The Bupa Wellness Program is only offered in select hospitals in Ecuador and Mexico at the moment.

For more information, contact the Medical Service Team at +1 (305) 275-1500.



BUPASALUD.COM

A WEBSITE OF HEALTHCARE PARTNERS

Bupasalud.com has been developed with our members in mind as proof of our healthcare partnership. We have the only site in the industry with articles and videos on health and wellbeing in more than 15 categories.

Use it as a sales tool:

Quote our products online - Download our product brochures and consult the product comparative charts.

Interact with our social media networks - Follow us on Facebook© and be part of the Bupa community. Subscribe to our YouTube channel and view our health and wellness videos.

Visit the My Bupa section for Producers - Download a digital version of Momentum, and stay informed on Bupa's latest initiatives to support your sales efforts.

Offer it and share it with our members:

Our expertise in your hands - More than 200 articles in healthcare. Register your email in the **Bupa Life** section under **Health & Wellness** to receive our monthly health newsletter with news about nutrition, exercise, sports, family medicine, and much more.

Health services - Share our health services, including Expert Opinion, second medical opinions with a 95 percent of satisfaction rate from our members.

We invite you to use and share this invaluable informational tool that also gives you access to our providers network in Latin America and the United States, and includes information about our company and our initiatives to maintain a healthy planet.

A decorative background image of several red Ethernet cables with RJ45 connectors, some coiled and some straight, set against a white background.

BUPA ONLINE SERVICES

Having 24/7 access to your business is essential. Bupa Online Services ensures you are able to access information when you need it most.

This valuable online tool offers you access to important information and provide a better service to members anywhere, anytime allowing you to:

- » Quote new business and submit online applications
- » Access membership guides and rate sheets
- » Download brochures with product information
- » Follow up on policies that are up for renewal
- » Process policy renewals
- » Manage your client portfolio and see your commissions
- » Have immediate access to claims' status
- » Access and download policy documents
- » Help members pay policies online

Login Instructions for Producers and Members

If you don't have access to **Bupa's Online Services**, follow these steps to register:

- » Go to our website www.bupalatinamerica.com
- » On the Home page, under the **Online Services** section in the menu on the right, click **Login Help**
- » Download the login instructions for Members and Producers
- » Follow these instructions and start enjoying the benefits of Online Services

Download Renewal Notifications

Follow these steps to download a copy of the **Renewal Notice**:

- » Login to Bupa's Online Services
- » Click on **Portfolio** on the top menu of the home page
- » Click on **Policy Details**
- » In the search option **Select Status**, choose the **Pending** option
- » Identify the policy you wish to see and click on **Docs** under the **Documents** column
- » A list with the documents available for that policy will open in a new window, click on the one you wish to download

Check the Policies that are up for Renewal

To check the policies that are up for renewal, follow these steps:

- » Login to Bupa's Online Services
- » Click on **Portfolio** on the top menu of the home page
- » Click on **Manage My Business** and then on **Renewals**
- » On the next screen you will see the list of all the policies in your portfolio that are up for renewal. The system gives you the option to make a more specific search by policy number, member's name, or range of dates



BUPA CONVENTION HAWAII 2013



Bupa Conventions feature an important business meeting, better known as **Business Day**.

The main initiatives presented during this year's session were:

Bupa on the Web

- » Our interactive website bupalud.com had almost 1 million visits in 2012
- » Bupa Latin America has 7,405 friends on its Facebook page
- » In 2012, around 36,000 visits to bupalud.com were originated through Facebook

Bupa maintains its **unique offer** of services to our members through the following attributes:

- » Financial strength
- » Specialization in healthcare
- » International access
- » Unparalleled service benefits



The Growth of Bupa



- » We continue to expand our product offering :
 - » Launching the new Bupa Essential Options in Ecuador and Bupa Essential Flex in Bolivia to cater to the specific needs of these markets. Page 18-19
- » We continue to expand our presence in Latin America:
 - » We inaugurated a new innovative office in Dominican Republic. Page 18
 - » We opened our seventh office in Mexico. Page 20
 - » We opened the second office in Ecuador in the city of Guayaquil, in addition to the one in Quito. Page 19

We are proud to have reached a **74% score on our customer sati**



Excellence in Service

- » Our new corporate account in Mexico, Ministry of Foreign Affairs, was implemented in 10 days and it is the first group in our new B2B platform in our Amigos+® operating system
- » We continue to reduce the claims turnaround time
- » We opened a new Service Center in Dominican Republic
- » We respond to email in 24 hours or less
- » The new Bupa UHC card is now available in Bupa Online Services for our members with qualifying products
- » Our service of second medical opinions - Expert Opinion, allows our members to consult their cases with three international experts specially selected to each case and working together to help them make informed decisions



Medical Service Team (MST)

- » A reorganization into seven regional teams has resulted in 109 compliments
- » We added a Case Management Team along with the MST, and medical auditors in the countries of service while integrating the InterQual® criteria - guidelines that allow a more effective management of medical cases
- » Our service of second medical opinions, Expert Opinion, generated 152 cases in 2012 with a 95% member satisfaction

Healthcare Partners for Members and Producers

- Our **Before, During** and **After** program offers our members international benefits like:
- » Medical advice
 - » Coordination of medical appointments
 - » Personalized service in the United States
 - » Case closing management with a 97% rate of satisfaction in the excellent and very good category
- More information available on page 14-15

Quality Medical Providers

- » The Hospital Quality Program identifies Bupa Preferred Providers and Bupa Centers of Excellence
- » We negotiated new contracts with hospitals like: Albert Einstein, San Vicente, ABC, Grupo Angeles, Omni, Los Valles y Sanitas
- » We have negotiations in process with 26 hospitals in 10 countries
- » We introduced the Wellness Program. Page 7



Information at your Fingertips - iPad® and iPhone® Apps

- » iPad® and iPhone® - Bupa2Go for producers
- » iPad® - Bupa Mobile for producers
- » iPhone® - MyBupa for members



Partners in Sports

- » We became sponsors of the **Liga Deportiva Universitaria** de Quito soccer team in Ecuador, and the Club Tijuana Xoloitzcuintles de Caliente, better known as Xolos de Tijuana, a first division Mexican soccer league team.

Soon, much more

sfaction survey in 2012 compared to 67% in 2011 and 61% in 2010.



**BUPA UHC
MEMBERSHIP
CARD**

The Bupa UHC Membership Card offers members with qualifying products* an optimized service when seeking medical treatment in the United States, including the U.S. Virgin Islands.

Member Responsibility

Deductibles and coinsurance that are the responsibility of the member must be settled directly with the provider. In most cases, the provider will charge the member the corresponding amount before providing services. If payment is not requested in advance, the provider will request it after services have been rendered.

If the amount requested is greater than the member's responsibility, the member should immediately contact Bupa.

In the event that after having paid the member's responsibility, the final bill shows a lower amount than what was paid, the provider is responsible for reimbursing the difference directly to the patient.

Deposits

If a provider in the United States requests a deposit that does not correspond to a deductible or coinsurance, the member should immediately contact Bupa.

Statements and Bills

Although Bupa is responsible for direct payments to the providers, some members may still receive statements or bills from the providers.

It is important that the member pays the provider only for the amount indicated under member responsibility. In cases where a Verification of Benefits (VOB) was issued, the member responsibility will be clearly indicated.

If in doubt, please forward the statement/bill to bupa@bupalatinamerica.com, or directly to the Service Team of your region.

Provider Payment

The Provider is responsible for billing United Healthcare® directly after services have been rendered. From the day the claim is received, UHC has 30 days to process the claim. Providers submit their claims based on the contracts pre-established with UHC.

Explanation of Benefits (EOB)

A copy of the EOB for claims paid through UHC will be available for members to download in Bupa's Online Services. If the EOB is not yet available, the Customer Service Team will be able to assist members who require a copy.



*Only members with Exclusive Care, Privilege Care, Advantage Care, Complete Care, Diamond Care, Premier 1 Gold, Premier 1 Diamond, and Bupa Worldwide products qualify to receive the Bupa UHC membership card.

THE IMPORTANCE of NOTIFYING BUPA: PERSONALIZED SERVICE

The Claim Process for Bupa Members

Bupa members are encouraged to notify USA Medical Services, Bupa claims administrator, at least 72 hours before receiving medical services. In case of emergencies, members should notify Bupa within 72 hours of treatment.

Reasons to NOTIFY USA Medical Services

- 1 Support** from our medical staff offering guidance to members and their families for the best possible medical care and services: top rated hospitals, reputable physicians, and local and international resources.
- 2 Assistance** in understanding and coordinating members' benefits with direct 24-hour access to our team of physicians and medically trained personnel.
- 3 Access** to medically qualified representatives with extensive experience in the industry to help members avoid or reduce unnecessary medical expenses and overcharges.
- 4 The best possible management** before, during, and after the treatment or service.

BEFORE

Once USA Medical Services is notified, one of our doctors begins handling the case by communicating directly with the patient's doctor and medical facility. As soon as we receive all the necessary information from the provider, including medical records, our professional staff will coordinate direct payment and confirm benefits.

This is how we guarantee our members a smooth admission to the hospital without worrying about payments or reimbursement. Additionally, we are here to coordinate and schedule air ambulances, second medical opinions, appointments with specialists, travel arrangements, and other medical services.

DURING

During treatment and/or hospitalization, our doctors and professional staff continue to monitor the patient by communicating frequently with the doctor and hospital staff, and following up on needed treatments, progress, and outcomes. We can also provide information and support to the member's family about the latest medical advances and treatments.

Members of our medical staff visit patients, contact families to provide assistance, answer questions, and ensure that the patient is receiving the best quality service. Working together with the attending physician, USA Medical Services is able to coordinate in advance the patient's discharge plan to guarantee the continuity of the treatment at home.

AFTER

Following the patient's treatment or discharge from the hospital, our doctors at USA Medical Services will coordinate any follow-up treatment or therapy, and will make the necessary arrangements until the payment of the claim is completed.



Bupa members must notify USA Medical Services at +1 (305) 275-1500. Failure to notify Bupa Latin America may result in a 30% penalty fee.*

HOW TO SUBMIT A CLAIM FOR REFUND

Please verify the Claim Form is completed entirely before submitting for reimbursement by enclosing the following:

- » Completed Claim Form
- » Medical information
- » Copy of the prescriptions for medications
- » Original itemized bills
- » Proof of payment

If a claim is received incomplete, the process will be temporarily closed pending

the additional requested information. The Explanation of Benefits (EOB) will indicate the documentation needed to complete the process. **To reduce the processing turnaround time, all requested documentation must be gathered before submitting a claim for reimbursement.**

For a detailed list of the information required to fill out a claim form, and assist members expediting the processing of their claims, please visit Bupa's Online Services under **How to Complete the Claim Form**, on the **Rate Sheets, Forms, and Questionnaires** menu. Claim forms are also available to download in Online Services.

*Depending on the product



BUPA UNIVERSITY

Bupa University, the interactive training tool to enhance and reward your knowledge about Bupa, has been updated for 2013.

To get certified, you must complete a minimum of 25 quizzes and obtain a minimum score of 90% on the last ten quizzes. If you do not attain the minimum score, you may try as many times as you wish as only the last ten quizzes are counted.

Producers who received their certification in 2012 will only have to answer ten questions per test.

Agencies, Producers, and their staff are welcome to participate. The more you participate, the more chances to win you will get. The agent that receives the highest quarterly score will be rewarded with an iPad®.

Register at www.bupauniversity.com and get started!

BUPA CORPORATE OFFERS DISCOUNTS ON THE BUPA CARE SUITE

Bupa is pleased to offer Organizations, Associations (O&As), and Companies, a specially designed discount for the Latin American and Caribbean markets.

Clinics, hospitals, medical associations, lawyer associations, and Rotary clubs, among other organizations, qualify to receive the following group discounts:

Main Policyholders	Discount
10-19	5%
20-49	10%
50+	15%

Bupa Critical Care is subject to its own discount criteria

All sales count towards your qualification for Producer incentives like the Global Conference 2014 and the Personal Policy Incentive.

The Sales Department reserves the right to confirm eligibility prior to applying any discount.

BUPA DOMINICANA



Bupa Opens Offices in Dominican Republic

Committed to reach millions more people around the world, Bupa reinforces its presence in the Latin American market with the opening of its offices in Santo Domingo, Dominican Republic.

With a campaign slogan “**11 million reasons to get to you,**” in reference to the more than 11 million members,* Bupa Dominicana enters the local market with three new and exclusive product offerings: **Bupa Elite Care** and **Bupa Unique Care** for the individual segment, and **Bupa Corporate Care** for the corporate clients.

On April 10, the British Ambassador in the Dominican Republic, members of the Bupa Latin America and the Caribbean executive team, and several producers gathered at a special event to open the new office located in the Acrópolis Center commercial plaza. The official inauguration took place a day later in the Hilton Hotel in Santo Domingo, where local media members joined more than 250 guests including insurance brokers, producers, and the superintendence.

*On campaign's release date before incorporating our operations in Poland. Today, Bupa has more than 13 million members worldwide.

BUPA BOLIVIA

Bupa Bolivia Expands its Product Offering

Bupa Bolivia started the year presenting its new suite of products **Bupa Essential Flex**, offering three new products, **Essential 500**, **Essential 100** and **Essential 50**.

With the purpose of reaching millions longer, healthier, happier lives, Bupa Essential Flex is now available for new business in Bolivia providing options for those who want access to first-class healthcare.

The launching events, held at the Los Tabijos hotel in Santa Cruz, and the Residence of the British Embassy in the city of La Paz, had the presence of producers from the most prestigious insurance agencies in the region, members of the Bupa Latin America executive team, and the local press.



Lorena Parada, Bupa Bolivia General Manager; Ricardo Gonzalez, Bupa Latin America VP of Sales; Ross Denny, United Kingdom Ambassador in Bolivia; Patricia Morato, Bupa Bolivia Business Manager.

BUPA ECUADOR

Bupa Ecuador Presents its New Product Offering – Bupa Essential Options

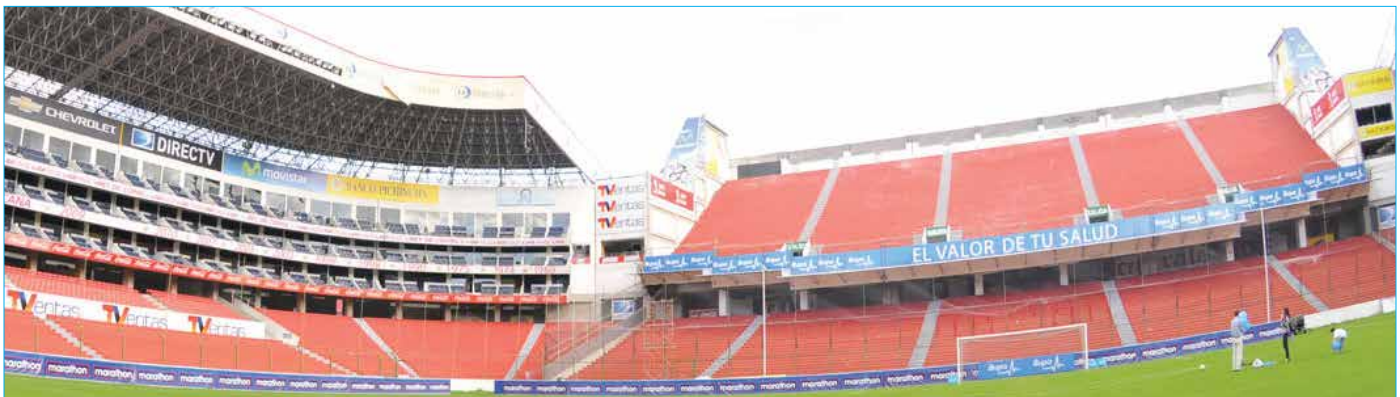


With the purpose of providing more options for those who want to customize access to first-class healthcare and reaching millions more, Bupa Ecuador presented last January the launch of **Bupa Essential Options**. The launching events, which took place at the *Club de la Union* in the city of Quito and the Sheraton Hotel in Guayaquil, counted with the presence of the most renowned insurance agencies in the country, executives from Bupa Latin America and members of the local press.

Bupa Essential Options offers three new products, **Essential 500**, **Essential 100**, and **Essential 50**, and it is now available for new business in Ecuador with the purpose of growing Bupa's presence in the market and reach millions more longer, healthier, happier lives.

Bupa Opened its Doors in Guayaquil

This past March, Bupa Ecuador opened its second office in the region in the city of Guayaquil. With the purpose of providing a better service to our members in the country, the new office is staffed with a customer service and a sales support team to better serve the local market.



Sponsorship of the Best Local Soccer Team

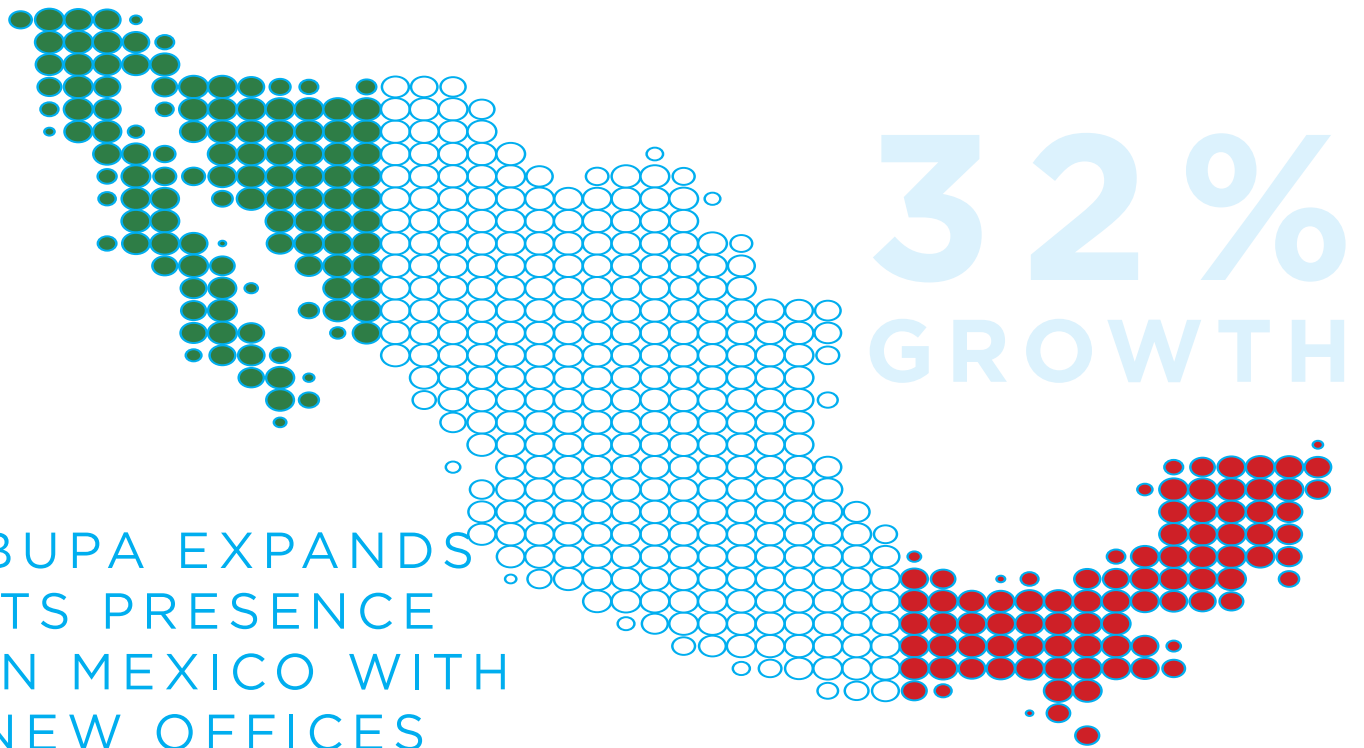
Bupa Ecuador recently signed a brand agreement with the soccer team **Liga Deportiva Universitaria de Quito (LDU)**, better known in the region as LIGA.

Bupa will provide coverage to the members of the team, and its technical and administrative staff, in addition to participating in a marketing campaign focused on the team and

its stadium. The stadium, better known as the *Casa Blanca*, already displays Bupa advertising along the general division south fences, and next to each goal.

LIGA is a first division local soccer team and the Champions of the *Copa Libertadores de América* in 2008.

BUPA MEXICO



BUPA EXPANDS ITS PRESENCE IN MEXICO WITH NEW OFFICES

Last March, Bupa Mexico opened their new corporate office in Lomas de Chapultepec in Mexico City.

The opening of this new office is the result of the commitment and growth of Bupa in the region. In 2012, Bupa Mexico obtained a 32 percent of growth in the country in a sector that generally grows a 10 percent.

The United Kingdom Ambassador in Mexico, Judith Macgregor, attended the inauguration ceremony along with some members of the Bupa Latin America's executive team.

This new addition highlights the rapid growth of Bupa Mexico - seven offices in two years to better serve our customers and potential customers in the country.

BUPA MEXICO OFFERS A NEW CORPORATE PRODUCT AND ACQUIRES ITS FIRST ACCOUNT

Bupa Mexico expanded its product offering to reach corporate clients with the introduction of their new product, Bupa Corporate Care. This new product offers extensive coverage and important benefits, as well as the opportunity to build a customized coverage to suit the different needs of each corporation.

After launching its new corporate product, Bupa got its first account insuring the Mexican first division soccer league champions of the season, the *Club Tijuana Xoloitzcuintles de Caliente*, better known as the **Xolos de Tijuana**. The team chose Bupa for their offer of wide coverage for high-performance professional athletes.





KNOW ABOUT HEALTH INSURANCE FOR A SOCCER TEAM

A story by Joan Lanzagorta published in El Economista, Mexico on April 29, 2013

A couple of weeks ago I received a press release announcing that the Xolos de Tijuana had acquired an international medical insurance for the soccer team.

Since professional teams have very specific needs, it seemed interesting to find out more about it and share with the readers how these are covered.

Therefore, I interviewed Fernando Nava; General Director of the Grupo Fenam, an authorized agency by Bupa Mexico Insurance Company specialized in this type of products.

Fernando explained that soccer teams struggle to get coverage because medical insurance always exclude professional sports.

Instead, the Bupa product they market has no such exclusion, which is a great advantage for those interested.

I asked if this was exclusive to group policies and was surprise to hear that it also covered individuals. Bupa is the first company in the market that offers this product openly, he said.

What is the Coverage this Insurance Offers

In the specific case of soccer teams, Fernando explained they have the need to cover the players on and off the field. That is, any injury they get at a game and even at a training session is covered.

Additionally, they play in international tournaments like the *Copa Libertadores*. They require an international product that covers them anywhere in the world, but that also has the ability to offer direct payment in other countries.

On the other hand, most of the times serious injuries have to be treated by highly specialized physicians. Therefore, this insurance offers a free election of doctors and hospitals anywhere in the world.

Also, since this is an international company with extensive experience, particularly in the United States, the tabulators they handle are significantly higher than those offered in Mexico.

I was curious to know how the direct payment is handled, especially in other countries. Fernando explained that this is one of their greatest value added. Bupa is a company expert in direct payment.

If the member gives notice two or three days before treatment, the company talks to the doctors and hospitals to take care of all the expenses. But also in this

case, the customer is certain that his condition will be covered and he will only have to pay for the deductible.

I found it so interesting that I asked if those same benefits were also available for their individual products.

I was glad to know they do. Fernando added that it should be taken into consideration that this product is not looking to compete with the traditional medical insurance products that are on the market, but it is rather aimed at a specific niche of customers who require a high value added product.

For example, in individual policies high deductibles are handled, from USD 1,000 per person per policy year (with higher amounts options). However, they don't handle coinsurance like the majority of the products sold in Mexico. Even though they handle different products, all their policies are international, therefore, have higher tabulators.

That is why premiums are also higher based on international costs and standards. Anyway, I thought it was a very interesting conversation to know how they insure soccer teams, but also that there are products for individuals that are different from the traditional ones, because this, in my opinion, adds a great value.



BUPA GLOBAL CONFERENCE 2014

Growth Beyond Boundaries. Join Bupa's global leadership in Gleneagles, Scotland

QUALIFICATION CRITERIA (US\$)

	Single	Double
Agent	100,000	130,000
Agency		350,000
Top Table		500,000

TERMS AND CONDITIONS

- All new business must be received, approved, paid, and activated from January 1 to December 31, 2013.
- Qualifications are calculated in US Dollars and will be based on sales according to the corresponding criteria.
- Producer must have an active contract at the time of the convention.
- Any change of Producer and transfers will not be considered.
- Only new sales of Bupa Care products, Bupa Corporate Care, and Bupa Solutions will be valid towards the qualification.
- Sales of Ihi Bupa Travel and any other Bupa products will not be considered, and the IVA is not included as part of the qualification total.
- The 24 year old policies and transfers from legacy to Bupa would not be considered.
- Only qualifying agents can attend convention, agency employees do not qualify to attend convention.
- Hotel reservations and airfare are non-transferable and cannot be redeemed for their currency value.
- Qualifications may not be transferred to coworkers, sub-producers, family members, or anyone else other than the qualified producer.
- Bupa reserves the right of qualification of agents and agencies.
- We reserve the right to modify the conditions, approve or deny qualified producers and/or their guests from attending the convention, and/or cancel the convention without prior notification.
- This is a non transferable invitational program.