

**Making a  
difference in  
health and care**



*Health & Caring*

**6m+**

customers in Australia  
and New Zealand.

**84,000**

employees  
worldwide.



**190**

operating  
countries.



**32m**

customers  
worldwide.

## About Bupa

**Bupa is a diverse health and care company committed to our purpose of longer, healthier, happier lives.**

An international health and care group, we support 32 million customers in 190 countries and employ 84,000 people. We draw upon the knowledge and experience gained across the world to make a real difference to the communities in which we operate. We have no shareholders and reinvest our profits into improving the quality of health and care services.

We're passionate about making a difference through the way health and care is delivered to our customers, and society more broadly.

## Our history and heritage

Bupa has always been committed to health and care. We began operations in 1947 in the UK when 17 provident associations joined to form Bupa with the purpose of preventing, relieving and curing sickness and ill health of every kind.

Today, this lives on through our purpose of longer, healthier, happier lives.

Our history goes back even earlier in Australia, established in the 1930s to provide a solution to people who could not afford doctors' fees.



## Our Bupa 2020 vision

Bupa 2020 defines how we will pursue our distinctive and inspiring purpose for the benefit of customers and society more broadly.

### Our goals:

**A health and care partner to millions more people around the world.**

**Extraordinary business performance, which will ultimately provide the means for us to reach more people and better fulfil our purpose.**

**People love working at Bupa.**

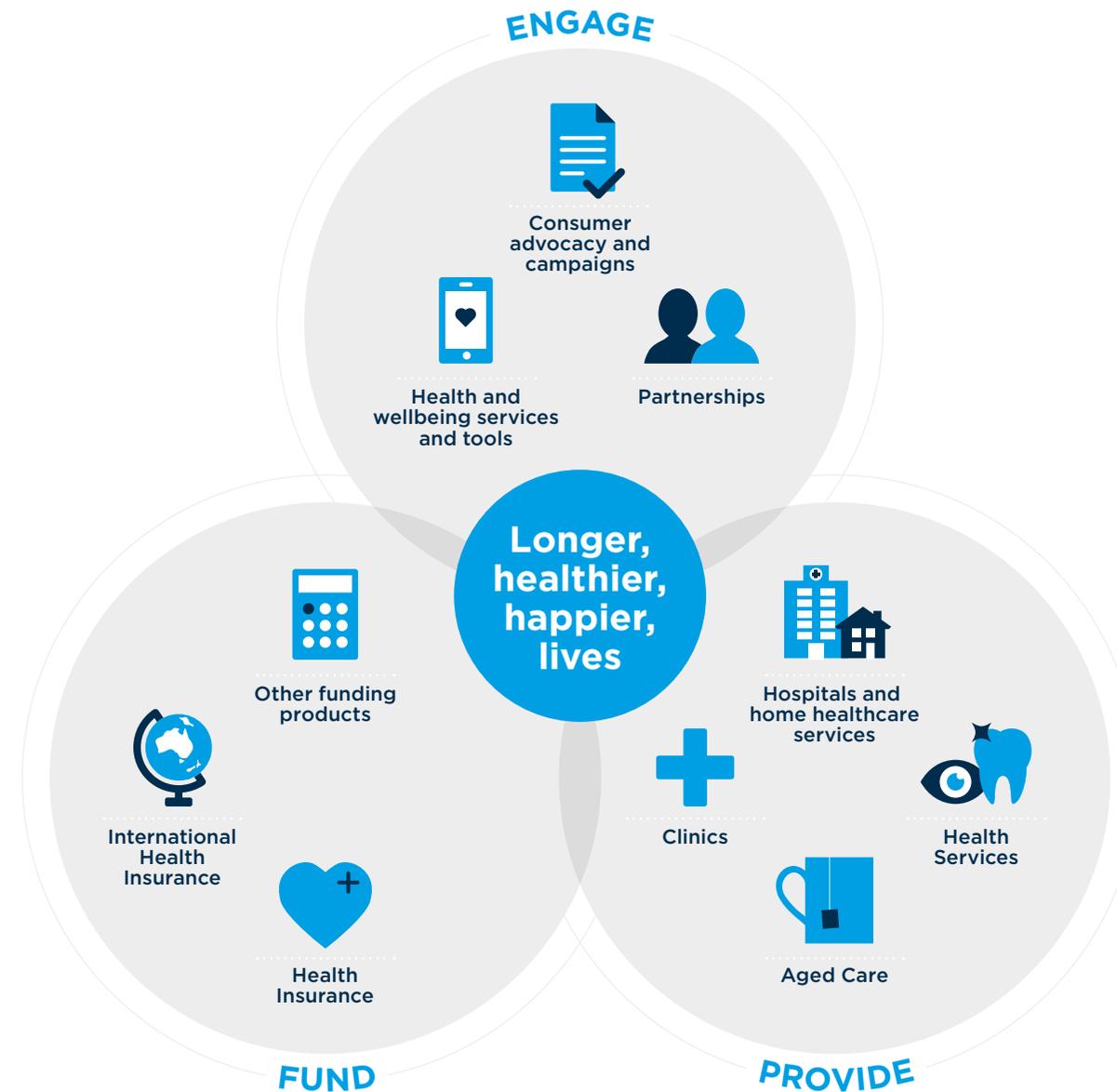
**Give more people access to advice and care that is right for them as individuals.**

**Obsessive about making quality health and care affordable and accessible.**

**Tackle the toughest challenges in health and care.**

## An international business

Using our global experience and varied skills, we deliver quality, coordinated care to our customers throughout their lives.



## Our people

Achieving our ambitious goals depends on the talent of all our people, working in new and innovative ways to bring our purpose to life. Diversity is essential to delivering business performance so that we can better understand and meet the needs of our broad customer base.

In Australia and New Zealand we employ over 18,000 people. Our values underpin our purpose, our people and culture, and the way health and care is delivered to our customers.



We strive to be passionate, open, accountable, caring, authentic, courageous and extraordinary.



### Passionate and caring

Building on the Map of Life initiative, a program designed to help Bupa Aged Care workers better understand the personal history of those they care for, Dianne Belle, Lifestyle Coordinator, and the team at Bupa Windsor, created the 'Wishing Tree'. Here, residents can place a specific dream or unfulfilled ambition onto the 'tree' and the Bupa team consider how best to bring it to life.

The initiative aims to make our residents' lives as fulfilling and joyful as possible, in addition to providing opportunities to connect with the wider community.

Dianne says that with the backing of a strong team, it's possible to bring to life happy moments for residents.

**"It's not just about coming to work and doing things like showering residents. It's about creating meaningful moments and going the extra mile, because when people move into a care home, they don't stop living."**

Dianne Belle,  
Lifestyle Coordinator,  
Bupa Windsor, Victoria, Australia.

# Making a difference in health and care



**250,000**

Bupa Medical Visa Services providing approximately 250,000 examinations each year.

**100+**

Supporting more than 100 health and care projects through the Bupa Health Foundation.

**4.7m**

Supporting over 4.7 million Health Insurance customers in their health and wellbeing.



**200+**

Dental practices in Australia and New Zealand, the region's largest provider.

**125+**

Over 125 Aged Care homes in Australia and New Zealand, the largest private Aged Care provider in the region.

Personalised care through Bupa GP Clinics and GPs in Aged Care homes.



**40,000**

Supporting 40,000 people annually to live well through personal health coaching and chronic disease management services.

**35+**

A fast-growing network of Optical stores.

# Our health and care services

In Australia and New Zealand Bupa supports over 6 million customers through a broad range of health and care services.



Health Insurance

We support our members by providing hospital, extras and ambulance cover; insurance for overseas students and international visitors; and corporate health plans.

Bupa also offers members coverage for all life moments, including travel, pet, life, motor, and home and contents insurance.



Aged Care

Our people are committed to delivering personalised care and strive to make a positive difference to the lives of our residents every day, through respite, residential and specialised dementia care. In Australia, we care for more than 6,000 residents across a growing network of more than 70 care homes. In New Zealand, we provide residential care to over 5,000 people in 60 care homes and 30 retirement villages.



Rehabilitation

Bupa New Zealand's residential rehabilitation services support patients who have sustained an injury to relearn daily living skills and live as independently as they can through a personalised rehabilitation program.



Dental

Bupa is Australia and New Zealand's largest dental provider. Through more than 200 clinics across both countries, we are committed to making high quality and great value dental care easily accessible.



Optical

Bupa Optical has more than 35 stores in key locations around Australia. Our optometrists provide specialist eye care, including advice and information about how customers can benefit from correct lenses, frames and contact lenses. We provide bulk billed, comprehensive eye examinations, helping customers find the perfect frame.



Medical

Bupa offers GP services in Australia through clinics open to all members of the public. Our GP model seeks to provide comprehensive and personalised health and care.

Bupa Medical TeleHealth is one of Australia's most widely used health coaching services in the prevention of chronic disease. Our specially trained professionals provide personalised telephone health coaching services for individuals and workplaces, to help our customers stay motivated and supported to manage their health.



Medical Visa Services

We provide medical examinations and processing services on behalf of Australia's Department of Immigration and Border Protection to around 250,000 visa applicants each year. Recently this service has expanded to include processing medical assessments for Australians travelling to Canada and New Zealand.



Hearing

Untreated hearing loss can have a significant impact on quality of life. Bupa's audiology services provide Australians with access to convenient and affordable hearing treatment options, offering free screenings and a range of hearing aid options at selected Bupa Optical stores.

## High quality, person-centred care



### Setting the benchmark for quality aged care into the future

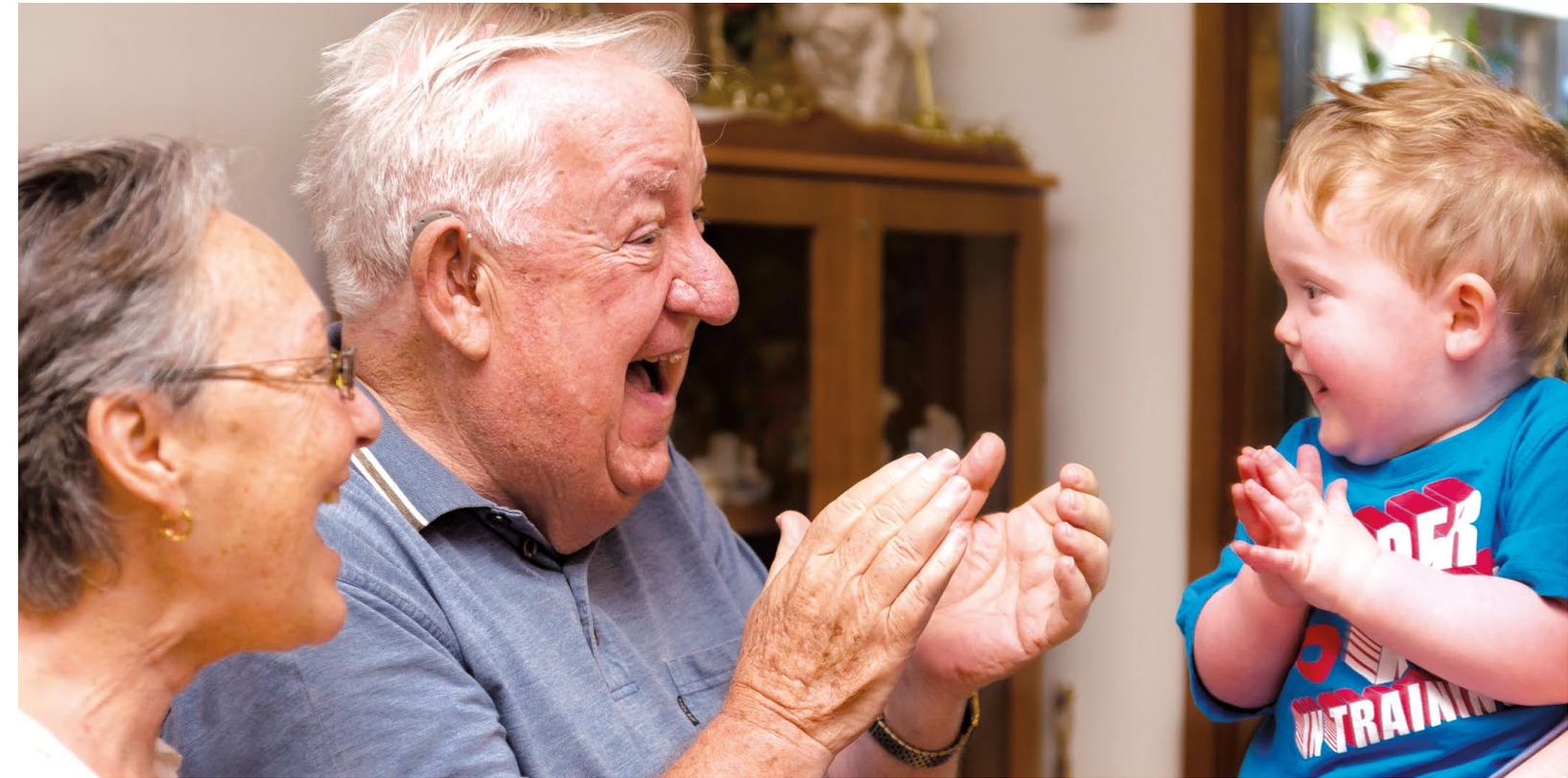
Bupa is reshaping the way care is delivered in residential aged care through an innovative, new Model of Care. The Bupa Model of Care is an industry-leading service model that places each resident at the centre of everything we do. This provides residents with greater and more immediate access to medical services, including GPs in some homes, and increased choice for how and where they receive care.

In New Zealand, in addition to providing aged care, we empower people to live independently with personal medical alarms, and our villages provide independent living options.

### Specialists in dementia care and support

In Australia, approximately 70 per cent of our residents are living with dementia. In New Zealand, we provide around one third of the country's specialised residential places for people living with the condition.

Our commitment to personalised care is at the forefront of shaping the way we support residents living with dementia. Each resident, in consultation with their relatives and care home team members, creates a 'Map of Life' so our people are enabled to fully understand the person and tailor care unique to that resident.



## Intergenerational connections

**“Often it’s the simple things residents love, like watching the children reach milestones or teaching them to high five. The children love our residents – they do not see or define the person by their dementia.”**

Heather McKibbin,  
Bupa Dementia Services  
Consultant for Aged Care.

The Bupa Bellarine Treasures playgroup was established in 2006 in conjunction with Playgroups Victoria in Australia. Held fortnightly, the playgroup enables our residents to form a bond with local children. This intergenerational interaction has provided some extraordinary benefits to residents.

One resident, unable to communicate due to her dementia, is able to sing nursery rhymes when she is with children.

For residents, being with children can bring back memories of their own parenting and childhoods.

As advocates for people living with dementia we need to understand what can prompt a positive moment for a person, and how we can support them to have more meaningful moments. This playgroup is one example of how Bupa endeavours to support our residents to live well with dementia, while also creating deeper connections with local communities.

## Improving and sustaining health outcomes



### Promoting prevention

**“The best part of my job is helping people through some of their biggest challenges. It’s a privilege to be able to build relationships with patients and be part of their lives.”**

Dr Rob Way, GP,  
Bupa Medical's Sydney CBD  
and Chatswood clinics.

Dr Rob Way is a GP at Bupa Medical's Sydney CBD and Chatswood clinics and is passionate about supporting patients through their most important life moments.

To allow for holistic care, Dr Way feels it's important to spend more time with patients to understand their health needs and what they would like to get out of an appointment. He estimates about 40 per cent of consultations are about preventative health, which he considers a positive shift in care.

Bupa's GP clinics, where possible, are co-located with other Bupa services, providing customers with easy access to broader services to support their health and wellbeing.

Technology has enabled a deeper understanding of medical conditions in the community. Rob feels GPs will play an increasingly important role in guiding people through all the health information available to them. This will help them take on a coaching role to empower their own health and recovery.



### From wheels to high heels

Sarah came to Bupa Hamilton, New Zealand, in a wheelchair, fully dependant on staff for her personal care after being diagnosed with Guillain-Barré syndrome. Sarah often admired the Bupa manager's high heels and was determined to be able to wear her own heels again.

Bupa's occupational therapist and physiotherapist worked with Sarah to develop a personalised plan to improve her level of function incorporating Sarah's own goal setting milestones.

During her time at Bupa, Sarah started to mobilise over short distances. Before long, she was able to walk freely around the facility. Following her successful rehabilitation, Sarah returned to Bupa wearing her high heels, bringing tears of joy to the team.

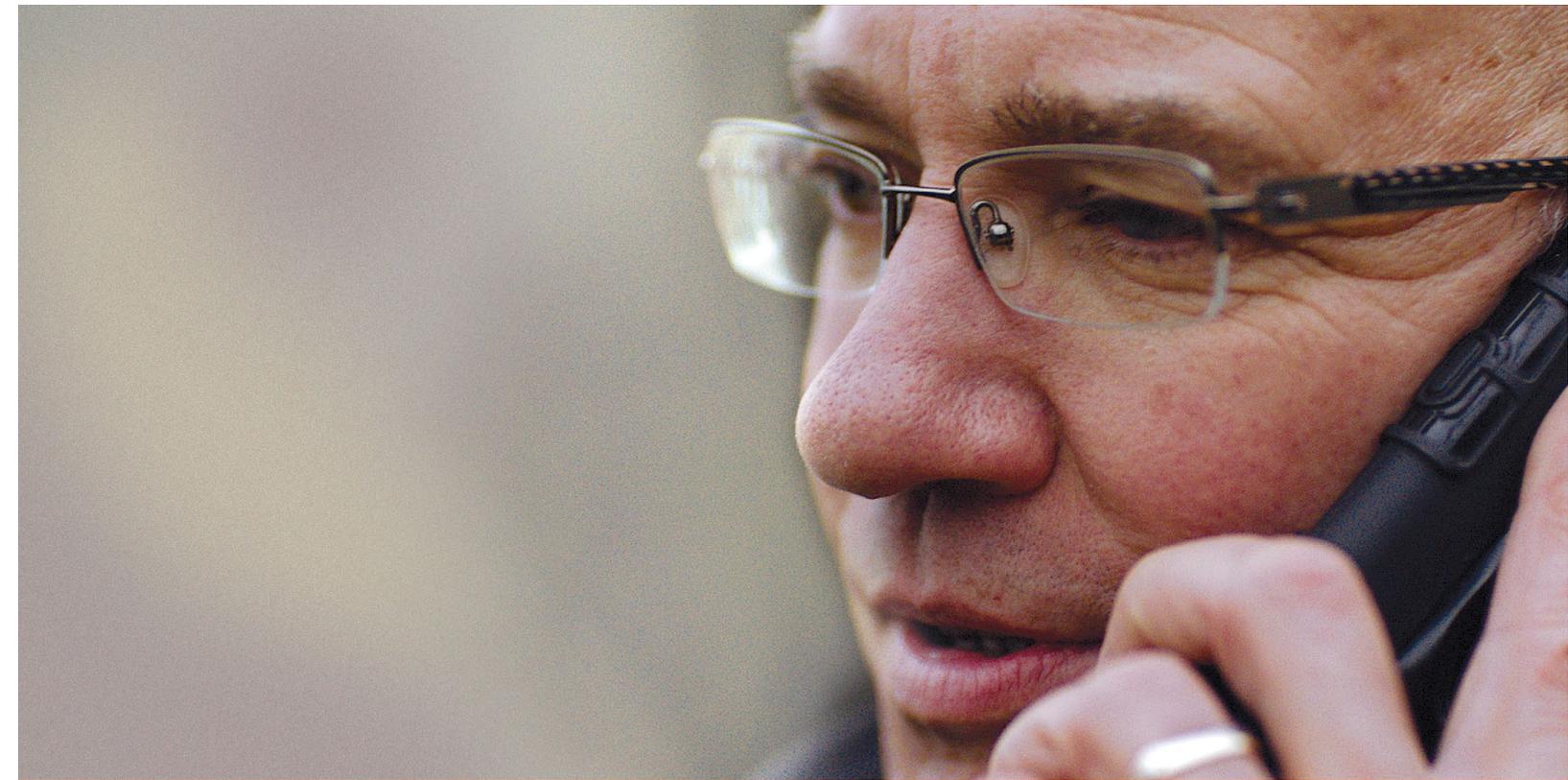
## Championing quality and transparency



**Working in partnership with hospitals and health providers, Bupa is able to deliver high-value and affordable care throughout our customers' health journeys.**

Our Pay for Quality initiative with private hospital provider, Healthscope, shifts the focus from cost to value-for-money healthcare, facilitating better outcomes in the areas of clinical quality and safety.

Our focus extends to cardiovascular disease management. Bupa health insurance members have access to the COACH Program following hospitalisation for a cardiac or stroke related illness. A qualified dietitian works closely with the patient's doctor to identify steps they can take to reduce the likelihood of future complications providing guidance over the phone to support individuals in their recovery.



## Staying well after a heart attack

As an active 55-year-old and avid cyclist, John Langdon didn't consider himself to be at risk of heart failure, until a morning bike ride led to an alarming wake-up call.

John went to the hospital, where tests revealed that one artery was 90 per cent blocked and the other side was 100 per cent obstructed. John had two stents put in to aid his recovery. Post operation, through Bupa, John was able to work with COACH Christina in relation to his diet and lifestyle.

Ten months on, John has made a full recovery.

**"I went for a bike ride for about an hour, and I came home and was just about to have something to eat. Then I went numb down my right side and felt a bit queasy and dizzy, and I told my wife that I thought I was having a heart attack."**

John Langdon

## Making a positive and sustainable impact in the community

### Innovation through research

The Bupa Health Foundation has been translating breakthrough research into real health improvements for over 10 years.

Through our collaborative partnerships, we play a leading role in nurturing breakthrough ideas and investing in programs that positively impact health policy and practice.

The Bupa Health Foundation has invested over \$26 million to support more than 100 health and care projects.

### FoodSwitch

FoodSwitch, the free health app developed by The George Institute for Global Health and Bupa Australia, provides easy-to-understand nutritional information on packaged food products and gives shoppers recommendations to switch to healthier options. Over 675,000 people across Australia and New Zealand have downloaded the app.

### Closing the gap

Bupa has committed to closing the health gap for Aboriginal and Torres Strait Islander Australians through the launch of its inaugural Reconciliation Action Plan.

We're passionate about the possibility of using our broad experience in health and care to partner with Aboriginal and Torres Strait Islander peoples and organisations to drive real and measurable health improvements in those communities.

### Promoting a healthy planet

We're committed to reducing our impact on the environment and were awarded Sustainability Winner in The Australian Business Awards 2015 for our work in carbon reduction. Bupa Aged Care is now the largest, privately owned rooftop solar power generator in the country, cutting more than 1,500 tonnes of carbon emissions annually and generating more than 15 per cent of electricity used in delivering its services.



## Helping kids in rural Australia find their voices

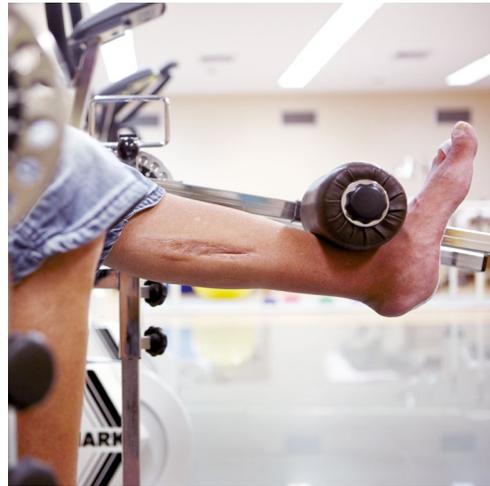
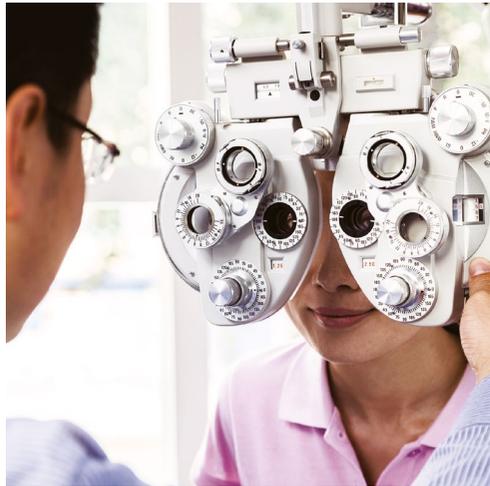
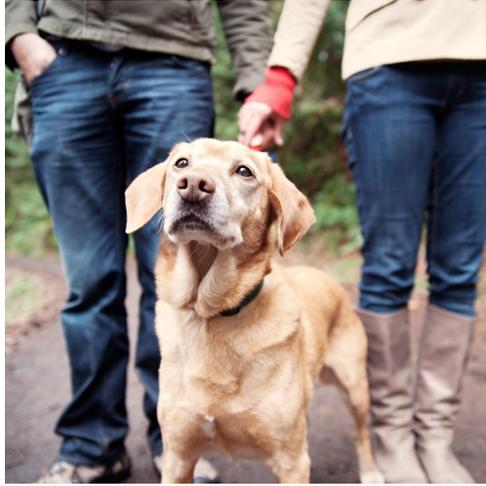
Speech difficulties, when left untreated, can cause social isolation and anxiety, behavioural difficulties, and reduced academic achievement and career prospects. The Bupa Health Foundation's partnership with Royal Far West in Sydney, Australia, enables programs that help children with speech issues in regional areas.

The programs and screening services connect children with appropriate support and provide educational tools to teachers and local health professionals.

With the support of the Bupa Health Foundation, Royal Far West supports children to live as happy, healthy, contributing members within their communities.

**“Royal Far West liaises with local schools and professionals to implement goals and strategies. We provide video conferencing to local schools with involvement from teachers, principals, learning support staff and parents.”**

Jessica McGrath,  
Speech Pathologist  
Royal Far West.



**We're bringing  
a little more  
care to health  
and care.**



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