

Bupa Cash Plan. Operations Update FAQs



Operating platform

Why are you making this change?

We're transitioning to an improved Cash Plan operating platform so we can provide the best experience for our customers. The move will help us improve our proposition and realise our digital ambitions. This includes the introduction of Bupa Touch and Bupa Connect, as well as a digital proposition development.

What improvements can we expect to see?

From 1 August 2024, you'll see:

- annual renewable contracts for the first time
- faster admin, better invoicing and more efficient quote enrol processes
- increased flexibility and capability to support proposition development
- improved MI to support you and your clients

Pricing

What is changing?

Our prices will be increasing in line with medical inflation and usage.

What is the new pricing model?

- We know that maintaining our community-rated approach is important. That's why we'll continue to community-rate our book.
- Following the move to annual contracts, renewal pricing will involve performance related adjustments. This helps to manage the risk profile of our community-rated book. These adjustments will be in both directions, with our intended approach being a maximum loading of 10% for groups under 1,000 registrations.

- We'll be introducing new group sizes. These are: 2-9, 10-299, and 300+. For groups with 300+ registrations, pricing flexibility is available.

How does the new pricing model compare to the previous model?

Our new pricing structure allows for a more dynamic approach to our pricing, with increased functionality and flexibility.

Are there any discounts or promotions available?

There are no promotions available at the moment. We will have the ability to offer discounts in the new pricing model for Cash Plan groups with 300+ registrations, based on certain criteria.

When will the new pricing model take effect?

The new pricing model will affect any quotes issued for a start date on or after 1 August 2024. Any quotes issued for a start date before 1 August 2024 will use the current pricing model.

Product

What specific changes are being made to the product?

- **Over Aged Dependants:** Previously, a child dependant's cover would lapse at the end of the month of their 24th birthday. Now, their cover will lapse at the next annual renewal following their 24th birthday.
- **Birth and Adoption Benefit:** We're reducing the qualifying period to access this benefit from 12 months to 6 months. This benefits Cash Plan 100 customers only.
- **Hospital Benefits:** We've removed the mental health exclusions from our hospital day-case and in-patient benefits.

Changes to our product processes:

- **Annual Renewal Contracts:** We'll be moving from monthly to annual renewal contracts. This will mean an annual renewal cycle for customers. Members can make changes during the annual renewal window or as a result of specific life events, such as marriage or the birth of a child.
- **Upgrades via Direct Debit:** Members won't be able to upgrade their Cash Plan cover via Direct Debit. They can do this through a salary sacrifice arrangement, via their employer, at the annual renewal period or during specific life events throughout the year.
- **Membership Data:** We'll provide you with a new membership template for clients to submit their details to us. We'll no longer have a cut-off date for changes in a month. We'll only be able to make membership level changes at the annual renewal date or during specific life events throughout the year.
- **Dependant Details:** We'll need dependant details at the final quote stage. Our new membership template will help. Dependant details that are provided after the policy has gone live will not be added on to the policy until the policy renews.

Why are we making these changes?

These changes are the first stage in developing our proposition. They are being introduced based on market feedback and with a view of improving our customers' experience.

Are there any changes to the terms and conditions?

Our literature and terms of business have been updated to support the changes.

Customer support process

Are there any changes to the quoting process?

We'll need a full membership list to provide a final quote. This will help us onboard your clients quicker.

How do I contact you to get a quote?

Please keep using your existing channels. Quotes for August 2024 onward are on hold until our new platform goes live. We'll provide you terms on 15 July or shortly after this date.

What will the onboarding process look like?

We've improved our onboarding journey. We'll collect members' information at the final quote stage. This will support quicker turnaround times for your clients.

Will I still be able to get MI for my Cash Plan clients?

We'll provide the MI you currently receive. Our new system also allows us to give you enhanced MI to support insights for you and your clients.

Will the invoicing process be the same?

Customers will no longer need to log in to the Corrivo platform to receive invoices. We'll post invoices initially, with the aim of providing digital invoices in the future. Our new system will allow for a more automated invoicing process, helping to improve the data you receive.

Support materials

What help will there be to communicate these changes to clients?

We'll send you support materials to help communicate these changes to your clients. If there's anything specific you think might help, please let us know.

Who can I contact for support and feedback?

Your account manager and the Cash Plan team are on hand to help.

Renewal Process

What is the new renewal process?

We'll send renewal terms to your clients towards the end of their annual contracts. Clients will have the opportunity to review any benefits and provide any membership updates ahead of renewing their scheme.

Will there be any changes to existing renewal dates?

Renewal dates will be based on the joining date for new business customers, or the inception month for existing customers.

Are there any specific requirements for renewal?

Customers will need to send their membership list and then accept their new quote to retain their cover.

What if my client can't provide a full membership list as they are waiting for their benefit window to close?

In these cases, we'll provide indicative terms until we receive the full membership list. We'll then provide a final quote.

What happens if a client misses the renewal deadline?

If your client misses their renewal deadline, their cover will lapse. We may be able to backdate customers in some cases. We'll assess each request on a case-by-case basis.

Is there any flexibility in the renewal terms?

There will be different pricing criteria depending on the group size. Groups will be able to request additional quotes to vary their cover level.

Existing Customers

What do these changes mean for existing Bupa Cash Plan customers?

We aim to transition our existing customers later this year, by their renewal date. We'll contact you to tell you how we'll be communicating these changes.

Should existing customers anticipate a price increase?

In most cases, customers will see an increase in the cost of their cover. We'll contact you with what this means for your clients.

What else do I need to know?

We're always looking for ways to improve our products and services to make doing business with us easier.

Here's what else we've been working on:

For you

- We've streamlined our email processes to make it quicker for us to action your change requests. This means fewer emails with password protected attachments being blocked or delayed.
- We're continually working on new marketing materials to help support your customer conversations and drive engagement with our propositions.

For your customers

- We've made it easier to identify recognised therapy practitioners. This will help reduce declined claims.
- We're supporting switch business customers by removing wait periods and covering customers over 69 years old.
- We've simplified several of our processes, including dental injury claims and bereavement.
- We've made our claims processes easier to understand in our literature.

On average this year, our claims turnaround time is four days. We're working to improve this further.

Any other questions about Cash Plan?

We're here to help.

For Corporate queries, please contact your account manager.

For SME queries, please contact cashplanquotes@bupa.com or call **0345 266 1786**, option 2.