



In a country where life expectancy is about 67 years (Source: United Nations Development Programme), communicable diseases rampant and cost of medical treatment spiralling, one would have imagined that Indians would be one of the most heavily insured people in the world. The truth is that less than 5% of the population is covered by health insurance. In this market, 28 companies are battling the odds. So in this highly aggressive climate it's uncommon for a company to say that more than your money they want you healthy and safe, and live its promise. At Max Bupa it is, indeed, the customers' health first. Not surprisingly, today, more than 2 million individuals and families are covered by Max Bupa.

**Market**

There are three conflicts that plague the Indian health insurance industry: the belief people have in their infallibility, the deep-rooted faith in the neighbourhood quack and the high-levels of suspicion that mis-selling has aroused.

To bring it on even keel, 28 players are waging a relentless battle against low involvement amongst potential customers, low awareness, prevalence of myths and poor product differentiation. But that notwithstanding, the truth is that health care costs have spiralled dramatically and with the incidence of lifestyle diseases – particularly in urban India – on the rise, there has never been a greater need for health insurance than now. Today, the Indian health insurance space continues to be a sunrise industry but faces a severe test.

**Achievements**

In this tumultuous market many companies are working hard to reach their audiences and create a palpable difference. Amongst the hardest working is Max Bupa and because of this it has gained acceptance and recognition from many quarters for its unique purpose, product innovation, strong customer focus and differentiated strategy.

The awards and accolades conferred upon it tell a stirring story of grit and determination. Max Bupa was felicitated with Claims Service Leader of the Year at the India Insurance Awards 2015, Most Trusted Health Insurance Brand in the India Brand Trust Report 2014 and 2015, the IT Leadership Award at the Asia Insurance



is instrumental in Max Bupa being perceived as one of the most trusted insurance players in India.

An experienced and talented team of leaders drives the strategic direction of the company. The management team at Max Bupa is focused on providing its

Technology and the Model Insurer of the Year Award. The company's flagship health initiative, *Max Bupa Walk for Health* won it the Innovation Marketing award at the Loyalty Summit 2014. Its latest felicitation comes at the Golden Peacock Awards 2015 for its Heartbeat Health Insurance Plan, recognised as the most Innovative Product of the Year.

**History**

Max Bupa is a 74:26 joint venture between Max India Limited, a multi-business corporate with expertise in life insurance and health care and Bupa, a leading international health care provider with 65 years of health care knowledge. Max Bupa's purpose is to help its customers live healthier, more successful lives by providing expertise as health care partners.

Max Bupa brings together a combination of Bupa's health insurance and customer service expertise with Max India's understanding and experience of the Indian health and insurance sectors. Max Bupa offers quality health insurance services to over 2 million customers through a dedicated team of over 1400 people and a network of 26 offices across sixteen cities including Delhi, Mumbai, Hyderabad, Chennai, Bangalore, Pune, Ludhiana, Chandigarh, Jaipur, Surat, Kochi, Kolkata, Patna, Goa and Jodhpur.

Max Bupa provides individual and family-oriented health insurance policies for Indians across all age groups. The company has a direct working relationship with a network of over 3500 top quality hospitals and health care providers, with plans to extend this to other parts of the country. Max Bupa services customers directly without third party involvement.

The company's core competency lies in understanding customer needs and developing simple and relevant products to address them.

Max Bupa's business rests on six values it calls CREATE: caring, respectful, ethical, accountable, trustworthy and enabling. This value system

customers with products and exemplar services that meet their needs. They believe that this is possible only by creating an exemplary work environment for its employees, where enough opportunities are given to employees to learn and grow within the organisation.

**Product**

Max Bupa offers a highly differentiated and comprehensive health insurance product suite which addresses varying customer needs with products developed to provide comprehensive coverage for individuals and families. The company has been at the forefront of introducing innovative features. Its any-age enrolment – an industry-first – found its way into the IRDAI guidelines, underlining the company's customer-centric approach.

Max Bupa's award winning Heartbeat Health Insurance Plan which caters to individuals, families and extended families serves as a one-stop shop for anyone including retired senior citizens and



**CASHLESS APPROVAL**  
**30** WHEN YOUR FAMILY NEEDS US, WE ARE VERY QUICK.  
**MINUTES**

At Max Bupa, we provide cashless approvals within 30 minutes\* of submission of documents.

**BENEFITS INCLUDE**

- Tax Savings Benefit
- Covers entire family
- Free lock period
- Cashless Claims
- Direct claim settlement
- Assured renewal for life

To know more, visit [www.maxbupa.com](http://www.maxbupa.com) or contact your nearest Health Insurance Advisor

frequent international travellers who seek a comprehensive health insurance plan. It offers cashless international treatment, reduced waiting periods and comprehensive coverage of up to ₹1 crore. The worldwide cashless treatment feature is a part of an indemnity that covers the expenses incurred on the treatment of critical illnesses such as cancer, heart diseases and organ transplant. What makes this policy exceptional is that once diagnosed by a doctor in India the patient can receive treatment in any one of the 190 countries where Bupa is present.

Health Companion Health Insurance Plan is another dynamic product from Max Bupa, which also provides coverage of up to ₹1 crore, covers nineteen relationships in a single policy and has no sub-limit when it comes to hospital accommodation. The Health Assurance is a unique fixed-benefit policy which allows a person to cover for critical illness and hospital cash.

### Recent Developments

Max Bupa is a highly customer-centric company. In a fine example of this, it has developed a unique loyalty initiative that rewards a client's loyalty, irrespective of whether he has had a claim or not. Clients are given a choice to opt for an additional 10% sum insured on renewal or earn loyalty points. This can be peaked to an additional 50% of the original sum insured on continuous renewal, or a client can avail 10% of premium as loyalty points for a host of health and lifestyle products and services.

On account of these and other such consumer-centric measures Max Bupa has grown to control 9% of the business-to-consumer private health insurance market. Given that there are 22 private sector players this is a great accomplishment.

In 2014/15, consequent to favourable regulatory changes impacting the distribution of health insurance products by banks, Max Bupa took the initiative in engaging with several leading banks and non-banking financial corporations. Today, the company has beneficial agreements with Standard Chartered Bank, Federal Bank, RBL Bank, Deutsche Bank, Bajaj Finserv and Muthoot Finance and with top TPD partners such as NJ Brokers, Policy Bazaar etc.

The one significant pain point for health insurance customers is getting cashless approvals quickly. As a concerned company, Max Bupa has made this into a core principle, urging its employees to be sensitive to this pressing client need. In line with the exemplary service principle, the team has now taken a stand to deliver the same in 30-minutes flat, creating a new industry benchmark.

### Promotion

Businesses survive because people buy into their products and services. So it's uncommon for a company to say that more than your money they want you healthy and safe. That, in fact, is the essence of Max Bupa's philosophy. Every step that it has taken to promote itself has kept this objective in mind. Customers can, for instance, see it in the policy developed especially for joint families. Not only does it cover everyone, it

also includes an annual check-up so that every family member is aware of his or her health condition at all times.

To reiterate its belief in health-for-all and taking cognisance of the rise in the number of chronic illnesses and lifestyle related problems, Max Bupa kicked off its Walk for Health initiative.

The idea behind it was to urge people to lead healthier lifestyles and enhance their overall well-being – both physical as well as mental – by adopting a simple fifteen-minute-per-day regimen: walking.

Research had shown that just fifteen minutes of walking had the ability to improve one's health. As at date more than 60,000 people of different age groups have incorporated walking into their daily lives.

The message covered by radio, television and print, reached 44 million people across the country. In 2014, the former Health and Family Welfare Minister, Dr. Harsh Vardhan also endorsed the event, making it a huge success.

At a completely different level, Max Bupa is ironing out one of the great deficiencies in the health insurance business: because there is no interaction with a client till a claim is made the industry itself is seen as cold and transactional. Max Bupa is setting this record right by using differentiated campaigns such as *Satya Mythya Ki Paathshala*, a unique customer education initiative that is demystifying common category myths for consumers in an engaging manner.

### Brand Values

The brand's philosophy is to put the health of its customers first. This is in line with its declaration of helping customers lead healthier, more successful lives.

In its pursuit, Max Bupa became the first health insurance brand in India to go beyond health insurance and position itself as a company that cares for its consumers and the health of their families. *All Fact No Myth* was its campaign – and an excellent illustration of the company's commitment – to create greater understanding and acceptance of health insurance amongst consumers of all age groups.

Max Bupa plans to grow its retail portfolio and add

more families through innovative product and service offerings. With established processes, a stable sales team and growing reputation, Max Bupa will continue to capitalise on its market differentiation and build long-term customer relationships.



### Things you didn't know about MAX BUPA

- ▶ Max Bupa is one of the first brands to have chosen to go beyond health insurance and position itself as a brand that cares for its consumers' health
- ▶ Max Bupa is the only health insurer that offers coverage for fourteen members in a single policy – under its flagship product – Heartbeat
- ▶ Max Bupa Health Insurance has been recognised as the Most Trusted Brand in the country by the Brand Trust Report, 2014
- ▶ Max Bupa is the only health insurer which provides cashless approval for claims within 30 minutes of submitting all documents
- ▶ Max Bupa offers quality health insurance services to more than 2 million customers through a dedicated team of over 1400 people and a network of 26 offices across sixteen cities
- ▶ Max Bupa has a direct working relationship with over 3500 top quality hospitals and health care providers, with plans to extend its network of hospitals to other parts of the country
- ▶ Max Bupa is the first insurance company in India to receive the ISO 10002:2004 certification for customer complaint management