



## SUSTAINABILITY AT BUPA

### MODELS OF CARE, IMPACTING HEALTH AND THE ENVIRONMENT

[www.bupa.com](http://www.bupa.com)

# BUPA AND OUR PURPOSE

Our purpose: longer, healthier, happier lives

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“Bupa 2020”, our strategy, commits us to:

- A big impact on world health, a positive impact on the environment
  - Tackling the toughest challenges in healthcare: heart health
  - Engaging millions of people around the world in their health and wellbeing
  - Democratising good healthcare
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No shareholders, and all profit reinvested into more and better healthcare

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## CUSTOMERS

**12 million**

...a leading international healthcare group, we provide a broad range of healthcare services, support and advice to people throughout their lives, from personal and company health insurance to running care homes.

## INFLUENCE

**c9,000**

...hospitals and clinics we source care for our members from

## TURNOVER

**£8 billion**

...with no shareholders, we invest our profits to provide more and better healthcare. We are committed to making quality, patient-centred, affordable healthcare more accessible.

## DEMOCRATISING HEALTH

**c1 million**

...customers of micro health services in developing countries that improve access to essential healthcare for those at the bottom of the pyramid

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Clear commitments for 2015

## ENGAGING PEOPLE

**60 million**

By 2015 we will have enabled 60 million people to make positive changes to be healthier and happier and to help protect the environment.

## ENVIRONMENTAL IMPACT

**20%**

By 2015 we will have reduced our carbon footprint by 20 percent.

# OUR WORLD IS CHANGING ... CREATING NEW OPPORTUNITIES IN HEALTHCARE AND BEYOND

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## AGEING AND GROWING POPULATION

People are living longer, so we need to consider how care for older people can be funded now and for the future.

### OPPORTUNITY

Urban environments that encourage walking, cycling and social contact

### OPPORTUNITY

New services that focus on prevention, integration of care and empowering people

## CHRONIC DISEASE

Six out of ten deaths worldwide are caused by chronic diseases such as diabetes and heart disease.

### OPPORTUNITY

Working environments that maximise physical movement and mental wellbeing

## HEALTH CARE FUNDING

In almost all countries worldwide, per capita healthcare spending is rising faster than per capita income.

## CLIMATE CHANGE

Climate change is affecting our planet: impacting human health by driving up food prices, spreading disease and reducing the availability of clean and safe water. Air and water pollution are on the rise too.

### OPPORTUNITY

New healthcare models and pathways that enhance or protect health outcomes and reduce carbon emissions



# FROM NEW THINKING TO ACTION

## First private healthcare company to achieve global Carbon Trust Standard

Recognising our efforts to measure, manage and reduce across our hundreds of care homes, offices, retail centres and hospitals



REDUCING CO2  
YEAR ON YEAR



## Investing to reduce

From fuel efficient boilers, Building Energy Management Systems (BEMS), energy efficient lighting and on site renewable energy we are step-changing our investment in greening Bupa

2011 £4.5m

2012 £5m

2013 (projected) c£10m



## Core to our everyday

"Every step Bupa takes towards having a positive impact on the environment contributes to our purpose of longer, healthier, happier lives. Reducing the energy we use, and the carbon it generates, positively impacts the rates of asthma and other illnesses by reducing particulate pollution – which is crucial for us a healthcare company."

Stuart Fletcher CEO



## Jump in CRC league table

Our investments in the UK have helped us to jump from 1,064<sup>th</sup> place to 177<sup>th</sup> place in the governments first CRC league table

# SYSTEM SHAPING IN HEALTHCARE (AND BEYOND)...

2013 has seen Bupa, and our partners, develop a series of interventions



ENGAGE MILLIONS MORE



ADVOCACY



DEMOCRATISING  
HEALTHCARE

## WALKING AND HEALTHY CITIES

We've been working with the World Heart Federation, IDEO and the European Centre for Environment and Human Health to inspire action on micro exercise and walking in cities to impact the health of millions.



## DEMENTIA

Shaping policy and practice, with Alzheimer's Disease International, so that dementia is a public health priority around the world - partnering to propose and develop national dementia plans.

## MICRO HEALTH

We are deploying services in India to enable millions of underserved people to have better access to high quality healthcare – and launch micro health models in other developing countries.



# OUR FUTURE INTENT

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We engage our major suppliers and healthcare providers to partner to deliver against carbon reduction and impacting workforce and community health

Further absolute carbon reductions, and on site renewable strategy



**Health and  
environment  
win wins**

Bupa has taken advanced regulations on air, water and ground pollutants that harm human health, and has adopted them across our business

Bupa has created carbon savings through our impact on care pathways and supply chain that are equivalent to at least three times our direct carbon footprint

All business travel globally is carbon offset, with resources directed to projects delivering longer, healthier, happier lives





# OUT OF CONTROL

**Traditional healthcare models do not give patients sufficient control over their treatment and care. This approach is ineffective in fighting the exponential rise in chronic disease. Understanding how people truly think, feel and act on their health — and what will empower them to change behaviour — is an emerging area of science and innovation.**

## **Our action**

Through innovative, personalised health coaching programmes across the world, Bupa is taking action. Engaging people and supporting them to play an active role in managing their health conditions holds the key to responding to the rise of chronic disease. The very nature of chronic illness demands active participation to make better daily choices on lifestyle, exercise and nutrition. Better informed choices in everyday life leads to better health outcomes.



# STOP

## UNNECESSARY TREATMENT

**Unnecessary surgery and medication contributes to healthcare inflation around the world and has a major carbon footprint.**

### **Our action**

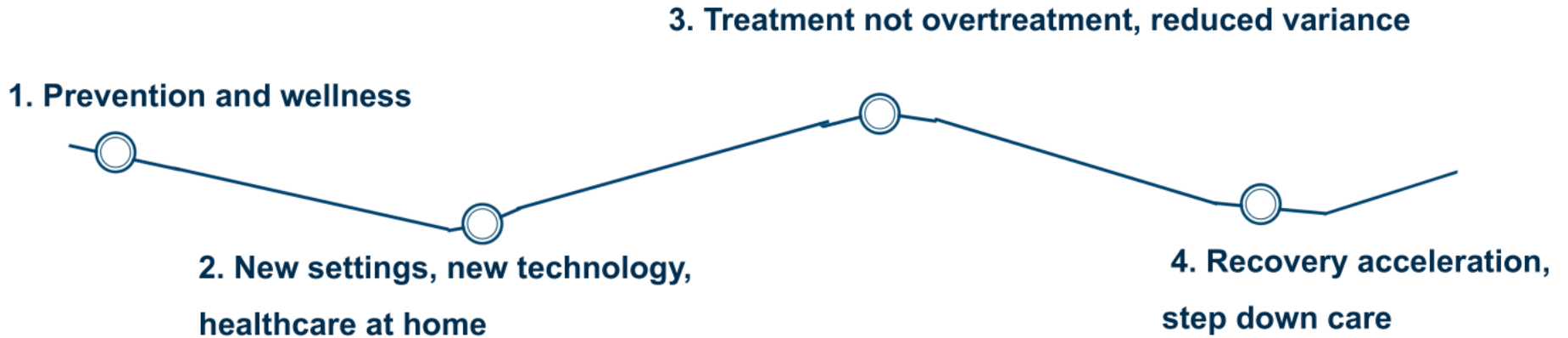
Bupa's treatment option and shared decision making services not only provide our customers with piece of mind, but helps to avoid unnecessary surgery that may be successfully treated through less invasive, and less carbon intensive measures. Our moves into home healthcare will help us deliver high quality care whilst reducing the unnecessary use of carbon-intensive hospitals.

Our UK care homes are challenging doctors not to overprescribe anti-psychotic drugs. Instead, we have home-based dementia specialists able to apply the human touch, reducing both the health side-effects and the large carbon footprint of the drugs.



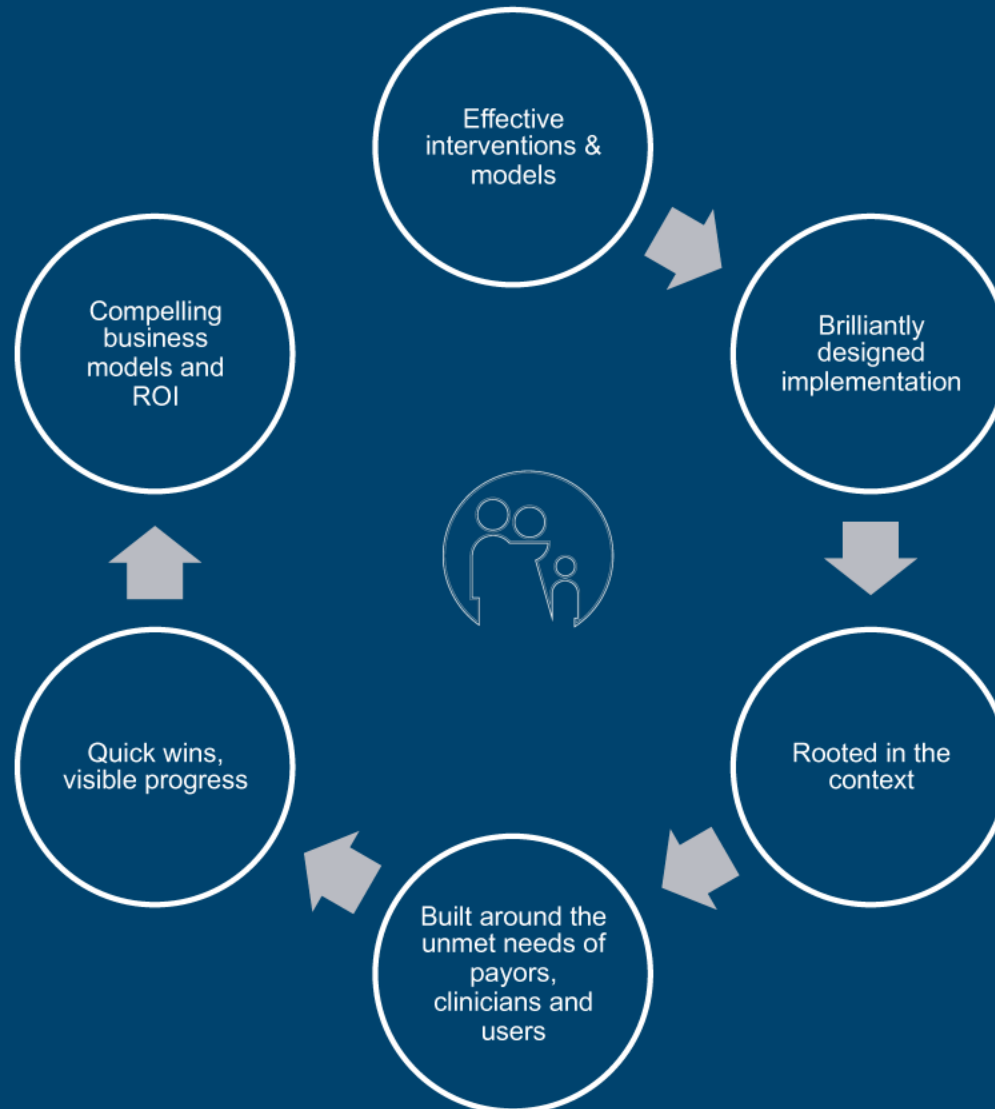
# REDESIGNING CARE PATHWAYS

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# SCALING SYSTEMIC CHANGES

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# WHAT'S WORKED FOR OUR OWN EXPERIMENTATION AND SCALING?

Shared ambition  
across Exec team

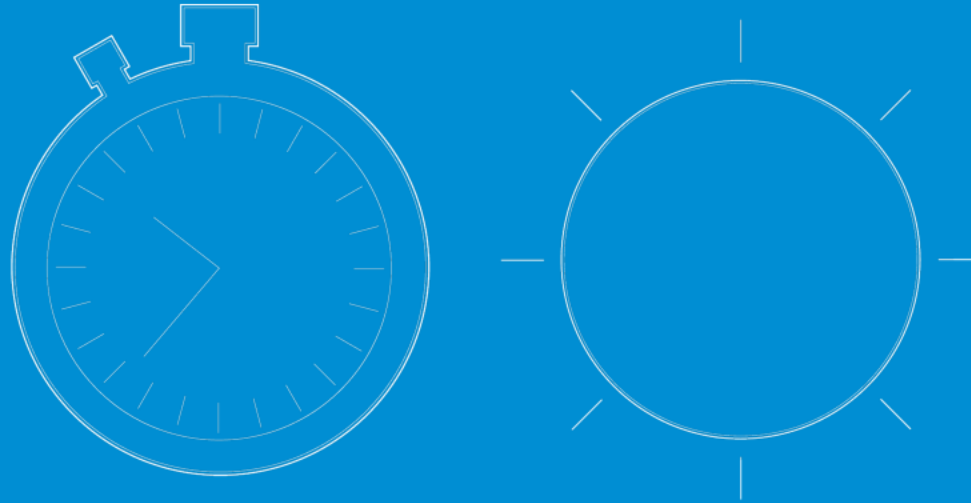
Freedom to  
experiment, and be  
bold

Impact on world, and  
environment  
positioned as part of  
core corporate  
strategy

Champions at local  
level, from wide  
range of disciplines







FOR MORE INFORMATION ON BUPA OR IF YOU CAN SEE OPPORTUNITIES  
FOR US TO DO MORE, PLEASE GET IN TOUCH

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