



Leading global health coaching service arrives in Australia

Millions of people living with chronic disease in Australia will soon have access to a revolutionary health coaching service with the launch of Bupa Health Dialog, a leading provider of wellness, prevention and chronic disease management services.

Announcing its imminent arrival in Australia today at the 6th Annual National Australian Disease Management Association Conference being held in Melbourne, Bupa Health Dialog aims to improve the health of people with chronic disease through health coaching services and analytics.

Health Dialog is a world leader in healthcare decision support programs and is widely recognised as the pioneer of telephonic health coaching. Here, Bupa Health Dialog will offer personalised care management services designed to help meet the health needs of Australians, integrated with – and tailored to – the Australian healthcare system. Services include health coaching, decision-support tools and analysis of population health service utilisation.

Bupa Health Dialog will complement Bupa's existing Australian healthcare companies - Bupa Care Services, a leading residential aged care provider; and Bupa Australia, which operates the trusted and respected private health insurance brands MBF, HBA and Mutual Community.

Richard Bowden, Bupa Australia's Managing Director, said: "The arrival of Bupa Health Dialog further highlights Bupa's significant investment in, and commitment to, improving the health of Australians.

"This innovative service, which is focused on the prevention and management of chronic disease, will empower people to make informed decisions about their health, ultimately helping them to lead longer, healthier, happier lives."

Bupa Health Dialog's approach is grounded in over 30 years of academic research, clinical excellence and evidence-based healthcare. The company's entry into the local market is particularly important given four in five Australians¹ have at least one long-term or chronic health condition ranging from asthma and arthritis to depression and diabetes.

Dr Christine Bennett, Chief Medical Officer of Bupa Australia and Bupa Health Dialog, said: "Chronic diseases need careful management due to their complexity, multiple risk factors, long-term nature and involvement of a multi-disciplinary team of health professionals.

"Bupa Health Dialog will support and encourage patients with a chronic disease to engage in more effective dialogue with their doctors in order to achieve their personal health goals and reduce the chance of hospitalisation.

"In doing so, this service will help improve patients' quality of life and contribute to a healthier Australian community," she said.

Further information on Bupa Health Dialog can be found at: <http://www.bupahealthdialog.com.au>

¹ *Chronic Diseases and Associated Risk Factors in Australia, 2006*. Canberra: Australian Institute of Health and Welfare.



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About Health Dialog

Health Dialog is a world leader in healthcare decision support programs and has been part of the Bupa Group since 2008. It is one of the largest health coaching firms in the USA, a market leader in Spain, and has a significant presence in the UK and France. Established in the United States in the late 1990s, Health Dialog has today grown into a company that offers programs to over 20 million people around the world.

About Bupa Australia

Bupa Australia Pty Ltd ("Bupa Australia") is a leading healthcare company. With a presence in every Australian state and territory, the company operates under the brands, MBF, HBA, and Mutual Community, proudly covering more than three million Australians.

Bupa Australia is focused on providing sustainable health insurance that represent real value to customers, and on leading the industry in the promotion of preventive health and wellness.

Bupa Australia's products and services include cover for hospital, medical, ancillary and ambulance services, as well as travel, life, car and home insurance, and access to life insurance products.

As part of the international Bupa Group, Bupa Australia draws on the strength and expertise of an international healthcare leader. The Bupa Group covers more than 10 million people in approximately 190 countries and provides other health and financial services to many more millions of customers around the globe.

About Bupa

Bupa's purpose is to help people lead longer, healthier, happier lives.

A leading international healthcare group, Bupa offers personal and company health insurance, runs care homes for older people and hospitals, and provides workplace health services, health assessments and chronic disease management services, including health coaching, and home healthcare.

With no shareholders, Bupa invests its profits to provide more and better healthcare. Bupa is committed to making quality, patient-centred, affordable healthcare more accessible in the areas of wellness, chronic disease management and ageing.

Employing over 50,000 people, Bupa has operations around the world, principally in the UK, Australia, Spain, New Zealand and the USA, as well as Hong Kong, Thailand, Saudi Arabia, India, China and across Latin America.