







# **Healthcare:** The case for diversity, equity and inclusion



Insights from the Perspectives by Bupa Global digital event held on 6 May 2021

# The global opportunity is now



Over the past few years, diversity, equity and inclusion have been rising to the top of the business agenda with many organisations realising that they need to prioritise the wellbeing of all of their people. Particularly, those from minority and underrepresented groups that have historically been overlooked - this has been further highlighted by the pandemic.



As workplaces of the future evolve and diversify, our industry has a crucial role to play in helping to create more diverse and inclusive workplaces of the future. Now is the time for us to respond to meet this emerging gap, by reviewing the healthcare provision we provide - ensuring it meets the needs of everyone; regardless of characteristics such as gender, race, sexual orientation or disability.

# Together,

our industry has a transformative role to play in contributing to a more a open, diverse, equal, and inclusive society for all.

## Put simply - diversity, equity and inclusion is about ensuring everyone feels respected, represented, understood and welcome.

What it means

It's about more than gender, race and ethnicity. It includes diverse religious and political beliefs, education, socioeconomic backgrounds, sexual orientation, cultures and disabilities - all of the things that make us uniquely individual.

## We now live in a world where people expect to be recognised for who they are. Healthcare has an essential role to play

Why it matters in healthcare

in the creation of diverse and inclusive workplaces, that acknowledge and treat our individual health needs.

Being truly diverse,

policies have not gone far enough to recognise the unique needs of each individual, and instead favoured a 'one-size fits all' approach. Products and policies must reflect our customer base - it's time for things to change.

In the past, healthcare products and



equal, and inclusive is a challenge for healthcare, but it's also an incredible opportunity that will impact not only the industry but all of humanity.

intermediary partners about what

Watch

this topic means to them.

We heard from our own people and

conversation that don't normally get invited.

We need the voices in the

and Former CEO, Lloyd's of London

**Dame Inga Beale Portfolio Director** 



### It is widely recognised that championing diversity, equity and inclusion has a direct positive effect on the overall business productivity and performance - helping organisations, their customers and their people to thrive.

The business case is stronger than ever

**Performance** 





BetterUp

to those who do not feel they belong.1



**Innovation** 



Forbes Insights



**Patrick Watt Commercial Director** 

**Bupa Global** 

customers we serve.

"

As our customers' needs diversify,

We must create benefits

that are as unique as the

### At Bupa Global, we are at the beginning of our journey and recognise there is still much more to do to ensure our product offerings reflect our full customer base. We have already started to respond by providing new benefits and enhancing existing propositions.

healthcare must continue to evolve too

**Enhanced benefits** for mental health

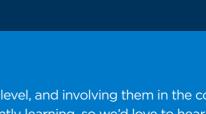




maternity and menopause

Supporting women during their key life moments -

Cover of treatment for or related to gender dysphoria



**Chief Medical Officer** 

**Bupa Group** 



healthcare outcome will be.

The more you treat someone as an individual, the better their **Dr Paula Franklin** 



It's clear that making healthcare more inclusive is not only about supporting the health and wellbeing of individual patients; it is also about rethinking the healthcare system for future generations, creating a world where people's differences are valued and celebrated above all.

- encourage them to rethink the support they give to their people.

And to do this, health insurers must review their approach to the provision of

partners to speak to your clients and customers about this important topic. To continue to challenge thinking, to breakdown stigma and most importantly

healthcare benefits, ensuring it meets the needs of everyone, not the few. But more than this, if we want to make a long-lasting impact, we need you, our intermediary





Listen and share Inclusivity starts with 'I' Invite opinions, seek challenge and Inclusivity for all starts with recognising our own mental listen carefully to the needs of the biases and blind spots. Once customers you represent - then we've identified the ways in which share them with others. Together, we gravitate towards people who your views can help create the are similar to us and exclude those progress our industry needs. who are not, we can break that



### what behaviours can help or hinder inclusion. Reverse mentoring is

and respected at work, including

also a great way to form new connections and share experiences.

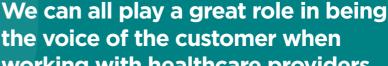


bias, and start to build bridges so

that everyone is included.

**Tony Wood** Senior Partner, UK & Ireland Managing Director **Mercer Marsh Benefits** 

1. https://get.betterup.co/rs/600-WTC-654/images/BetterUp BelongingReport 091019.pdf



the voice of the customer when working with healthcare providers.

2.https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters 3.https://www.forbes.com/sites/forbesinsights/2020/01/15/diversitv-confirmed-to-boost-innovation-and-financial-results





