



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 open, diverse, equal, and inclusive society for all.

What it means

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

Why it matters in healthcare

We now live in a world where people expect to be recognised for who they are. Healthcare has an essential role to play in the creation of diverse and inclusive workplaces, that acknowledge and treat our individual health needs.

In the past, healthcare products and 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.



Being truly diverse, 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.

Watch
We heard from our own people and intermediary partners about what this topic means to them.

“ We need the voices in the conversation that don't normally get invited.

Dame Inga Beale
Portfolio Director
and Former CEO, Lloyd's of London



The business case is stronger than ever

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.

People



Employees with a strong sense of belonging report a **56% higher** level of overall job performance, compared to those who do not feel they belong.¹

BetterUp

Performance



Ethnically diverse companies are **36% more likely** to have above average profitability than their competitors.²

McKinsey & Company

Innovation



Companies with above-average diversity produced a **greater proportion of revenue from innovation (45% of total)** than those with below average diversity (26%).³

Forbes Insights

“ We must create benefits that are as unique as the customers we serve.

Patrick Watt
Commercial Director
Bupa Global



As our customers' needs diversify, healthcare must continue to evolve too

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.



Enhanced benefits for mental health



Supporting women during their key life moments - maternity and menopause



Cover of treatment for or related to gender dysphoria



What's next?

We are focused on understanding our customers on a deeper level, and involving them in the conversation to help shape what we do now and in the future. We're constantly learning, so we'd love to hear more thoughts and ideas from you too - you can share your views by email to buparsvp@bupa.com

“ The more you treat someone as an individual, the better their healthcare outcome will be.

Dr Paula Franklin
Chief Medical Officer
Bupa Group



We all have the power to create change

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.

And to do this, health insurers must review their approach to the provision of 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 partners to speak to your clients and customers about this important topic. To continue to challenge thinking, to breakdown stigma and most importantly - encourage them to rethink the support they give to their people.



Inclusivity starts with 'I'

Inclusivity for all starts with recognising our own mental biases and blind spots. Once we've identified the ways in which we gravitate towards people who are similar to us and exclude those who are not, we can break that bias, and start to build bridges so that everyone is included.



Listen and share

Invite opinions, seek challenge and listen carefully to the needs of the customers you represent - then share them with others. Together, your views can help create the progress our industry needs.



Join the conversation

Talk about what inclusion means for you and others, take some time to discuss with your colleagues ways to make each other feel valued and respected at work, including what behaviours can help or hinder inclusion. Reverse mentoring is also a great way to form new connections and share experiences.



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

“ We can all play a great role in being the voice of the customer when working with healthcare providers.

1. https://get.betterup.co/rs/600-WTC-654/images/BetterUp_BelongingReport_091019.pdf

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/diversity-confirmed-to-boost-innovation-and-financial-results>



Interested in hearing more?

Scan the QR code to view the full event recording and sign up below to be the first to know about future events from Perspectives by Bupa Global.

