

SPRING 2011 ISSUE: SUPPORTING INFORMED HEALTH CHOICES

ADVANCING HEALTHCARE

IN THIS ISSUE

WELCOME

ABOUT BUPA

INNOVATION

- Getting to the heart of the matter
- Scanning for sight
- Supporting shared decision making

- Brain health enters the digital age

WORD ON THE STREET

- Bridging the health literacy gap
- Australians are leaders in health self-deception
- Young Australians in the dark on sexual health

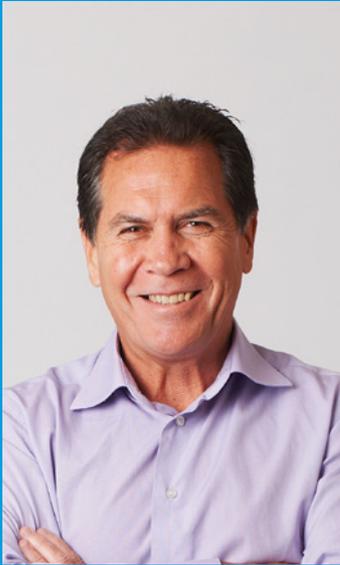
PARTNER SPOTLIGHT

- Monash University

NEWS

- Parents challenged to set a healthier example
- Disease management is everyone's business
- Bupa Health Foundation 2012 grants

WELCOME



“Exciting developments at Bupa will mean significant benefits for our 3 million members.”

For over 60 years Bupa, through our retail brands HBA, MBF and Mutual Community, has been supporting the health of Australians. While immensely proud of our heritage, I am pleased to advise that during November our brands will be changing to Bupa.

This change will deliver significant benefits for our three million members. In addition to making it easier to access the range of services we provide, from October 1 our members were also able to take advantage of Australia’s largest provider network with dental, optical, physiotherapy and chiropractic services. Moreover, this move will support our ongoing work to improve efficiency and keep healthcare affordable, while enabling us to invest in new initiatives and services to help improve our members’ health.

In this edition, we look at the issue of supporting better informed health choices and showcase some of the programs and initiatives Bupa has embarked on in partnership with some of Australia’s leading health and research organisations to help empower Australians in achieving their best of health.

I am excited by the possibilities that our change to Bupa represents, particularly in our ability to broaden our healthcare services and support.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Richard Bowden'.

Richard Bowden, Managing Director, Bupa

ABOUT BUPA

Bupa is a leading healthcare organisation, providing health cover to more than three million Australians. We also offer leading aged care services with Bupa Aged Care, health coaching with Bupa Health Dialog, corporate health services with Peak Health Management and optical care with Blink Optical.

We provide our members with the assurance of being part of an international family – the Bupa Group – that

reinvests its profits to provide better services and to ensure high quality healthcare remains affordable.

At Bupa, we’re committed to helping Australians live longer, healthier, happier lives



ADVANCING HEALTHCARE

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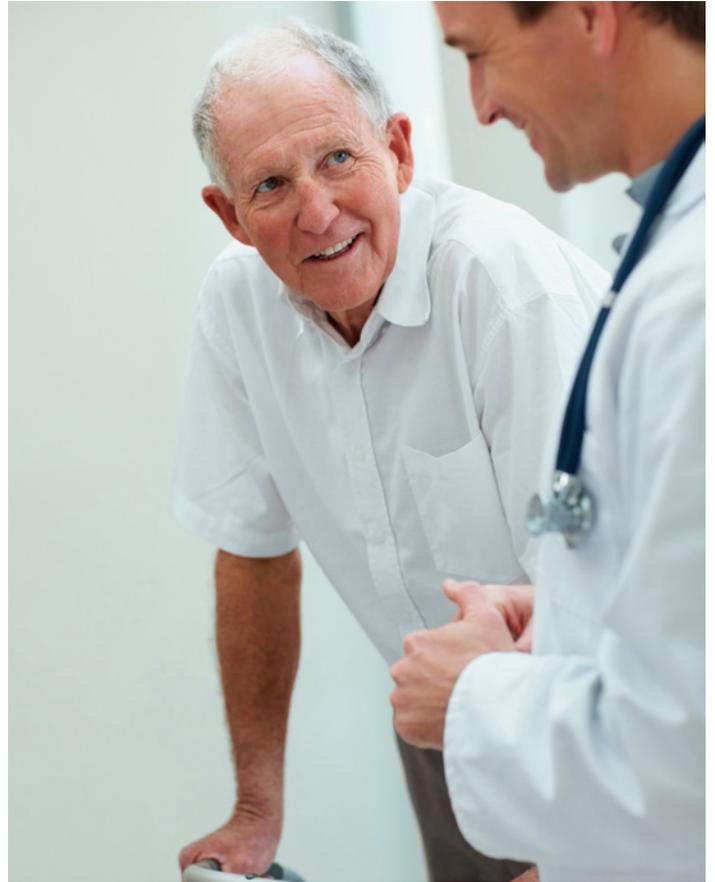
GETTING TO THE HEART OF THE MATTER

Australians with heart disease could benefit from a ground-breaking partnership between Bupa and Genesis Heart Care (GHC), Australia's largest group of private cardiologists, underpinned by a joint commitment to public reporting on quality and outcomes.

One of the first demonstrations of this commitment is the release of the Genesis Heart Care Report detailing clinical outcomes and quality indicators for angioplasty, a procedure used to unblock the blood vessels that feed the heart.

Speaking at the time of the report's launch, Dr Stan Goldstein, Bupa's Head of Clinical Advisory, said: "This is a ground breaking report that aims to improve health outcomes for the 3.7 million people living with long-term heart or circulatory disease, Australia's leading causes of death and disability."

 The Genesis Heart Care Report, Clinical Outcomes and Quality indicators - Angioplasty can be downloaded at bupa.com.au



SCANNING FOR SIGHT

Potential sight-threatening diseases such as glaucoma, diabetes, hypertension and macular degeneration may now be simply and painlessly detected due to advances in digital retinal photography.

Blink Optical is rolling out Carl Zeiss Visucam 200 digital retinal cameras across its stores nationally. The cameras record the current state of a person's retina, optic nerve and blood vessels. The 3D image, if compared with previous images, will show any subtle changes in appearance which can allow for the early detection of diseases. In the case of abnormalities being identified by Blink Optical's optometrists, these people will be referred to their GP for follow-up.

Blink Optical is offering the eye test at no additional cost to Bupa members and it is also available to members of the public for a fee.



SUPPORTING SHARED DECISION MAKING

Making decisions about health and healthcare can be complicated for people facing a serious illness with a number of treatment options. Research shows that good patient outcomes are usually achieved through a combination of clinical excellence and responsiveness to a person's preferences, needs and values.

Bupa Health Dialog's Shared Decision Making™ decision aids support this process by providing unbiased, evidence-based information about the potential risks and benefits of treatment options to help people connect this evidence with their personal preferences. Developed by Health Dialog in collaboration with the world-renowned Foundation for Informed Medical Decision Making, each aid focuses on a specific condition or aspect of health and has been reviewed by international and Australian clinicians and academics.

"Shared decision making aids help patients improve the quality and ownership of the health decisions they need to make in conjunction with their health provider," explains Brett Comer, General Manager of Bupa Health Dialog. "This also helps support providers to ensure people are more informed and engaged in their treatment."



Visit bupahealthdialog.com.au for more information



BRAIN HEALTH ENTERS THE DIGITAL AGE

In a world-first, Alzheimer's Australia in partnership with the Bupa Health Foundation has launched the BrainyApp for iPhone and iPad as the latest digital tool in the global fight against Alzheimer's disease and other forms of dementia.

Based on the latest scientific research that links brain health and a reduced risk of dementia to a healthy heart and cardiovascular system, BrainyApp is the world's first dementia risk reduction app designed to help Australians monitor and improve their brain-heart health.

"Most people are aware of what they can do to reduce their risk of heart disease, diabetes and stroke," says Ita Buttrose, National President of Alzheimer's Australia. "What isn't well known is that the same lifestyle habits may also lower the risk of developing Alzheimer's disease and other kinds of dementia."

There are 270,000 Australians currently living with dementia and this number is set to double over the next 20 years.



Download the BrainyApp at brainyapp.com.au



iPhone and iPad are trademarks of Apple Inc., registered in the US and other countries.

PARTNER SPOTLIGHT

MONASH UNIVERSITY WOMEN'S HEALTH PROGRAM

With breast cancer research generally concentrating on cause, diagnosis and treatment, quality-of-life issues for survivors are often overlooked. With the support of the Bupa Health Foundation, however, researchers from Monash University commenced a pioneering study in 2008 looking at the physical, psychological and socio-economic consequences of breast cancer.

Professor Susan Davis, Director of the Women's Health Research Program at Monash University, has noticed a distinct change among the women she has seen in her work as a practising endocrinologist over the past two decades. "As survivorship has increased more women are presenting with concerns ranging from bone loss and menopausal symptoms, through to depression, sexual dysfunction and relationship issues," she explains.

The dearth of information on quality-of-life issues facing women after breast cancer therapy led her to Monash University's Associate Professor Robin Bell. Together they set up the Bupa Health Foundation Health & Wellbeing after Breast Cancer Study, the largest study of its kind in Australia, which has been following more than 1,600 Victorian women who had been diagnosed with breast cancer.

The study is already offering valuable insights into health and quality-of-life issues for women three to five years after breast cancer diagnosis. It recently revealed that a breast cancer diagnosis had very little impact on women's pattern of smoking and alcohol consumption, with an alarming two out of every three who were cigarette smokers continuing with the habit two years later and alcohol consumption remaining static.



Breast cancer survivor, Anne Chartres (right) with her sister

WORD ON THE STREET

BRIDGING THE HEALTH LITERACY GAP

A Bupa Healthwatch Poll has again highlighted the issue of low health literacy in the Australian community.*

The Poll found that around one in four adults diagnosed with a new health complaint said they didn't understand their condition (22%) or treatment options (25%). As concerning was that more than one in six (17%) said they didn't understand the results of their medical tests, how to take their medication, or understand any possible side effects.

On a positive note, Australians want to know more about their health, with 80 per cent of people with a new health complaint saying that they wanted more 'take home' information from their health professional.

*Galaxy Research conducted an online survey of 1,009 Australians in August 2010.

AUSTRALIANS ARE LEADERS IN HEALTH SELF-DECEPTION

Australia is a nation in denial about its obesity epidemic, according to the findings of the international Bupa Health Pulse 2011 Survey.*

According to the research, only one third of Australians consider themselves overweight, yet their Body Mass Index (BMI) revealed six in ten are overweight or obese; placing Australia in third place behind the Americans and Saudis as one of the most obese nations in the survey.

While most Australians agreed that they would like to lose weight (51%) and exercise more (62%), a startling 44 per cent admitted to doing little or no regular exercise.

Dr Bert Boffa, Bupa's Head of Medical Services, said: "The results highlight a serious disparity between our perception of ourselves and the reality of our behaviour, which is leading many Australians firmly down the path of chronic disease. We need to arm Australians with better tools and information to help them make better informed health choices."



Download the Bupa Health Pulse report at bupa.com.au

*Ipsos MORI surveyed a total of 13,373 respondents across 12 countries, including 1,203 Australians, using online panels between 22 April and 23 May 2011.



YOUNG AUSTRALIANS IN THE DARK ON SEXUAL HEALTH

Young Australians are unaware of important sexual health facts and it's putting them at risk, according to results from the Bupa Sexual Health Survey 2011.*

The survey of 18-25 year olds has revealed a series of myths and misconceptions regarding sexual health, highlighting the need for young Australians to stay up-to-date on the latest sexual health information.

One in ten young men surveyed believe the contraceptive pill protects against sexually transmitted infections (STIs) and one in five males are unaware that catching STI could affect their fertility. Nearly half of respondents believe that pap tests can detect STIs, despite widespread health education campaigns highlighting that they are a cancer screening tool.

Dr Stan Goldstein, Bupa's Head of Clinical Advisory, said arming young Australians with the right knowledge is an important part of helping them make the right sexual health choices.

*Pure Profile conducted an online survey of 603 Australian males and 600 Australian females aged 18-35 during July 2011.

NEWS

PARENTS CHALLENGED TO SET A HEALTHIER EXAMPLE

Almost one in five Australian parents admit they are not a healthy role model for their children and more than half (51%) have been told off by their children for doing something unhealthy, according to new research.*

The findings coincide with the launch of Healthy Harold's Family Challenge. An initiative of Life Education, Australia's largest school-based health education provider, in partnership with Bupa, the Challenge encourages families to dedicate just one week to healthy living.

Tasks over the seven days include promoting nutrition, exercise, family time and general wellbeing.

Nicole Livingstone, triple Olympian and mother of three, is excited to be joining the Challenge with her family: "We're all guilty of taking not-so-healthy short cuts. The Challenge is a great way to start family conversations, and a useful tool for turning good intentions into positive actions."

 For more details on the Challenge go to www.healthyharoldsfamilychallenge.com.au

*Pure Profile conducted an online survey of 500 parents commissioned by Bupa and Life Education during 2011.



DISEASE MANAGEMENT IS EVERYONE'S BUSINESS

For the past four years, Bupa has had a strategic health partnership with the Australian Disease Management Association (ADMA) and has been the proud Principal Partner of its National Conference, which was recently held in Canberra. One of the program highlights was a session focusing on the role of private health insurers in chronic disease management.

Chaired by Bupa Medical Advisory Panel member, Professor Ron Penny AO, the session featured speakers from four major private health insurers including Bupa's Director of Clinical Advisory, Dr Stan Goldstein.

With as much as 50 per cent of Australia's health burden attributed to poor health and lifestyle choices, Bupa is committed to supporting our members to make better informed decisions about their health and care, explained Dr Goldstein.

"As health insurers we are perhaps in a unique position to help positively influence the health of millions of Australians as we have long-standing relationships with our members throughout their life and health journey with multiple touch points with them and the health system," Dr Goldstein said.

BUPA HEALTH FOUNDATION 2012 GRANTS

The Bupa Health Foundation's 2012 grants program is open for applications from health services, research institutes, universities and other organisations for innovative project proposals that will provide clear benefit to the health of the Australian community.

The Foundation is one of Australia's leading corporate foundations dedicated to health, currently partnering in over 60 initiatives nationally with a combined investment to date of around \$17 million.

The Foundation's investments are directed towards partnerships that make a difference through translational research, seed funding in support of proof-of-concept research, educating the community in health, and investing in community-based programs that impact on policy and practice.

Dr Christine Bennett, Chair of the Bupa Health Foundation Steering Committee, believes that the Australian health system is at a tipping point, with new ideas urgently required. She says, "While government provides the bulk of funding for research in Australia, more and more researchers and health innovators are turning to the Foundation to support their vitally important work."

 For further information on the Bupa Health Foundation and the EOI process, visit bupa.com.au/foundation. Applications close on December 11, 2011.