

05 February 2009

BUPA INTERNATIONAL APPOINTS EMERGENCY CENTRE EXPERT

The team which each year arranges hundreds of emergency evacuations and repatriations for Bupa International customers has a new man at the helm.

The world's leading expatriate health insurer has appointed Jan Madsen as of head its UK and Danish emergency medical centres. Jan will lead Bupa's 130-strong team of doctors, nurses, counsellors and multi-lingual health advisers, who handle around 500 emergency calls every day from the company's 800,000 plus expatriate customers around the world.

Jan has more than 20 years' experience in international insurance having led emergency medical assistance call centre teams during major crises including the 2004 tsunami and the Bali and Madrid bombings. Most recently, he was managing director for Euro-Center Holding A/S, a worldwide service and support network for travel insurance and assistance companies.

Jan Madsen said: "Bupa International's medical centre gives peace of mind and medical expertise to customers in more than 190 countries when they need it most - in an emergency. Whether they have a minor injury or need immediate evacuation and repatriation, they know we are there for them day and night. I am delighted to be joining such a strong and experienced team."

Dr Sneh Khemka, Bupa International's medical director, said: "Jan brings a wealth of experience and insight into the international health insurance industry which will add enormously to our team."

As well as handling emergency evacuation and repatriation requests, Bupa's medical centres in Brighton, England and Copenhagen, Denmark offer customers general medical assistance, advice and guidance 24/7. The multi-lingual team also has access to a network of more than 5,500 hospitals and clinics worldwide and 40,000 places of treatment in 200 countries.

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About Bupa International

Bupa International pioneered expatriate health insurance in 1971 and today is one of the world's leading international health insurers, with over 800,000 customers in 190 countries. It offers groups and individuals living and working abroad a wide range of high quality and flexible plans, with access to a network of more than 5,500 hospitals and clinics around the world and a 24-hour, 365 days a year, multi-lingual helpline. The company is part of the leading international health and care group, Bupa.