

PRESS RELEASE

Copenhagen, 19 November 2007

Worldwide assistance centre opens its doors in Copenhagen

At 12:00 pm on Saturday 1 September 2007 the telephone lines opened to receive calls from thousands of travel and health insurance members worldwide to the international assistance centre at International Health Insurance danmark a/s (IHI), located in the centre of Copenhagen.

Now calls for help in case of an accident or sickness go to *Palaegade* street in Copenhagen for all members of one of the world's biggest insurance companies, BUPA.

There is an atmosphere of concentration in the assistance centre. International news channels provide the background for the calm voices on the phones, which advise members from all over the world in more than 20 different languages. Should a serious crisis arise in the world, the assistance centre must be ready to cope with extra pressure of work.

IHI has now taken over the management of phone assistance and counselling from BUPA's private customers, which means that IHI has to cope with everything – from a Latin American customer involved in a car accident in the USA to a Hindu citizen expatriated in Kuwait, who needs a breast screening. These challenges demand a huge amount of medical, linguistic and cultural qualifications.

World class medical experts

This is a very comprehensive international task, which from now on will be managed from Copenhagen; but it does not worry CEO, John Stubbington:

"IHI has many years of experience within global assistance. There are good reasons for BUPA to choose to place the task here. IHI simply belongs to the world elite when it comes to provide assistance to sick or injured people around the world. All employees are highly educated and our teams have been put together so they cover the whole world both linguistically and culturally. The medical staff consists of experienced expert doctors within many important areas such as, for instance, tropical diseases and telemedicine, etc."

In 2005, IHI's 450 employees became part of BUPA, which globally employs 40,000 employees. John Stubbington from BUPA was tasked to lead the process of building up the new co-operation in Denmark, where 20 nationalities are represented. He believes that Denmark's and Scandinavia's good reputation for expertise within the health field will contribute to inspire confidence in new customers. In the assistance centre, they look forward to the new challenge:

"We are capable of helping every one who calls, even though we certainly do not hope that anybody should get their trip spoiled due to acute problems; but if it happens, we will be ready," says John Stubbington.

In addition to the vital help it provides to IHI's and BUPA's customers, the assistance centre also takes care of the daily counselling on travel insurance with regard to coverage, policy conditions and medical related questions.

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Facts about the medical team

The medical team consists of 14 doctors, all experts within their specialist fields. There are always two medical consultants on duty when our customers need help. The rest of the IHI Medical Team is also available so the medical consultants on duty can draw on the competencies and specialities of the team at all times. The speciality fields such as high altitude diseases, tropical infections, patient evacuations and home transportations are needed in connection with travel insurance. In health insurance, however, it is particularly within cancer, heart disorders and diseases in the musculoskeletal system where there is a need for expert advice.

Common for all cases is that the IHI Medical Team must ensure that immediate and correct treatment is arranged. It might imply that a decision has to be made in concert with physicians in another country on whether a patient needs to be transported back home by plane or can be treated at the location. It can also help in finding the right clinic or hospital that is best able to perform a specific scan, for instance.

About IHI – International Health Insurance danmark a/s

For more than thirty years, IHI has insured Danes and other nationals in their own countries, while travelling or during their stays all around the world. IHI services more than 270 000 customers, i.e. private individuals and companies – in more than 190 countries. IHI has a solid experience with hospitals and treatment possibilities, both in Denmark and abroad.

In 2005, IHI became part of the British United Provident Association (BUPA), which is a global health and care organisation with around 40,000 employees. With IHI being part of the Bupa Group, 8 million customers depend on the organisation's service within private medical insurance. In IHI danmark, there are about 450 employees from 20 different countries. All of them are ready to serve customers worldwide – around the clock. Learn more at www.ihl.com.