

# At a glance

## Cardiac



### What is cardiac?

Cardiac relates to conditions of the heart. We also refer to cardiovascular disease or CVD which relates to conditions of the heart and blood vessels.

We have developed dedicated services and support tools to guide and help people affected by cardiovascular disease. Cardiac Services provides you with information, advice and guidance to access the right services, at the right time, in the right place for you.

# No.1

cause of death in the UK is cardiovascular disease<sup>1</sup>



Nearly 1 in 6 men and more than 1 in 10 women die from coronary heart disease<sup>1</sup>

# 2.3m

Nearly 2.3 million people in the UK are living with coronary heart disease<sup>1</sup>

There are nearly 1.4 million men and almost 900,000 women with coronary heart disease in the UK<sup>1</sup>

Death rates from coronary heart disease are highest in Scotland and northern England and lowest in southern England<sup>1</sup>

The cost of premature death, lost productivity, hospital treatment and prescriptions is estimated at **£19 billion<sup>1</sup>**

## Our approach

### Members

People with heart disease often need a wide range of support services to diagnose, treat and manage their condition. We have an expert team – the Specialist Cardiac Support Team – especially set up to guide you to the care and support that's right for you.

### Employers

Heart disease can have a high level of impact on your business. We give your employees fast access to the right cardiac treatment for them as well as dedicated support – trying to ensure the best outcome for your employees and your business.

Over **38,000** members claimed for cardiac care in the last year<sup>2</sup>, the team takes 8,000 calls every month<sup>3</sup>

We have **28** trained advisers, cardiac trained nurses and registered dieticians in our specialist cardiac team as at 14 May 2014<sup>3</sup>

<sup>1</sup> British Heart Foundation <http://www.bhf.org.uk/heart-health/heart-statistics.aspx>. May 2014

<sup>2</sup> Internal Bupa Report: Claims Analysis Cardiology Monthly Report May 2014

<sup>3</sup> Internal Bupa Report: Cardiac Team Monthly Calls Dashboard May 2014

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# Why choose us for cardiac cover?

## Members

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### Specialist Cardiac Support Team

Cardiac nurses, dieticians and expert advisers trained to support you on your journey through cardiac care.

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### Proactive guidance to the right specialist cardiologist

Our Cardiac Team can help you find the consultant with the right specialism for your needs. Our data demonstrates that when patients with atrial fibrillation are treated from the start of their pathway by a specialist cardiologist, the average waiting time to effective treatment is reduced by 18 weeks<sup>4</sup>.

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### COACH programme

Dieticians and nurses providing coaching and advice to help you adapt your diet and lifestyle in order to manage your condition.

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### Case management

We have cardiac nurses and care coordinators to support the patients with the greatest need, providing information, guidance and liaison with healthcare providers.

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### Enhanced NHS cash benefit

If you prefer to have a procedure on the NHS and receive a cash benefit in place of going to a private hospital or similar, this option is available. This is a key way to manage expenses which benefits you at a time when you need help the most.

NHS cash benefit is not available on all schemes. To see if this benefit is available under a scheme, please check the product information listed against a member's registration. Claims may only be considered for an in-patient stay where benefits would have been allowed for treatment received.

## Employers

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### Cost management

The cost of cardiac care is high, with surgery costing around £24K and certain devices such as those used to manage abnormal heart rhythm, costing up to £60K<sup>5</sup>.

Specialist management initiatives in cardiac care have allowed us to make a cost saving of 1.5% per life, compared to previous years<sup>5</sup>.

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### Emotional support

There is a proven link between cardiac conditions and depression<sup>7</sup>. Depression can lead to poor self-management and subsequently longer periods off work.

If a member feels that they may be depressed, our support team can direct them to specialist advisers who are trained to recognise mental health problems.

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### Treatment Options Service

We are working to ensure that treatment is only carried out when clinically necessary and when it is of benefit to the patient. We provide support for patients to help them avoid unnecessary treatments and stay well.

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<sup>4</sup> Internal Bupa Data 29th June 2012: Included are members that had an ablation between 1st Mar 08 and 29th Feb 12, with a two year history period

<sup>5</sup> and <sup>6</sup> Internal Bupa Data: Claims Analysis Cardiology Monthly Report May 2014

<sup>7</sup> National Institute of Mental Health: <https://nimh.nih.gov/health/publications/depression-and-heart-disease/index.shtml> 8 June 2014

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## What others say about us

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### Heart disease can affect anyone at any time.

Double Olympic gold medallist, Tom James suffered from the heart condition, atrial fibrillation during the lead up to the London 2012 Olympics. He was 29 at the time.

“It was identified that I had an erratic heartbeat and through the Bupa health insurance provided to all UK Sport athletes, I was referred to a consultant who diagnosed me as suffering from atrial fibrillation.

“When I realised I had a cardiac problem I felt confused and worried. I am young, healthy and very fit and I certainly didn’t expect to have a heart condition. I was extremely lucky, however, because my prompt diagnosis meant that I was given the correct treatment very quickly. The speed at which you are treated has a huge impact on the success of your treatment and recovery. In fact, if it is not caught early, it can be impossible to return your heart back to its natural rhythm.”

A prompt diagnosis resulted in fast and effective treatment for Tom and ultimately saved his place in the gold medal winning team.

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### Bupa provides access to the latest technology.

Robert Marr, 66, a retired company director, had an electrocardiogram (ECG) which showed he had a leaky heart valve.

Open-heart surgery would repair or replace the damaged valve, but the surgery can leave patients out of action for months. Fortunately, Robert’s cardiologist proposed a technique that involved minimally invasive keyhole surgery involving far shorter recovery times.

“I wasn’t sure how Bupa would feel about covering something so new but there was no problem at all,” explains Robert.

Following the operation, Robert returned home after just five days in hospital. “I was driving again within 10 days, flew to Spain after five weeks and was playing golf after seven,” he says. “Now, I have a check-up each year for five years. I feel very lucky to have had a cardiologist who could suggest an alternative, and also that Bupa was prepared to pick up the bill.”

Rules and benefits apply depending on scheme.

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**£2<sub>BN</sub>**

Nearly £2 billion is the annual cost of treating coronary heart disease in the UK<sup>8</sup>

**74,000**

Coronary heart disease is responsible for almost 74,000 deaths in the UK each year – that’s an average of 200 people each day<sup>8</sup>

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## How we're here for you

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### Expert guides and tools

Extensive online information created in partnership with cardiologists and cardiac surgeons, including our Guide to Atrial Fibrillation.

### Audit of care pathways

We challenge cardiologists when we think best practice is not being followed.

### Bupa Basinghall Street Health Centre

The cardiology service at Bupa's Basinghall Street Health Centre offers specialist cardiac technology and diagnostic capabilities. Your care is provided by our recognised cardiologists from our partner London hospitals.

### The COACH Program by Bupa

Unique to Bupa within the UK, COACH is a potentially life-changing programme that is run by nurses and dieticians. It helps members who are suffering from cardiovascular disease improve factors such as diet and lifestyle to minimise further risks to their health. COACH is offered as standard to consumers, or as a chargeable extra to corporates.

### End of Life Care

The majority of patients who die with cardiovascular disease in the UK do so in hospital. We support end of life care in the preferred place of death, which, for the majority of our patients, is at home or in a hospice. In line with our overall health insurance cover, Bupa does not cover the costs of general nursing care, or care required for social or domestic reasons.

### Commitment to informed choice

Our Treatment Options Service helps you access the most appropriate treatment for you, enabling you to research non-surgical options and avoid overtreatment.

### Consultant expertise

Cardiologists and cardiac surgeons publish the outcomes of the procedures they conduct online. We review this data, along with details of consultants' specialist areas of expertise, to ensure you are guided to consultants who are experts in their field.

### Emotional support

We recognise that good mental health is essential to helping you self-manage your cardiac condition.

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