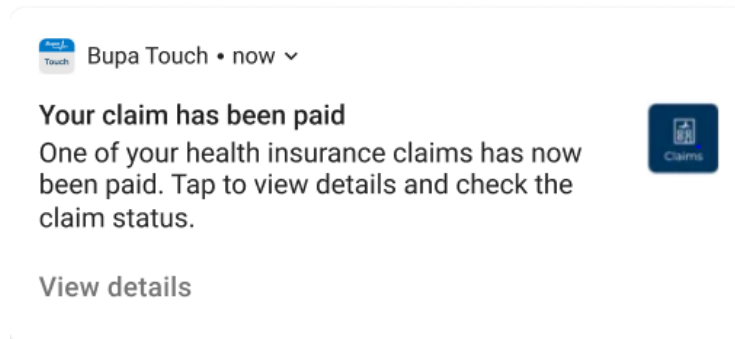


## **Push notifications**

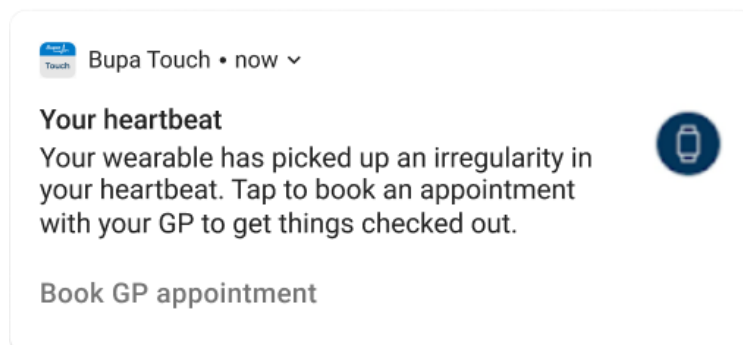
*Push notification 1 - Please tell a user that they need to check a health insurance claim in the Bupa Touch app, as the status of the claim has changed from “in review” to “paid”.*



## **Reasoning**

- Direct/to the point, front-loaded information with clear and easy-to-follow next steps - tells the user what has happened and what they now need to/can do.
- Don't need to reference the name of the app in the body copy as the notification will include the name of the app.

*Push notification 2 - Please tell a user that their wearable (Apple Watch or Fitbit) has picked up an irregularity in their heartbeat, and we suggest they speak to their GP at their earliest convenience.*



## **Reasoning**

- 'Wearable' is used rather than a specific brand name so the notification can be used on both iOS and Android devices.
- Important not to cause insecurity, worry or panic, but still need to convey that this is something important and needs to be checked out.
- Direct/to the point, front-loaded information with clear and easy-to-follow next steps, but reassuring, empathetic and relatively conversational/informal in tone to put the user at ease.

## **Suggested improvements to the Bupa Dental landing page**

### **Initial questions, research and insights needed**

- Is there a style guide/terminology list that the page content needs to adhere to?
- What evidence was collected/analysed to establish that the information given is the information that users actually need?
- How was this form of content decided as the best format for getting the information across to users?
- Which user groups were involved in the research for developing the content?
- Are users finding this page (and if so, where are they coming from?) and how easy is it to find? (Check any analytics that are available and consider potential user journeys)
- How are users currently interacting with the page - e.g. which sections receive the most clicks? Are there any areas users don't interact with much that could be removed/optimised?
- When was the content last updated? What changes were made and why? What has been the impact of these changes?
- How often is the page updated?
- Has the page been analysed using Hemingway app (<https://hemingwayapp.com/>) to check the readability of the content?

### **Initial observations**

- Content is duplicated across multiple access points on the same page, e.g. the 'Bupa Dental Care' access point/'Find a dentist' button on the left of the top banner goes to the same place as the 'NHS and private dentists across the UK' access point/'Find a dentist' button at the top of the main page section and the 'Find a dental practice' access point/'Find out more' button on the right of the bottom 'What are you looking for?' section. This could be confusing/overwhelming for the user - have they missed a key piece of information?
- Follow the 'right information, right place, right time' principle and only present relevant information to the user as they need it.
- Lots of different potential users whose needs we need to cater for, incl.:
  - Non-Bupa members who need a dental check-up/emergency appointment
  - Potential Bupa members who want to sign up for Bupa Dental Care
  - Existing Bupa members who want to make a dental insurance claim/explore the dental services on offer through their membership
  - Businesses who want to explore their options for employee dental insurance

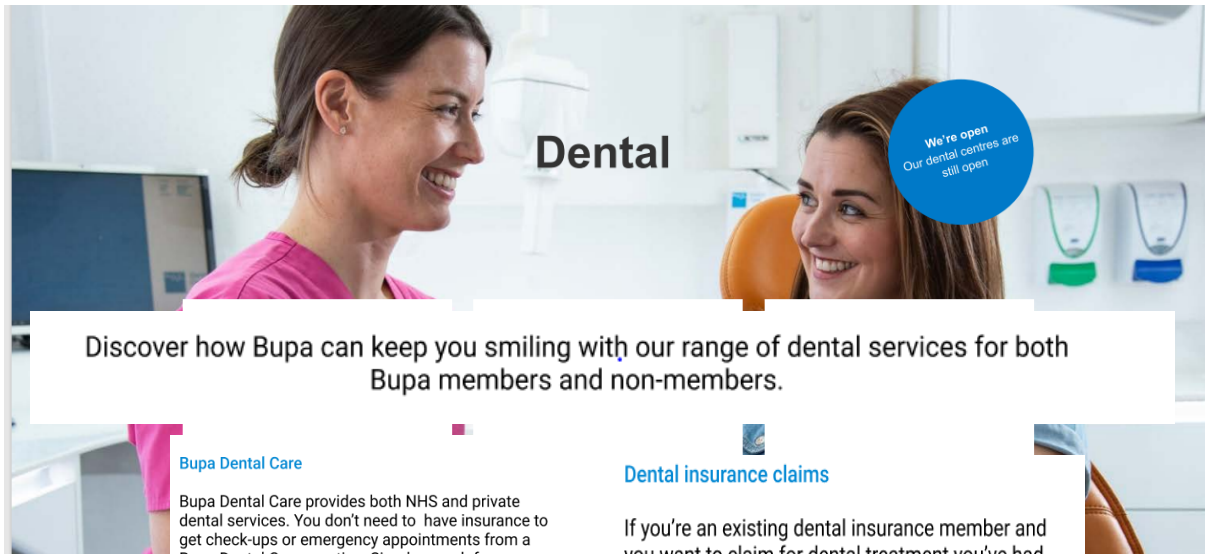
### **Suggestions for improvement**

- Remove the information in the main page section and the bottom 'What are you looking for?' section. The key information here can be condensed into the access points at the top of the page and any other relevant specific information can be included on the pages that follow the links (e.g. it isn't essential to tell users at this stage that Bupa practices provide care to over 2 million patients - we can tell them this once they have chosen to explore Bupa Dental Care and find a dentist). This way

users only have to choose the section that is relevant to them without fearing they've missed something/being overwhelmed by different routes to get to the same information/having to wade through information that isn't relevant to their current goals.

- Put the key CTAs for the different user groups at the top so they can quickly see where they need to go for more information - i.e. users who want to find a dentist and view treatments; existing members who want to make a claim; users who want to learn more about dental insurance for individuals; users who want to learn more about dental insurance for businesses.
- Write 'Bupa dental insurance' rather than 'Bupa Dental insurance'/'Bupa Dental Insurance' throughout for consistency since this is not a specific product name.
- Keep CTAs as parallel as possible, e.g. using the imperative (Find, Make, Explore). An exception is the added access point for 'Dental insurance for businesses', which takes users to different pages/information depending on the size of the business.
- Maintain consistency with linking pages by using similar/identical wording, e.g. the body copy for the amended access point for 'Dental insurance claims' is taken from [the existing 'Make a dental insurance claim page'](#).
- In the body copy, focus on the benefit to the user and use 'your' to create a personal tone.

## Suggested copy/flow/layout changes:



Discover how Bupa can keep you smiling with our range of dental services for both Bupa members and non-members.

### Bupa Dental Care

Bupa Dental Care provides both NHS and private dental services. You don't need to have insurance to get check-ups or emergency appointments from a Bupa Dental Care practice. Simply search for your local practice and view treatment options.

[Find a dentist](#)

### Dental insurance claims

If you're an existing dental insurance member and you want to claim for dental treatment you've had, you can make a claim using Bupa Touch.

[Make a claim](#)

### Dental insurance for individuals

Bupa offers a choice of dental insurance policies to help you get the dental care you need. Find out more about Bupa dental insurance and compare our policies to learn how they can benefit you.

[Explore dental insurance for individuals](#)

### Dental insurance for businesses

Keep your employees smiling with Bupa Dental insurance. Whatever your business, we've got cover options to help support your employees.

[Up to 249 employees](#)

[Over 250 employees](#)

Bupa Dental Care is a trading name of Oasis Healthcare Limited. Registered in England and Wales number: 03257078. Registered office: Bupa Dental Care Vantage Office Park, Old Gloucester Road, Hambrook, Bristol, United Kingdom BS16 1GW.

#### Health

- Health insurance
- Health cash plans
- Health assessments
- Pay as you go healthcare
- SmartDNA
- Bupa Centres

#### Dental

- Cosmetic dentistry
- Dental insurance
- Emergency treatment
- General and specialist dentistry
- Treatments and services

#### Mental health

- Our commitment
- How we support you
- Conditions we support
- FAQs
- How can Bupa help
- Your stories

#### Care homes

- Where do I start?
- What type of care do I need?
- Life in a Bupa Care Home
- Funding for care
- Customer Care Team
- News and events
- Find a care home

#### Health information

- A-Z directory
- Tools and calculators
- Healthy living advice
- Cancer
- Dementia
- Mental health

#### Travel

- How to claim

#### About Bupa

- Financial Information [📄](#)
- Bupa Newsroom
- Cancer promise
- Our leaders



[? Member help and support](#)



### **Measuring performance of the published page**

- Carry out user testing - set tasks for a representative sample from all the relevant user groups to see how easily they can find information/any obstacles they encounter/if they observe that any key information is missing.
- Use available analytics to see which sections of the live page users are interacting with and how their journeys continue - e.g. do users click on the individual insurance page then go back and click on one of the business insurance pages (if so, this may suggest confusion as to which page is right for their needs)?
- Look at the results from the 'Search Bupa' functionality on the website to see if people are having to search for specific information after reaching this page (this may suggest that they are struggling to find what they are looking for).