



# Space01 ensures BUPA increases its health

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*space01, the full service digital agency, has been appointed to define and build the digital Adviser extranet for Bristol based protection provider, BUPA Individual Protection (BUPA IP).*

PR9.NET August 23, 2005 - space01, working with the internal project team, will be responsible for shaping the customer experience of BUPA's digital intermediary channel whilst its parent company, IT consultancy Practiv, will implement and integrate the e-business tool with newly defined business processes and back office systems.

Despite being a relatively new entrant into the individual protection arena, BUPA IP has successfully challenged the sector with its comprehensive and award winning products backed up the strength of its trust and recognition in the private medical insurance sector.

BUPA IP now plans to extend this approach into the digital world by enabling advisers to carry out all their new business and servicing online. The BUPA IP extranet will provide e-business capability and equip advisers with all the sales and marketing tools they need to do everyday business.

Paul Brooks, Managing Director of space01, said: "The opportunity to work with such a well known and respected brand as BUPA is very exciting for space01. Our brief is to bring together our creative and transactional expertise to create a digital IFA experience which genuinely reflects the values and delivers the promise of the BUPA brand."

BUPA IP plan to launch their adviser extranet at the end of the year.

## About space01

space01 is a full service digital agency which has a proven track record in creating exciting, imaginative and above all persuasive digital customer experiences and communications. space01 is backed by Practiv, one of the UK's leading software development companies. Together space01 and Practiv create powerful digital business tools based on a genuine understanding of the customer. Clients include Friends Provident, Clerical Medical, PruHealth, American Airlines and The AA.

More information can be found at [www.space01.co.uk](http://www.space01.co.uk)

## About BUPA

Set up in 1947, BUPA is a broad-based health and care organisation with a growing international presence. It has 7.8 million customers in 180 countries and 40,000 employees. Its main interests are health insurance, hospitals, care services for older people and young disabled, health assessments, workplace health and childcare services.

Contact: Lydia Aydon, PR Manager, Tel. 0207 656 2667

For further information, please contact:

Matthew Leach  
immediate future Ltd.  
0845 408 2031  
[pressoffice@immediatefuture.co.uk](mailto:pressoffice@immediatefuture.co.uk)

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## About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

**Phone:** 0845 408 2031  
**Website:** <http://www.immediatefuture.co.uk>  
**E-Mail:** [pressoffice@immediatefuture.co.uk](mailto:pressoffice@immediatefuture.co.uk)

