# Cleveland Clinic London and Bupa extend pioneering value-based care pilot with no-shortfall guarantee



Cleveland Clinic London and Bupa UK Insurance have extended their collaboration through a new multi-year agreement designed to enhance healthcare services for Bupa’s customers in central London. Central to this renewed partnership is the continuation and expansion of a pioneering value-based healthcare pilot program, a model that shifts the focus from the traditional fee-for-service system to payment structures based on patient outcomes and health improvements following treatment.

Originally launched in 2024, the value-based care pilot has already showcased superior safety and quality metrics compared to standard approaches. The program includes Bupa Platinum consultants—selected for their high ratings from Bupa customers and coverage across Bupa’s insurance schemes. Under this model, Cleveland Clinic London’s payment depends on the effectiveness of the treatments it delivers, fostering a more patient-centred and outcome-driven healthcare experience. This approach aims to improve care quality while potentially lowering overall healthcare costs by incentivising better clinical results rather than a higher volume of services.

In addition to this pilot, the agreement introduces a no-shortfall guarantee for consultant fees, meaning Bupa patients will no longer incur additional charges if consultants’ fees exceed their insurance coverage allowance. This guarantees a more seamless and financially reassuring experience for patients accessing specialist care.

Rob Lorenz, MD, President of Cleveland Clinic London, emphasised the clinic’s commitment to exceptional care and patient safety. He highlighted the growing demand among patients for transparency regarding clinical quality and the overall patient experience as key motivators for embracing this innovative model. According to Richard Washington, General Manager for Healthcare at Bupa UK Insurance, value-based healthcare is an important evolution in service delivery, enhancing coordination between insurers and providers while prioritising quality and patient outcomes.

This agreement builds upon an existing partnership established in 2021, which initially provided Bupa customers access to Cleveland Clinic London’s specialised services, including cardiovascular, digestive, neuroscientific, and orthopaedic care. The earlier collaboration aimed to improve healthcare outcomes through standardised care pathways and evidence-based management — a foundation that the new value-based pilot now expands upon with a stronger emphasis on outcome-driven reimbursement.

Cleveland Clinic London’s reputation for integrating advanced digital technology into healthcare management further supports this initiative. In late 2024, the hospital became the first private UK hospital to achieve HIMSS EMRAM Stage 7 accreditation, which recognises excellence in the use of electronic medical records (EMR). This accreditation underlines the hospital's commitment to efficient, patient-focused care, reinforced by sophisticated digital tools that ensure seamless information flow and clinical safety.

Patients using private medical insurance, including Bupa, benefit from streamlined processes at Cleveland Clinic London, which offers direct booking and comprehensive digital access to medical records. Moreover, the hospital maintains transparent pricing and clear guidance for both insured and self-pay patients, aligning with its broader patient-centred ethos.

The broader healthcare landscape is increasingly recognising the value of transitioning to outcome-based models as experienced by institutions like Cleveland Clinic in the United States and the United Arab Emirates, where value-based care approaches have driven improved clinical outcomes and patient satisfaction. Early applications of these models in the UK, including at Cleveland Clinic London, suggest promising opportunities for transforming healthcare delivery through increased collaboration and alignment between insurers and providers.

In sum, the enhanced partnership between Cleveland Clinic London and Bupa UK Insurance exemplifies a strategic move towards value-based healthcare in the UK private sector, combining clinical excellence, technological innovation, and patient-focused payment structures to raise standards and patient satisfaction.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot)
* Paragraph 2 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot), [[7]](https://catalyst.nejm.org/doi/full/10.1056/CAT.22.0123)
* Paragraph 3 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot)
* Paragraph 4 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot)
* Paragraph 5 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot), [[2]](https://newsroom.clevelandclinic.org/2021/09/28/cleveland-clinic-london-and-bupa-announce-new-agreement), [[4]](https://healthcareandprotection.com/bupa-and-wpa-agree-treatment-deals-with-cleveland-clinic-london/)
* Paragraph 6 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot), [[3]](https://newsroom.clevelandclinic.org/2024/11/18/cleveland-clinic-london-is-the-first-private-hospital-in-the-uk-to-be-awarded-with-himss-emram-stage-7-accreditation)
* Paragraph 7 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot), [[5]](https://clevelandcliniclondon.uk/patients/payments/private-medical-insurance), [[6]](https://www.clevelandcliniclondon.uk/)
* Paragraph 8 – [[7]](https://catalyst.nejm.org/doi/full/10.1056/CAT.22.0123)
* Paragraph 9 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot), [[7]](https://catalyst.nejm.org/doi/full/10.1056/CAT.22.0123)

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## Bibliography

1. <https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot> - Please view link - unable to able to access data
2. <https://newsroom.clevelandclinic.org/2021/09/28/cleveland-clinic-london-and-bupa-announce-new-agreement> - In September 2021, Cleveland Clinic London and Bupa, the UK's leading health insurer, announced a partnership to provide Bupa's health insurance customers with access to Cleveland Clinic London's comprehensive medical and surgical services, focusing on cardiovascular health, digestive diseases, neurosciences, and orthopaedics. This collaboration aims to offer greater convenience, value, and improved healthcare outcomes through standardised care pathways and evidence-based management tools, enhancing the patient experience and reducing healthcare costs.
3. <https://newsroom.clevelandclinic.org/2024/11/18/cleveland-clinic-london-is-the-first-private-hospital-in-the-uk-to-be-awarded-with-himss-emram-stage-7-accreditation> - In November 2024, Cleveland Clinic London became the first private hospital in the UK to receive HIMSS EMRAM Stage 7 accreditation, recognising its advanced use of electronic medical records (EMR). This achievement highlights the hospital's commitment to integrating digital technology in healthcare, ensuring high-quality patient care and safety through efficient and effective EMR systems.
4. <https://healthcareandprotection.com/bupa-and-wpa-agree-treatment-deals-with-cleveland-clinic-london/> - In September 2021, Cleveland Clinic London reached agreements with insurers Bupa and WPA to offer eligible plan members access to its medical and surgical services, primarily focusing on heart and vascular diseases, digestive diseases, neurosciences, and orthopaedics. The collaboration aims to develop standardised care pathways, accelerate access to treatments, and drive down healthcare costs, ensuring a seamless experience for patients through direct booking and full digital access to medical records.
5. <https://clevelandcliniclondon.uk/patients/payments/private-medical-insurance> - Cleveland Clinic London provides guidance for patients using private medical insurance, detailing the process of obtaining referrals, authorisation from insurance companies, and booking appointments. The hospital works with most major insurers, including Bupa Insurance Services Limited, to ensure a smooth experience for patients seeking care through their insurance coverage.
6. <https://www.clevelandcliniclondon.uk/> - Cleveland Clinic London is a private hospital offering a range of medical services, including heart and vascular care, neurosciences, imaging, and orthopaedics. The hospital provides self-pay services with transparent pricing, allowing patients without private medical insurance to access high-quality care. It also offers international patient support and has been recognised for its patient-centred approach and globally recognised care.
7. <https://catalyst.nejm.org/doi/full/10.1056/CAT.22.0123> - This article reviews the Cleveland Clinic’s experience in developing, operating, and refining value-based care models in the United States and the United Arab Emirates, with early applications and lessons learned in the United Kingdom. It discusses the challenges, successes, and opportunities for implementing global value-based care models, highlighting the importance of shifting from traditional fee-for-service models to value-based care programs to improve healthcare outcomes.