# Cleveland Clinic London and Bupa UK extend value-based healthcare pilot with no consultant fee shortfall



Cleveland Clinic London and Bupa UK Insurance have solidified their collaboration through a new multi-year agreement designed to enhance healthcare services for Bupa customers in central London. A key feature of this agreement is the continuation and expansion of a pioneering value-based healthcare pilot initiated in 2024. This pilot represents a significant shift from traditional healthcare payment models, linking Cleveland Clinic's remuneration to patient health outcomes rather than the volume of services provided. Such an approach aligns incentives towards delivering more effective and patient-centred care.

Under the new contract, Bupa and Cleveland Clinic London have also introduced a no-shortfall guarantee for employed consultant fees. This means Bupa-insured patients will not incur unexpected charges for consultant fees that exceed their health cover allowance, removing a common source of financial concern and improving the overall patient experience. The pilot focuses on Bupa Platinum consultants, who are among the highest-rated by Bupa customers and accessible across all Bupa healthcare schemes.

This innovative collaboration builds on the foundation laid since the initial partnership announcement in 2021, which aimed to give Bupa health insurance customers streamlined access to Cleveland Clinic London's expertise in cardiovascular health, digestive diseases, neurosciences, and orthopaedics. That earlier alliance sought to integrate clinical pathways and enhance coordinated care, reflecting a shared commitment to improving healthcare outcomes through specialist services.

Recent developments across Bupa's broader healthcare strategy complement this partnership. In October 2024, Bupa introduced measures to increase fees for certain medical specialists and launched a consultant panel to ensure fair practitioner compensation and better patient care. Simultaneously, Bupa is expanding access to digital healthcare, with nearly one million virtual GP consultations anticipated during 2024, underscoring its focus on accessible, patient-centred services.

The value-based healthcare pilot with Cleveland Clinic London was highlighted by Bupa representatives at the 2024 International Value Symposium, illustrating the growing importance of value-driven care delivery models. Experts from Bupa discussed how such projects encourage greater insurer-provider collaboration and have the potential to enhance clinical quality and patient outcomes.

Rob Lorenz, President of Cleveland Clinic London, emphasised the organisation’s dedication to exceptional care and patient safety, noting the increasing patient demand for transparency on clinical quality. Richard Washington, General Manager for Healthcare at Bupa UK Insurance, described value-based healthcare as a promising shift that prioritises care quality while fostering collaboration between insurers and providers. Both leaders affirmed their commitment to delivering high-quality care through this evolving partnership.

### 📌 Reference Map:

* Paragraph 1 – [[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/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot), [[7]](https://hfma-staging2.sbx.so/events/international-value-symposium-2024)
* Paragraph 2 – [[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/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot), [[5]](https://healthcareandprotection.com/bupa-increases-doctor-fees-reviews-benefits-limits-and-launches-consultant-panel)
* Paragraph 3 – [[3]](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 4 – [[5]](https://healthcareandprotection.com/bupa-increases-doctor-fees-reviews-benefits-limits-and-launches-consultant-panel), [[6]](https://healthcareandprotection.com/bupa-on-track-to-deliver-close-to-1-million-virtual-gp-appointments-in-2024)
* Paragraph 5 – [[7]](https://hfma-staging2.sbx.so/events/international-value-symposium-2024)
* Paragraph 6 – [[1]](https://newsroom.clevelandclinic.org/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot)

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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/2025/06/19/cleveland-clinic-london-and-bupa-uk-insurance-sign-value-based-care-pilot> - Cleveland Clinic London and Bupa UK Insurance have entered into a multi-year agreement to enhance services for Bupa health insurance customers in central London. This includes a pioneering value-based healthcare pilot initiated in 2024, focusing on patient-centred care where Cleveland Clinic's compensation is linked to patient health improvements post-treatment. The agreement also features a no-shortfall guarantee for employed consultant fees, ensuring Bupa patients incur no additional charges beyond their health cover allowance, thereby improving the patient experience.
3. <https://newsroom.clevelandclinic.org/2021/09/28/cleveland-clinic-london-and-bupa-announce-new-agreement> - In September 2021, Cleveland Clinic London and Bupa UK Insurance announced a partnership enabling Bupa's health insurance customers to access Cleveland Clinic London's comprehensive medical and surgical services, particularly in cardiovascular health, digestive diseases, neurosciences, and orthopaedics. This collaboration aims to provide greater convenience, value, and improved healthcare outcomes through coordinated efforts between the two organisations.
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, focusing on heart and vascular diseases, digestive diseases, neurosciences, and orthopaedics. The collaboration aims to develop clinical pathways for appropriate care and seamless patient access, enhancing the healthcare experience for insured individuals.
5. <https://healthcareandprotection.com/bupa-increases-doctor-fees-reviews-benefits-limits-and-launches-consultant-panel> - In October 2024, Bupa announced several initiatives, including increasing fees for anaesthetists and surgeons, launching a consultant panel, and committing to regular fee reviews. These measures aim to enhance the relationship between Bupa and medical practitioners, ensuring fair compensation and improved patient care. Additionally, Bupa is reviewing its private medical insurance benefit limits to better meet the needs of its customers.
6. <https://healthcareandprotection.com/bupa-on-track-to-deliver-close-to-1-million-virtual-gp-appointments-in-2024> - As of November 2024, Bupa is on track to deliver nearly one million virtual GP consultations, marking a significant increase from the previous year. This growth reflects the rising demand for digital healthcare services, with more patients opting for remote consultations for convenience and accessibility.
7. <https://hfma-staging2.sbx.so/events/international-value-symposium-2024> - The International Value Symposium 2024, organised by the Healthcare Financial Management Association (HFMA), featured discussions on implementing value-based healthcare approaches. Notably, Dr. Rebecca Rohrer and Dr. Ravi Lukha from Bupa UK Insurance presented on applying value-driven strategies in healthcare provision, including a value-based healthcare project in partnership with Cleveland Clinic London in orthopaedics.