

Your creditors are screaming for payment.
Your customers are screaming for delivery.
And while you're trying to sort it all out,
your foreman suffers a heart attack.

Who pays?

No prizes for guessing the answer. Because, as always, it's you who has to carry the can. Even though you've got enough worries to give any self-respecting entrepreneur an ulcer. Even though you're working sixteen hours a day for the privilege of 'being your own man'.

And even though your foreman ignored your repeated warnings to take things a bit easier.

No matter. You're the boss. It's your responsibility...

But we can hear you out there already. "It'll never happen to me."

"I've got enough worries as it is."

"I'll cross that bridge when I come to it."

And so on.

But the fact remains, illness and injury happens every day throughout Malaysia.

In factories, shops, offices and homes.

As day after day, plenty of perfectly healthy people are stricken down by an unforeseen calamity.

And day after day, many of these people are totally unprepared for that eventuality.

Or for how much it's likely to cost.

So it happens. We all know that.

But what happens when it happens?

What do people in Malaysia do when it comes to looking for treatment?

Let's take a look at the options.

And like the unfortunate businessman in the headline, let's assume that it's your foreman, in your company, who has a serious problem.

Naturally you're shaken. So it's often difficult to think rationally in the face of such a crisis.

Well, unlikely as it may be, your first reaction could be to seek out a local doctor or physician to provide some quick assistance.

Entirely understandable, given the circumstances.

But does it really make sense to waste valuable time trying to contact someone who has a surgery full of waiting patients?

So you've got to get him to a hospital.

But this is where complications begin to develop.

Think clearly now.

Which hospital should you send him to?

Where will he get the best treatment?

By the best doctors? In the shortest time?

Hold on a minute.

Which hospital can you afford to send him to?

And what sort of cover do you have?

Should you just send him to the best, or to the most cost-effective hospital?

Should you ask someone for advice?

Who? How?

And so, very quickly, a bad injury or illness to an employee or work-mate can develop into a nightmare.

With you looking at one of your toughest executive decisions in the face.

Not to mention his wife and family if you get it wrong.

Think about it now. What do you do now, boss?

Well, you could start by considering an alternative to at least some of this soul-searching.

Healthcare.

Which is a lot different than filling out the occasional policy document or making the odd claim.

Because the real way to minimise such a headache is to make sure you, your employees and their families are properly protected in the first place.

Which means you'll be covered too. In more ways than one.

With a healthcare service that's second to none.

Allow us to introduce ourselves.

Our company is called BUPA Sime Shield and we're Malaysia's specialists in healthcare.

In other words, healthcare is our first, last and only concern. And nothing else.

So even though we say it ourselves, we're a bit special.

And we know what we're talking about.

That's because we've been providing our kind of healthcare for well over forty years.

All around the world.

For no less than five million individuals and forty thousand companies of all shapes and sizes.

Very impressive, you might say. But how does BUPA Sime Shield actually provide companies in Malaysia with this kind of healthcare?

Well, through a range of services known as CompanyCare.

Which is, quite simply, the very best kind of healthcare your company can buy.

Read on. And see exactly how CompanyCare works.

CompanyCare is an entirely flexible package which can be tailored to meet the specific needs of you, your employees and their dependants.

You can buy as much or as little as you like.



Whether you're a large, small or in-between company.

You can make sure your employees are covered by a full range of hospital and surgical benefits for in-patient treatment and day-case surgery.

So when you get a problem like the foreman's, there's no delay or deliberation about what to do.

It's the best hospital for him. The best treatment and ultimately, the best chance of recovery.

What's more, you can extend your CompanyCare cover to include out-patient treatment if you wish.

Which means you'll be able to offer cover for minor ailments, cuts and bruises, day-to-day treatment and other problems which can often prove to be expensive.

In addition, you can opt for Emergency Evacuation Cover which provides extra protection for your employees and their dependants anywhere in the world. Including a special 24-hour telephone service.

(Needless to say, this type of cover is particularly attractive for frequent travellers and their families.)

So as you can see, CompanyCare from BUPA Sime Shield provides comprehensive healthcare protection for companies.

But as a businessman, we can almost anticipate your next query.

Money.

How much does all this wonderful service cost? And how much can you expect in the way of benefits?

First and foremost, CompanyCare from

BUPA Sime Shield provides exceptional value-for-money healthcare.

Next, when it's necessary to make a claim you'll find reimbursement is speedy and simple. In days, rather than weeks or months.

And you'll find that with CompanyCare you won't have to guess how much your company health expenses are likely to be in the future. Your costs will be fixed each year, so you can budget accurately. Very sensible.

(And you won't have to pay for what you don't need, as your package will be specially tailored to meet your company's needs.)

What's more with CompanyCare you can plan ahead for non-urgent cases. So your employees can organise treatment to fit in around busy work schedules.

All in all, CompanyCare healthcare from BUPA Sime Shield is the best, most comprehensive healthcare you could buy for your business.

It's flexible, cost efficient and an excellent incentive for both new and existing employees.

Which is extremely important when you're trying to attract top quality people to work for you.

In addition, CompanyCare gives you invaluable peace of mind in times of crisis and concern.

Leaving you to get on with the hard enough job of running your business. And not tying you up with time-consuming administration.

In fact, to start the ball rolling with CompanyCare for your company there really is only one small job you have to do.

Go on, clip the coupon. Or call us in Kuala Lumpur on (03) 2920388, Penang on

(04) 623262 or Johor Baru on (07) 229850. Today.

Please send me more details about BUPA Sime Shield CompanyCare healthcare for my company.

Name _____

Title _____

Company _____

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Tel No _____

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The best kind of company healthcare for you.

