Bupa Launches New Viral Clip “5 Minutes Too Late…” Raising Public Awareness of the Health Care





Bupa Thailand has launched a new viral video clip ‘5 Minutes Too Late…’ on its Facebook, YouTube and various social websites to reaffirm of Bupa’s commitment to provide a valuable customer experience that support healthy living and deliver its purpose of longer, healthier, happier lives.

The video shows that why people shouldn’t wait to see the doctor and your health should reach the top of your priority list. The clip tells the story of a woman who goes to see the doctor every time when she feels uncomfortable. This is because she has an experience in taking her mother to see the doctor just 5 minutes too late causing her mother to have a stroke and paralysis. The video has drawn a lot of views on social network within 5 days after launching and continues spreading virally online.

Ben Assanasen, Managing Director of Bupa Health Insurance (Thailand) Public Company Limited said “It is great to have a new digital platform that not only helps to raise public awareness of the importance of health care before it’s too late but also enhance positive

brand image of Bupa as your healthcare partner. As a leading specialist insurer in Thailand, Bupa is well placed to provide a comprehensive of standalone health insurance products and services to suit customer needs that go above and beyond just paying the bill. We are also one of the only insurers to guarantee lifetime renewal if you apply your health insurance before 60 years old and have a strong medical network of more than 400 hospitals in Thailand.”

More details of the clip “5 Minutes Too Late…” can be found at Bupa Thailand Facebook https://www.facebook.com/bupathailandpage/videos/779138305554999/ and YouTube at https://www.youtube.com/watch?v=k-yTVPTq0rQ . For more information about products and services, please contact Bupa Call Center at 0-2677-0333