

Max Bupa Heartbeat Family First Health Plan

-VIDYA KUMAR

Executive Summary: Max Bupa Heartbeat Family First Health Plan is a comprehensive Family Floater Plan. We look at the important features and compare it with some alternatives in this space. Combination of Individual + Family Floater and coverage of close family members make this a unique plan.

We review the Heartbeat Family First Plan from Max Bupa Insurance here and try to find out its core features and how it is different from other family plans. The health plan has the following variants -

- Heartbeat Silver Plan
- Heartbeat Gold Plan

Salient Features of the Policy

1. Uniquely combines Individual + Family floater cover in a single policy
2. There is no entry age limit to buy this policy. Anyone at any age can buy it. Many health insurance plans have some kind of age limit for buying.
3. It covers maternity benefits for 2 deliveries after 3 annual premiums. Newborn babies are covered until the next renewal. Vaccinations for the first year for the baby are also covered in the plan.
4. It covers up to 13 relationships in a family, which is quite comprehensive.
5. You have free annual health checkups in the Gold Plan.
6. It covers medical expenses from 30 days prior to hospitalization and post hospitalization expenses for 60 days.
7. All kinds of day care expenses, doctor consulting fees and emergency ambulance charges (max. limit – Rs. 2,000) are covered.
8. Expenses incurred by the donor for Organ donation are covered.
9. You can avail of tax benefits of upto Rs. 15,000 under Section 80D and upto Rs. 20,000 if you are a senior citizen.

What is not covered in the Policy?

1. Non-allopathic treatments, dental procedures, cosmetic surgery, eyesight operations, obesity related procedures, HIV/Aids, self inflicted injuries, sleep related problems and treatment received outside India are some of the conditions that are not covered.
2. There is a waiting period of 4 years for pre-existing diseases
3. There is a waiting period of 2 years for specified diseases for persons above age of 60
4. The first 90 days after taking the policy are not covered unless it is an emergency.

5. If the insured person is above 65 years old, Max Bupa will bear 80% of the expenses and the balance has to be paid by the insured.

Here is a comparison of Max Bupa Heartbeat Family Plan with some other family floater plans*

Feature	Max Bupa Heartbeat Family First Plan	ICICI Complete Insurance (Family)	Lombard Health	Star Health Insurance Family Health Optima
Entry Age	No age restriction	3 months		5 months
Sum Assured	Individual Cover – Rs. 1 Lakh to Rs. 5 Lakh Family Floater – Rs. 3 Lakhs to Rs. 15 Lakhs	Rs. 2 lakhs to Rs. 10 lakhs.		Rs 2 lakhs to Rs. 25 Lakhs
Maximum Age Limit of Insured Person	No age restriction	No age restriction		65 years
Number of People covered	13 relationships can be covered	A maximum of 3 Children and 2 Adults can be covered.		A maximum of 3 Children and 2 Adults can be covered.
Health Checkups	Free health check up as per the variant selected.	It offers coupons for health check up every year.		Free health check up every year after the first 3 years.
Premium for Sum Assured Rs. 5,00,000 (2 Adults and 2 Children) for 1st year.	Rs. 17,301	Rs. 17,239		Rs. 10,848
Payments to be made by the insured.	No payments to be made by insured under the age of 65. The insured above age 65 have to pay for 20% of the expenses incurred.	No payments to be made by the insured.		10% of each and every claim made by insured persons who are above 60 years at entry level.

**Please check with the insurance provider for current details of the policy*

Recommendation

As part of your financial planning, if you are looking for a health insurance plan for the entire family including old people and close relatives, then, Max Bupa Heartbeat plan can be a good option for you.