

MEDIA RELEASE

hirmaa health funds receive big vote of confidence from their customers

According to independently conducted research, the customers of 11 hirmaa not-for-profit and member-owned health insurers are amongst the most satisfied in the country.

“The research conducted by Discovery Research collected more than 13,000 responses with the average satisfaction across the 11 hirmaa health insurance funds coming in at 98%, an outstanding achievement,” said Managing Partner of Discovery Research, Mr David Williams.

“A 98% satisfaction rate sets a very high benchmark that few organisations match. A figure like this once again demonstrates the outstanding commitment that participating hirmaa funds have towards serving the needs and expectations of their policy holders.”

hirmaa CEO Matthew Koce described this year’s results as “a vote of confidence for hirmaa not-for-profit and member-owned health insurers.”

“All hirmaa health insurance funds are either member-owned or not-for-profit. They exist solely to serve the needs of their members, not to deliver a return to shareholders. Therefore it is not surprising that over the nine years that hirmaa health insurance funds have been surveyed, satisfaction has consistently averaged around 98%,” said hirmaa CEO, Mr Matthew Koce.

“The independent research we commissioned, shows that the staff of hirmaa member health insurers regularly go above and beyond the call of duty to look after the needs of their customers and that is to be commended.”

Whether it be through providing communication to their members, telephone and written service, payment of claims, value for money or price competitiveness, hirmaa funds are performing at a very high standard according to the findings of Discovery Research.

It is important that the health insurance industry put the needs of members first and by supporting independent research into the performance of health insurance providers, hirmaa is helping to measure and lift standards across the industry.

hirmaa is the peak industry body for seventeen private health insurers which are member-owned and not-for-profit. In all, the hirmaa funds provide private health insurance for approximately one million Australians.

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Further enquiries:

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Research Metrics

Total Respondents:	<ul style="list-style-type: none"> ✦ 13,016
hirmaa Funds Involved: [13]	<ul style="list-style-type: none"> ✦ ACA Health Benefits Fund ✦ Defence Health ✦ Doctors' Health Fund ✦ Mildura District Hospital Fund ✦ Navy Health ✦ Peoplecare Health Insurance ✦ Phoenix Health Fund ✦ Police Health ✦ RBHS ✦ Queensland Country Health Fund ✦ rt health fund
Research Conducted:	<ul style="list-style-type: none"> ✦ February 2014
Service Areas Tested:	<ul style="list-style-type: none"> ✦ Member Communication ✦ Telephone Service ✦ Written Service ✦ Payment of Claims
Values Tested:	<ul style="list-style-type: none"> ✦ Value for Money, Price Competitiveness, Benefits Positioning, Premium Affordability, Reliability, Integrity, Personal Service, Friendliness, Member Service Focus, Ease of Dealing With, Staff Problem Solving, Understanding of Cover and Website Information

Overview of Results

<p>Overall Member Satisfaction Overall, how satisfied are you with your health fund membership?</p>	<p>2014: 98% satisfied 2013: 97% satisfied 2012: 98% satisfied 2011: 98% satisfied 2010: 98% satisfied</p> <p>2009: 98% satisfied 2008: 97% satisfied 2007: 98% satisfied 2006: 97% satisfied</p>
<p>Member Communication How satisfied are you with the amount of communication that you receive regarding your membership?</p>	<p>2014: 97% satisfied 2013: 97% satisfied 2012: 96% satisfied 2011: 96% satisfied 2010: 96% satisfied</p> <p>2009: 95% satisfied 2008: 94% satisfied 2007: 94% satisfied 2006: 93% satisfied</p>
<p>Telephone Service How satisfied have you been with the quality of the service that you have received over the telephone, i.e. in terms of your problem being solved, the advice that you have been given, etc?</p>	<p>2014: 97% satisfied 2013: 96% satisfied 2012: 97% satisfied 2011: 97% satisfied 2010: 97% satisfied</p> <p>2009: 97% satisfied 2008: 95% satisfied 2007: 96% satisfied 2006: 96% satisfied</p>
<p>Written Service How satisfied are you with the service offered by mail, fax or email?</p>	<p>2014: 95% satisfied 2013: 95% satisfied 2012: 94% satisfied 2011: 94% satisfied 2010: 96% satisfied</p> <p>2009: 95% satisfied 2008: 95% satisfied 2007: 95% satisfied 2006: 95% satisfied</p>

Overview of Results

<p>Payment of Claims How satisfied are you with the speed of the payment of your claim(s)?</p>	<p>2014: 98% satisfied 2013: 98% satisfied 2012: 97% satisfied 2011: 98% satisfied 2010: 98% satisfied 2009: 97% satisfied 2008: 95% satisfied 2007: 95% satisfied 2006: 97% satisfied</p>
<p>Value for Money Offers good value for money to its members</p>	<p>2014: 86% agree 2013: 86% agree 2012: 86% agree 2011: 86% agree 2010: 86% agree 2009: 87% agree 2008: 84% agree 2007: 85% agree 2006: 84% agree</p>
<p>Price Competitiveness Is competitively priced with other health funds</p>	<p>2014: 79% agree 2013: 78% agree 2012: 79% agree 2011: 80% agree 2010: 80% agree 2009: 81% agree 2008: 79% agree 2007: n/a 2006: n/a</p>