

## MEDIA RELEASE

### hirmaa health funds lead industry

Industry data has once again highlighted the fact that the smaller not-for-profit, member owned and community based health insurers are leaders when it comes to high quality policies and customer satisfaction.

Official data shows that close to 90 per cent the health policies sold by hirmaa health funds do not have any exclusions, compared to 60 per cent for the remainder of the private health insurance industry.

hirmaa CEO Matthew Koce described hirmaa funds as a natural starting point for those seeking a high quality health policy.

“Health and wellbeing is too important to play guessing with and consumers should look for the highest level of cover they can afford for themselves and their families to ensure complete peace of mind and assurance.”

“hirmaa funds only exist to serve policyholders, not shareholders and they are entirely focused on meeting the needs and expectations of their members. Because hirmaa health insurers don’t need to generate profits for shareholders and overseas investors, they represent excellent value for money, with some hirmaa funds returning well over 90 cents in the premium dollar back to consumers as benefits”.

“The strong consumer performance of the hirmaa insurers is backed up by independent research conducted by Discovery Research. An average overall customer satisfaction score of 97 per cent was recorded across the more than 15,000 responses received through participating hirmaa insurers.”

“It is no surprise that with such a strong consumer focus hirmaa funds enjoy very high retention rates are growing much faster than the industry average.”

“The not-for-profit, member owned and community based health funds can be depended on to put consumers first by providing quick access to high quality care when it is needed.” Matthew Koce said.

hirmaa is the peak industry body for 22 health insurers which are not- for-profit, member-owned, regional and community based. In all, the hirmaa funds provide private health insurance to well over one million Australians.

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