

MEDIA RELEASE

Australians trust Members Health funds over big name brands

In the face of ongoing COVID-19 pandemic pressures, Australian private health consumers continue to trust their Members Health fund far more than iconic household brands such as Bunnings, Telstra, Australia Post, Qantas and Coles.

The results of a new independent survey of 13,760 customers of Members Health funds revealed that not-for-profit or members-owned insurers are trusted well above big-name retailers, communication, energy and travel corporations.

Collectively, they achieved an average trust score of almost 84 per cent – far above Australia Post on 72 per cent and Telstra on 61 per cent.

Matthew Koce, CEO of Members Health, said the independent Discovery Research survey conducted in July 2020, was further confirmation of the value Australians put on accessing quality health services when they need it most.

“It justifies why Members Health continues to record year-on-year growth whilst the rest of the industry has declining membership,” said Mr Koce.

Survey participants also gave high approval ratings to the way Members Health funds have managed and communicated services since the COVID-19 outbreak in March:

- 86 per cent thought that the services available were well managed/communicated.
- 80 per cent thought financial hardship assistance was well managed/communicated.
- 89 per cent thought the deferment of premium increases was well managed/communicated.
- 81 per cent thought that the telehealth services were well managed/communicated.

“Given the challenges presented by COVID-19, it was reassuring that 95 per cent of those surveyed said it was important to have private cover with a health fund that is not for profit or part of a member owned group,” said Mr Koce.

“Members Health funds have applied a range of substantial discounts to help their members through this tough time including; delaying the 1 April premium increase, covering all COVID-19 related admissions regardless of level of cover, introducing new policy suspension rules that allow members impacted by the virus to halt their coverage, premium holidays or ex-gratia benefits for certain COVID-related hospital benefits. All have implemented new and innovative telehealth services or hospital-in-the-home and at-home rehab.”

Members Health is the peak industry body for an alliance of 26 health funds that are not-for-profit or part of a member-owned group. They all share the common ethic of putting their members' health before profit. Our funds represent the interests of more than 3 million Australians.

Media enquiries:

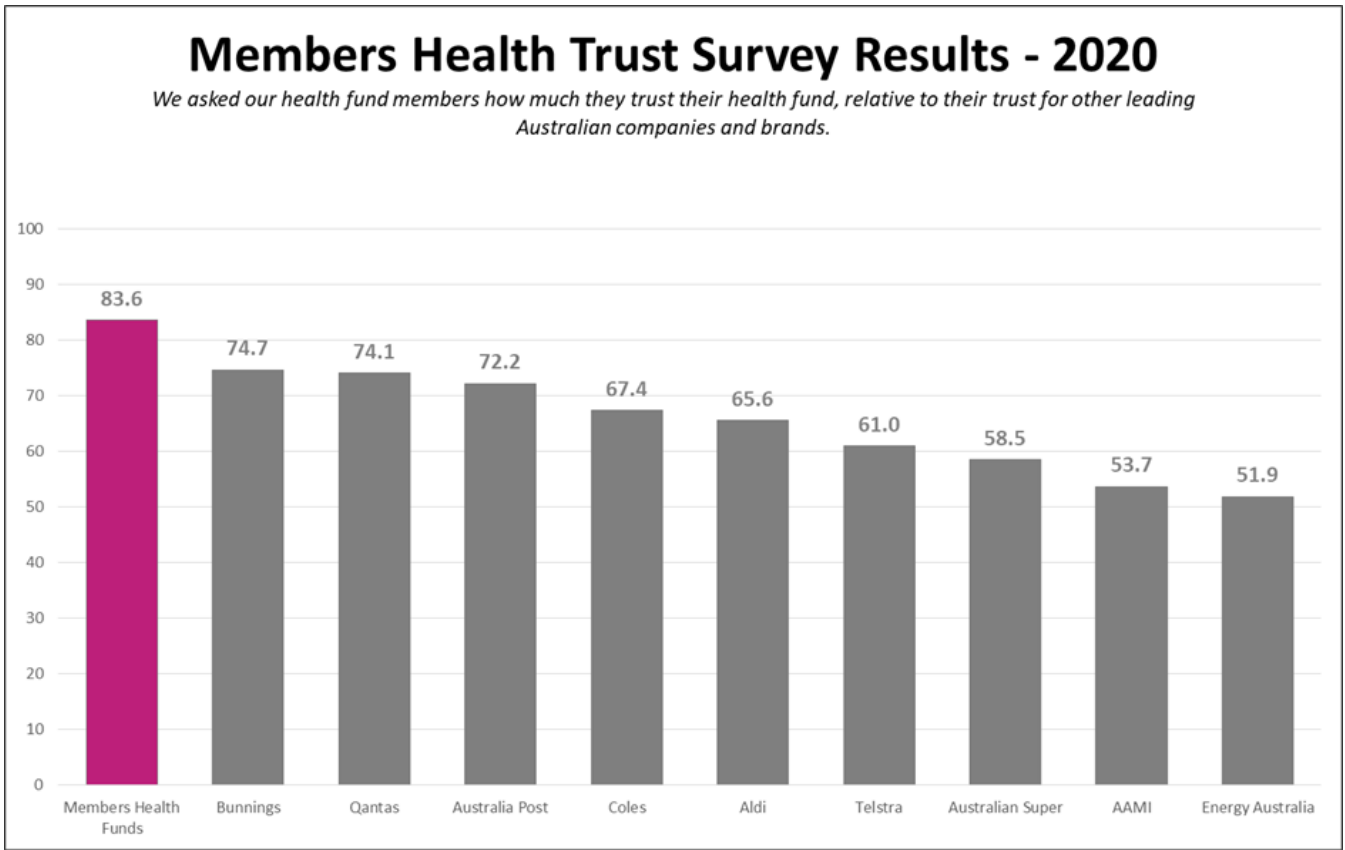
Jodie Harrison 0425 754 370 Jodie@theshannoncompany.com.au

Eddie Morton 0499 700 295 Eddie.Morton@membershealth.com.au

Putting members' health before profit

A. 601 Canterbury Road, Surrey Hills, VIC 3127 P. PO Box 172, Box Hill, VIC 3128

T. (03) 8831 3372 E. info@membershealth.com.au W. membershealth.com.au ABN. 43 358 871 550



Source: Discovery Research – Measuring Trust Members Health Survey (July 2020)

Our Funds



Putting members' health before profit

A. 601 Canterbury Road, Surrey Hills, VIC 3127 P. PO Box 172, Box Hill, VIC 3128
T. (03) 8831 3372 E. info@membershealth.com.au W. membershealth.com.au ABN. 43 358 871 550