



NEWS: POLICE HEALTH PART OF NEW ALLIANCE

Police Health has joined forces with 14 other not-for-profit and/or mutual health funds to launch Members Own Health Funds (MOHF).

Members Own Health Funds was created to ensure not-for-profit and mutual health funds, like Police Health, can effectively communicate the advantages they provide over funds driven by the profit needs of shareholders and overseas owners.

The Members Own Health Funds brand carries the promise that participating funds:

- Are run to benefit members - not shareholders or overseas owners.
- On average give more (of members' premiums) back to members.¹
- Offer a better, more personalised service to their members.²

Police Health CEO Michael Oertel said *“while Police Health enjoys an enviable position among health insurers, providing real value to its members who are among the most satisfied of any health insurer, we are concerned over how the big funds are impacting the industry- viewing consumers as a profit opportunity.”*

“While Police Health had retained an extremely close bond to its police heritage, others outside of policing could join a range of industry, regional and open mutual funds. Strategically for Police Health it is in our best interest that we join with these like-minded health funds to highlight there are broader options when it comes to health insurance than just the big funds.”

By forming a collective voice and joining resources to reach a larger audience, Members Own Health Funds is hoping to achieve similar support and success as Industry Super Funds. As a group, Members Own Health Funds can carry their message much further than funds can individually. This enables them to have a strong presence in a market made busy by the generous advertising budgets of the large funds.

Members Own Health Funds Chairman Brad Joyce said the exciting new entity had a clear message that *“we simply don’t believe that maximising shareholder returns or profits is an appropriate philosophy to apply to people’s health needs. There is a fundamental philosophical difference between for--profit funds like Medibank and BUPA and those funds that make up Members Own Health Funds. Members Own Health Funds is underpinned by the belief that participating funds are there for members and their wellbeing. With Members Own Health Funds you’re a member not a number or profit centre. Members Own Health Funds offer an attractive alternative to the ‘big two’ and are now a strong third pillar in the health insurance sector”.*

The creation of Members Own Health Funds follows the sale of Medibank Private last year – removing it from ownership by the Australian public and dramatically changing the landscape for Australian health insurance.

Each health fund will retain their separate identities, however the Member Own Health Funds platform will allow their communication of messages to reach a larger audience.

More than two and a half million people across Australia are already with a Members Own Health Fund.

Members Own Health Funds is launching a nationwide public awareness campaign to make sure Australians know there is a choice beyond health funds run to benefit shareholders and overseas owners.

Michael Oertel wants current members to know that it is business as usual and eligibility to join Police Health remains exclusive to the policing community. He also wants members to feel proud that now everyone else will see what we’ve known all along, that Police Health exists for its members.

¹ Based on paid benefits as a percentage of premiums.

² Based on member retention rates of 2+ years and complaints to the Private Health Insurance Ombudsman