

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2014-15

Finance Portfolio

Department/Agency: Medibank
Outcome/Program: General
Topic: Investments in preventative health

Senator: Lundy

Question reference number: F42

Type of question: Hansard, F&PA Committee, Page 15, 29 May 2014

Date set by the committee for the return of answer: Friday, 11 July 2014

Number of pages: 2

Question:

Senator LUNDY: Excuse me, Senator McKenzie, can I just put a question on notice to round off that area? Mr Savvides, could you take on notice providing the committee with a full infantry of your investments in the preventative health space in the broadest definition? If you can put dollar figures against those, please do. If not, just say commercial in confidence. That would be fantastic.

Answer:

Medibank directly provides or funds a range of services that can be considered as preventative in a broad sense:

- Medibank directly provides preventative health and chronic disease management programs for policy holders suffering from chronic diseases or seeking to manage risk factors. These are listed below, the cost of providing these services is commercial in confidence.
 - Disease management programs for people suffering from type two diabetes, congestive obstructive pulmonary disease, coronary artery disease and congestive heart failure. Over 30,000 policy holders have been through these programs since they commenced in 2005.
 - Health coaching services to manage risk factors such as smoking, inactivity or weight gain. Over 15,000 policy holders have been through these programs.
 - Mental health relapse protection program – post treatment counselling program to prevent hospital readmissions for mental ill-health.
- Through the Mi Health program, Medibank provides Medibank hospital cover policy holders with range of health support services that include being able to speak to Medibank nurses on our 24/7 health advice line, online health information and tools and mobile health apps. The cost of providing these services is commercial in confidence.

- Medibank is piloting a program in Queensland called GP Access that aims to encourage policy holders to visit their GP and in doing so avoid downstream healthcare costs. The cost of providing this service is commercial in confidence.
- Medibank is working with other healthcare funders to develop and implement an integrated care system that works within the bounds of the current health system to intensively manage high healthcare consumers in more cost effective ways.
- Medibank also runs a national campaign called Generation Better aimed at encouraging all Australians to live healthier lives. Presently as part of this campaign Medibank is paying for the construction of children's playgrounds.
- Medibank produces a quarter magazine called *Be* containing extensive news and articles aimed at helping readers live a healthy lifestyle.
- The Medibank Community Fund supports initiatives aimed at promoting good health amongst Australians. Current Fund sponsorships recipients are listed below, the value of the sponsorships are commercial in confidence.
 - Red Dust
 - R U OK?
 - Heart Foundation Jump Rope for Heart
 - Stephanie Alexander Kitchen Garden Foundation
 - People and Parks Foundation
 - The Smith Family
 - *Beyondblue*
 - Yalari
 - Heart Foundation Walking
 - Australian Red Cross
- Depending on their application, many health services funded for Medibank policy holders may be considered as preventative in nature. However, without greater clinical understanding of why a service has been claimed it is not possible for Medibank to account for them financially.