

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2013-2014

Finance and Deregulation Portfolio

Department/Agency: Medibank
Outcome/Program:
Topic: Mobile Access

Senator: Moore

Question reference number: F55

Type of question: Hansard, F&PA Committee, Page 13-14, 30 May 2013

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Number of pages: 1

Question:

Senator MOORE: On the general government services—and I know you are not a government agency—looking at that online aspect of people using them, do you have any way of knowing if people access you by iPad or iPhone? There has been a lot of push recently for people to get that kind of equipment and that people are more likely to access services in a mobile way.

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Senator MOORE: It is more of a general interest I have. There has been a general promotion about people interacting with government services—be it yourselves, Human Services or other areas. I am interested in this iPad-iPhone thing, which I do not use but I know is being promoted. On the process you had a couple of years ago for promoting the Travel Doctor service and getting, again, information

Answer:

Medibank is able to determine the type of device members use when accessing services via our membership mobile app. For FY13 to date, 76% of access is via iPhone or iPod touch, 5% of access is via iPad and 19% is via Android powered devices.

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Travel Doctor hosts news and health alert information aimed at people travelling overseas. For the year to date Travel Doctor health alerts pages have been accessed 41,733 times. Travel Doctor news pages have been accessed 9,803 times. The Travel Doctor also provides a vaccination planning application that allows users to input their destination and get an instant report on what vaccinations are recommended. Year to date the application has been used 47,052 times.