

3 November 2006

Topic: Communications Strategy

Senator Moore asked:

I want to know about the communication strategy both within Medibank Private for its own staff and also in a wider aspect.

Answer:

Throughout the privatisation process Medibank Private has continued to keep members fully informed. This has been achieved through the following:

- Media releases – to coincide with major Government announcements on 26 April 2006 and 12 September 2006;
- Web page – separate privatisation section updated regularly;
- Frontline staff training and scripts – All retail and phone staff trained to answer member enquiries with scripted Q&As;
- IVR statement – a recorded phone message available when calling the customer contact line;
- Flyer outlining the Government's announcement on 26 April and updated on 12 September including reference to the Customer Contact Line and website for further information – available online and at retail centres; and
- The annual tax statement letter to all members contained a statement confirming the Government's announcement to privatise Medibank Private and included information directing members to medibank.com.au.

Medibank Private has kept staff fully up to date during the privatisation process through the following:

- Face to face briefings – on the day of major announcements the Managing Director addressed all staff face to face and via a nationwide phone hook up;
- Breaking news on intranet – available from every desktop;
- Weekly staff email (FYI) – circulation distributed to all staff;
- Dedicated privatisation intranet page including interactive Q&A function; and
- 'hot off the presses' emails from the Managing Director for major announcements as back up for face to face briefings.