





## **A YEAR OF TRANSFORMATION**

In an exciting 2017, we celebrated 85 years of putting members and their health first. From our humble beginnings in 1932, to our long standing position as Australia's largest not-for-profit health fund, providing genuine value to our members is at the heart of what we do.

That's why we implemented our 2020 Strategy to make health care understandable, affordable, high quality and customer-centric.

This year, we've taken many steps to deliver on this strategy and ensure our 1.5 million members are empowered to better manage their health, their way. Through improved products and services, strategic partnerships, branch network and dental centre expansion, and investment in health research, we've innovated to make health care more affordable and accessible for our members.

We're proud of what we've accomplished, and have showcased the highlights in this Year in Review.



"Being not-for-profit defines who we are as an organisation. Our members are at the heart of what we do because we answer to and listen to them, not shareholders."

**Robert Goalev** Chairman, HCF

#### **LEADERSHIP EVOLUTION**

On 1 August 2017, we were excited to announce the appointment of Sheena Jack as CEO of HCF, who became the first female CEO of a major health fund. Ms Jack has been a driving force behind the 2020 Strategy. She has also been a key member of the HCF executive team for more than 10 years, first as Chief Financial Officer and then as Chief Strategy Officer from 2014. After 20 years of service, Shaun Larkin resigned as CEO and MD in March 2017. We're grateful for his dedication and we wish him all the best for the future. At the forthcoming AGM, Russell Schneider will also be retiring as Non-Executive Director of the HCF Board after 12 years of outstanding service. We thank him for his commitment.

#### **DRIVING CHANGE**

At HCF, we stand for affordable and sustainable health care. As a not-for-profit health fund, we've been working with governments and the wider private health insurance industry to review and overhaul the national Prosthesis List. Growth in prosthesis costs have been substantial and we hope to reduce the excessive prices listed, as they result in higher premiums for private health insurance. We look forward to passing on the potential savings from this reform to our members.

#### LOOKING TO THE FUTURE

We believe that building strong partnerships help make private health insurance more affordable and accessible for our members. That's why we've partnered with The Royal Automobile Club of Western Australia (RACWA), offering 900,000 RAC members in Western Australia great value health insurance cover. The opportunity to grow our presence in the west with an iconic local organisation like RACWA has us genuinely excited.

## WE'VE GOT **2020 VISION**

We embedded our 2020 strategy to build a health first. Already, we've made great progress.

We became the first health fund to partner with innovative digital health platform, Healthshare, empowering members to easily choose the most appropriate and conveniently located specialist participating in the HCF No Gap and Known Gap scheme when being referred by their GPs.

#### Sofermonalie VISION MAKING HEALTHCARE: - AFFORDABLE - UNDERSTANDABLE - HIGH QUALITY CESTOMER CENTRIC - CUSTOMER-CENTRIC

HIGH

**JUNE 2017** We have invested in services which reduced the average speed of answering member phone calls by 55%.



We launched the Preparing for Hospital website and Cost Indicator tool to give members essential knowledge and peace of mind for common hospital procedures.

HCF Catalyst was one of the ways we invested in the future of Australia's health. In this our second year, we supported another 11 innovators through Australia's first and largest corporate-supported health-tech accelerator

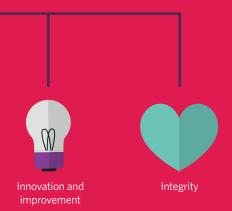
#### **JANUARY 2017**

We improved our products and benefits to give our members even more great value.

We had the lowest average rate change of the major health funds in FY2017, ensuring we remain competitively-priced.

#### **NOVEMBER 2016**

We began the expansion of our dental network to give more members access to high-quality, no or low gap dental treatments.



## **FINANCIAL SNAPSHOT**

We're a not-for-profit, we're focused on financial efficiency and stability so we can reinvest our earnings and ensure that we have the resources to deliver on our commitment to members. We're proud to report continued positive financial results in Financial Year 2016-17 (FY2017).



#### **MEDICAL GAP COVERAGE\***

HCF 95%

561,879 **HOSPITAL ADMISSIONS IN FY2017** 

**INDUSTRY AVERAGE** 

93%

#### **OPERATING EXPENSE RATIO**

HCF 0 

PREMIUMS 3% INCREASE .5h

**INDUSTRY AVERAGE** 

8.9%

**NET ASSETS** 14% INCREASE

**MEMBERS IN** 

**HOSPITAL AND EXTRAS CLAIMS** 



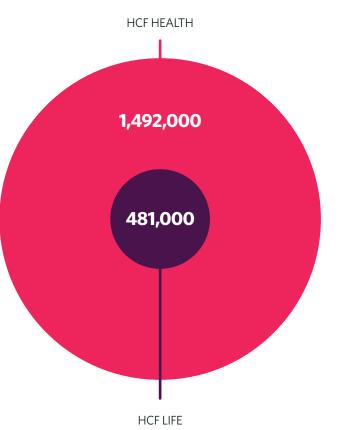
**EXTRAS SERVICES** PROVIDED

#### **FIVE-YEAR PERFORMANCE SUMMARY**

ITEM	UNIT	FY2013	FY2014	FY2015	FY2016	FY2017	% CHANGE ON 2016	TREND
Membership levels	Policies	662,469	676,501	676,008	675,520	685,023	1%	
Total reserves	\$'000	888,331	962,496	1,115,888	1,293,583	1,484,201	15%	
Earned contributions	\$'000	2,055,635	2,215,702	2,349,287	2,429,001	2,489,813	3%	/
Total benefits payable	\$'000	1,881,124	2,066,928	2,124,097	2,116,421	2,189,288	3%	
Gross margin	(%)							
HCF		8.5	6.7	9.6	12.9	12.1		
Industry		13.1	12.6	12.9	13.9	14.0		
Operating expenses	\$'000	143,644	155,939	161,614	191,333	208,927	9%	
Underwriting surplus/(deficit)	\$'000	30,867	(14,243)	70,654	121,247	91,598	-24%	
Other net income	\$'000	76,072	86,163	82,374	53,067	90,428	70%	$\sim$
Operating surplus	\$'000	106,939	71,920	153,028	174,314	182,026	4%	

#### **AUSTRALIAN LIVES INSURED IN FY2017**

For every dollar our members pay in premiums, we've paid out more in benefits than the average of the rest of the industry over the last 5 years\*.



\*Calculated based on the average of the past 5 years, sourced from APRA, Statistics: Private Health Insurance Quarterly Statistics, June 2017; APRA, Statistics: Private Health Insurance Operations Report 2015-16, June 2016.

\*Proportion of no or known gap services.

15.9%

**IN NEW BUSINESS SALES** 

**GROWING BY** 

**HCF LIFE DELIVERED** 

#### **WE'VE GIVEN BACK MORE**



## PUTTING **AUSTRALIANS' HEALTH FIRST FOR 85 YEARS**



#### 1932 **THE BEGINNING OF HCF**

The 'Metropolitan Hospitals Contribution Fund' is established. In its first two years, more than 100,000 members join the fund.

#### 1937 **FIRST SERVICE BRANCH OPENS**

The first service branch opens in York Street, Sydney.



#### **HCF ADDS MEDICAL BENEFITS** HCF enters into joint operation with Medical

**25 YEARS** Benefit payments for the year total £3.17 million.

1957

#### 1964 **HCF'S FIRST**

COMPUTER Electronic data processing

becomes an integral part of HCF's operations.

Benefits Fund of Australia

(MBF), an arrangement that

lasts for the next three years.

#### 1967 **HCF BECOMES** HOSPITALS **CONTRIBUTION FUND OF AUSTRALIA**

Along with the official name change, the fund establishes branch offices in Melbourne, Brisbane and Hobart.

1975 HCF LEADS THE WAY ON EXTRAS HCF introduces its Multicover

plan - the first fund to provide cover for the medical 'gap' and for a wide range of other healthcare services like dental optical and physiotherapy.

1982 **50 YEARS** 1987 **FIRST HCF DENTAL CENTRE OPENS** 

1981

HCF LIFE

**IS BORN** 

**INSURANCE** 

The first HCF Dental Centre opens at HCF House in Sydney providing routine dental services, leaving members with zero out-of-pocket expenses.



#### 1999 **EASY, NO-GAP CLAIMING ON EXTRAS**

A new electronic healthinsurance claims system is implemented. This system allows members to claim benefits at point-of-sale.

2007 **75 YEARS** 

#### 2009 **MY HEALTH GUARDIAN** LAUNCHES

Foundation.

2000

health, HCF's My Health program provides handy take control of their diet, health and fitness. In 2010 HCF signs its 25,000th member to the My Health program.





#### 2011 FOCUS ON **HEART HEALTH**

HCF partners with the Victor Chang Cardiac Research Institute to offer free heart health checks to members across Australia.

#### 2012 **MORE FOR** MEMBERS

More for Eyes, More for Teeth, and More for Muscles launches offering no gap or known gap services.

#### 2015 **HCF CATALYST** LAUNCHES

HCF launches Australia's first corporate-supported accelerator aimed at start-ups and scale-ups in the health tech space.

#### 2017

#### **HCF LAUNCHES PREPARING FOR HOSPITAL TOOL**

An online bank of easy-to-use resources to help people better understand some of the most common hospital procedures.

#### 2017 **HCF HOUSE** REFURBISHMENT

HCF House on George Street is upgraded to gain an A-grade classification and four-star Green Star rating.

#### **HCF HEALTH AND MEDICAL RESEARCH** FOUNDATION LAUNCHES

This not-for-profit charitable trust is established to encourage medical research, as well as research into the provision, administration and delivery of health services in Australia. It later changes its name to HCF Research

Committed to empowering members to make informed choices about preventative Guardian health and wellbeing online tools to help members Guardian chronic condition

## **WE'RE PUTTING MEMBERS FIRST**

At HCF, our members' health and peace of mind are at the centre of everything we do. That's why we've made it easier than ever for members to give us feedback on how we can do better for them and proactively used the insights to take action. We grew our call centre capacity and shortened call wait times, expanded our branch network interstate and streamlined the member claim experience.



#### **EXCELLENT SERVICE IS A PHONE CALL AWAY**

As part of our commitment to putting members first we've been focusing on improving our service. We've implemented new technological solutions so members get directed to someone who can help faster, and made sure we're prepared with extra resources during times of the year when we know more members are likely to call in with questions.





SPEED OF ANSWER



43%

**INCREASE IN SERVICE LEVEL** 

#### **AWARD-WINNING PRODUCTS**

The Customer Service Institute of Australia recognised our commitment to excellent member experience for the fifth year in a row. We were proud to receive its Not-for-Profit Service Excellence award in October 2016.

Consumer advocacy group CHOICE<sup>®</sup> compared our hospital products with other Private Health Insurance providers in an independent review. They recommended our Basic and Premium Hospital (no excess) covers in the majority of states, and our Premium Hospital (with excess) cover in South Australia.

We were also recognised as providing outstanding value to consumers Australia-wide and awarded with highest national honour in the annual CANSTAR awards for outstanding value health insurance.





We had over 17,000 members rate their interaction with us as part of Operation 'Wow'. The annual member survey means we can keep improving the services we provide our members.



SCORED US 9/10 AND 10/10, 7% UP ON LAST YEAR



**IMPROVEMENT WITH "EASE IN DEALING** WITH MY ENQUIRY "

#### **MORE THAN JUST A HEALTH INSURER**

16% **INCREASE IN HCF LIFE BUSINESS** 

11,000 PETS COVERED

> 13,000 TRAVEL JOURNEYS COVERED

88,000 MEMBERS ELIGIBLE FOR TRAVEL **INSURANCE UNDER THEIR** CURRENT COVER

Our customer service is outshining the industry. Over the last 4 years, consumer complaints to the Ombudsman about private health insurance have continued to rise while complaints about HCF have dropped.



#### **EASIER CLAIMING** WITH OUR ENHANCED **MEMBER APP**

More members are using our membership app to make claims, check remaining limits, estimate benefit amounts, update contact details and much more. We've made a number of improvements to the app this year, to make it simpler and guicker for members to claim on the spot and avoid out-of-pocket costs.

#### **EXPANDING AND UPGRADING**

- As a part of our commitment to members across the country, we've expanded our presence interstate to enhance our members' experience.
- In Western Australia and Queensland we're catering to members by introducing 3 new locations in each state.
- We've also established our first centre that includes both dental and eyecare services so our members can easily receive their check-ups and make sure they're keeping healthy, with more planned for 2018.



#### **KEEPING MEMBERS HAPPY AND HEALTHY**



**INCREASE IN OUR OVERALL NET PROMOTER SCORE** 



MADE TO HCF

## **IMPROVING MEMBERS' STAYS IN HOSPITAL**

We've made even more improvements this year to make it easier for our members to understand hospital services and reduce their out-of-pocket costs.

#### **INVESTING IN IMPROVED COVER**

We've invested \$4 million in HCF Medical Gap to help combat rising costs due to inflation of medical procedures, improve our benefits and keep more money in our members' pockets.

Our eligible products offer members the opportunity to choose to have no excess for same-day surgery.

562,000

HOSPITAL

ADMISSIONS

MEDICAL GAP **COVERAGE IN FY2017**<sup>3</sup>

HCF Others

\$1.5bn

TOTAL HOSPITAL

**EXPENDITURE** 

HOSPITAL

**COVER** 

93%

**4.4**m

MEDICAL

SERVICES

DELIVERED

35,000+

**IN-HOSPITAL** 

SERVICES

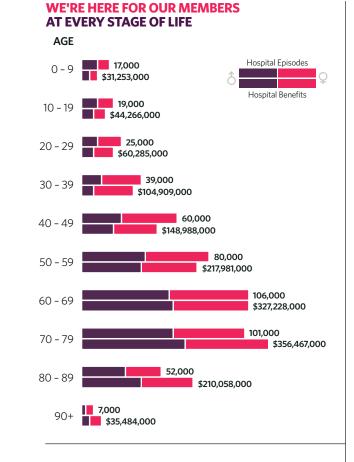
#### **MORE INFORMATION, EMPOWERED CHOICE**

Heading to hospital can be an unsettling experience, so we know it's important to support members when they need it most. In January 2017, we launched our online Preparing for Hospital resource at hcf.com.au/preparingforhospital to arm members with the knowledge they need before they're admitted. By providing valuable information about what they can expect from specialists, procedures, costs and alternative options, the tool aims to put members in control so they can focus on getting back on their feet.

> **OUR HOSPITAL NETWORK**

We help our members avoid out-of-pocket costs by negotiating charge agreements with private hospitals around Australia. Our extensive network of participating hospitals means our members experience added convenience minimised costs and peace of mind. It's all part of our strategy to make healthcare accessible and affordable.

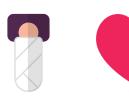
> 98% OF MEMBER ADMISSIONS ARE TO A PARTNER HOSPITAL



#### PEACE OF MIND AT **THE WORST TIMES**

At HCF, we're here for our members, especially when the going gets tough. Unexpected health issues can happen at any life stage and severe cases can be extremely costly. Among our members' highest claims, surgery relating to the heart and spine were the most common. This year, we helped support:

IN BENEFITS



A newborn A member member who was in their twenties hospitalised for who spent over a more than 70 days month in hospital after being born for a complex prematurely. treatment following poisoning.

\$140k **\$200k** IN BENEFITS

#### A member in their forties who spent more than six months in hospital for a

fracture of

the lumbar spine

and pelvis.

4,000 SKIN GRAFTS AND FLAPS

**\$200k** IN BENEFITS

\*Proportion of no or known gap services.

461

PRIVATE

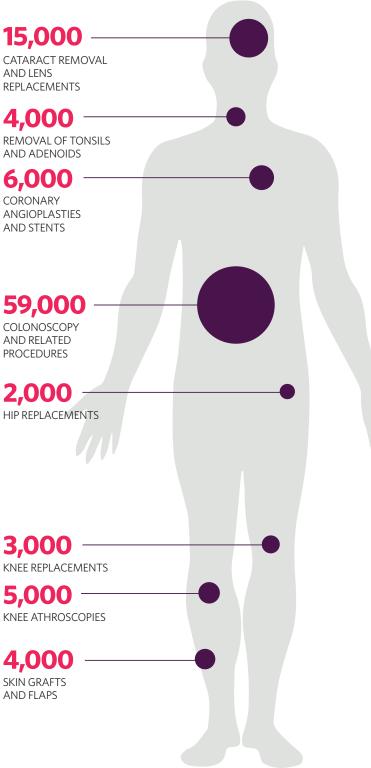
HOSPITALS

#### **PROCEDURES MORE COMMON THAN YOU MAY THINK**

than others:

AND LENS

In FY2017, we helped cover our members for the times they were admitted to hospital. Some procedures were a lot more common

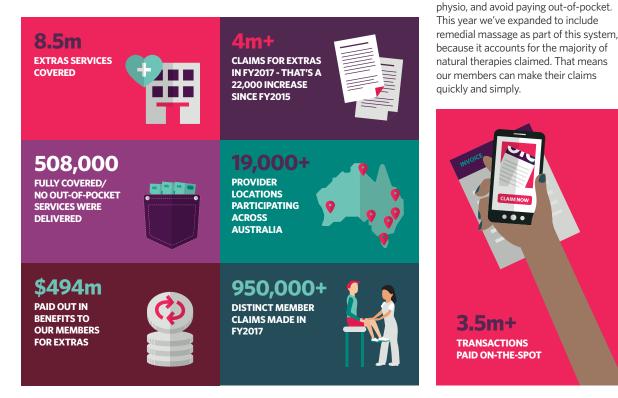


## **MEMBERS GETTING MORE**

In 2017 we're investing more in further improving Extras for members. We've increased benefits and limits on a range of products, and have added benefits to selected cover so our members get more back. We also simplified the claiming process and reduced the waiting period for hearing aids.

#### **INVESTING EXTRA FOR OUR MEMBERS**

We invested an additional \$12 million on improving extras benefits on our products, enabling more members access to affordable preventive treatment with no out-of-pocket costs.



#### MAKING IT EASY FOR MEMBERS TO TAKE ACTION EARLY

We work to maintain our members' health proactively. Regular dental check-ups and early intervention through our More for You programs encourage members to address issues before they develop so they can stay on top of their health.

We've also grown our network to bring extra convenience to our members. With our 6 More for You programs, our members were able to confidently visit participating dentists, physios, chiros, osteos, optometrists and podiatrists knowing they're covered for selected treatments.



**ON-THE-SPOT CLAIMS** 

Our membership cards allow our

members to claim on-the-spot at their

service providers, like the dentist or

#### WHAT OUR GROWING **NETWORK MEANS** FOR MEMBERS



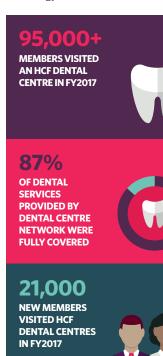
This is Judy (she might be just like you). She lives in Sydney, is 41 and has Silver Plus extras

In FY2017, she used a number of extras services that would have left her out-of-pocket. Had she not visited our participating providers, here's how her bill would have looked:

- Received 1 fluoride treatment	\$13
- Visited a physio for the treatment of a new knee issue	\$53
- Received a new pair of prescription glasses	\$100
TOTAL	\$336

#### **OUR HCF DENTAL CENTRE NETWORK IS EXPANDING**

We've now grown to 9 dental centres in Sydney and even launched our first interstate centre in the ACT. In a first for dental care in Australia, our Dental Centres received full 3-year certification under a new standard from The International Organization for Standardization. We're proud to be recognised for delivering consistently high-quality service with state-of-the-art technology at our HCF Dental Centres.



#### **OUR EYECARE SERVICES** participating More for You provider network with her Silver Plus extras

Our More for Eyes program means members on eligible extras cover can claim 100% back on prescription glasses and contact lenses, and receive one free digital retinal image check. With 7 HCF Eyecare Centres\* in Sydney and an extra 6 More for Eyes participating centres across Australia in 2017, we can ensure our eligible members have access to affordable, quality evecare.

20,000+ **NEW EYECARE CENTRE MEMBERS** THIS YEAR

Please note: 2. More for providers include Dental Centres and Eyecare Centres. 3. Prescription glasses refer to single vision glasses only

cover, she paid:

\*HCF Eyecare Centres are independently owned and operated by Eyecare Holdings Pty Ltd ABN 51 054 365 196.









## **RESEARCH** & **INNOVATION**

We're investing in the future of health care by forming strategic partnerships, innovating in the technology space and investing in research that's focused on the quality of healthcare services. We're working with our members, healthcare professionals, researchers and government to shape tomorrow's health care. This improves our members health outcomes and helps keep costs down.

# $\checkmark$

#### **HOSPITAL PATIENT EXPERIENCE SURVEY**

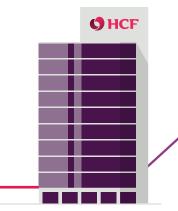
We're working to better understand and improve actual patient outcomes and experiences in the healthcare system by collecting detailed member feedback and perspectives. With over 10,000 participants each year, the results give us the insight we need to take positive actions that better guide our members through the healthcare system.

#### HEALTHSHARE

HCF was the first health insurer to provide our members with a Known/No Gap search function on Healthshare's website, to help members find a medical specialist, on their own or with their GP at the time of referral. This means patients have the power to choose a specialist with no or known out-of-pocket cost and the location most convenient to them.

In June 2017, over 36,000 members used the Healthshare website or referrals platform with their GP to find a HCF No or Known Gap provider.

Since the launch in November 2016, we've helped over 300,000 members keep their out-of-pocket costs down.



#### GP2U

GP2U allows our members to book and receive GP consultation via mobile or desktop. By investing in this initiative, we've provided more value for members by offering a discount on GP2U's standard rates.



#### **HEALTH AGENDA CONTENT HUB**

We launched a searchable online platform full of articles to help members sort health fact from fiction, get expert advice on boosting physical and mental health, and access healthcare insights to help take care of themselves and their loved ones.



INNOVATION



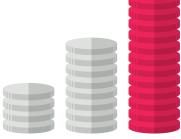
We're seeing success from our investments in preventive care. A new study published in the Australian Health Review highlighted positive results for our tailored Mv Health Guardian chronic conditions program. The telephone support provided to patients recently discharged from hospital effectively reduced the incidence of readmission by 29%, which represents \$700,000 in readmission costs avoided.

#### RESEARCH



#### **HCF RESEARCH FOUNDATION**

The HCF Research Foundation is Australia's leading non-government funder of health services research. This year, we contributed \$2.2 million in research funding to understand and improve the effectiveness, efficiency and quality of health treatments and services across the country. That's \$17.4 million invested by the HCF Research Foundation in Health Services research since inception in 2000.



1**7.4**m **INVESTED BY THE HCF RESEARCH** 

**FUNDATION SINCE ITS CREATION** 

#### **HCF CATALYST**

The creation of HCF Catalyst is one of the ways we're investing in Australia's health. This year our intake represented greater diversity in the technology space with 5 out of 11 start-ups and scale-ups we supported led by women and all aligning with our 2020 Vision to make health care understandable, affordable, high quality and customer-centric.

#### **A CATALYST FOR PROGRESS**





#### **PREPARING FOR HOSPITAL**

We know that going to hospital can be unsettling. Our online Preparing for Hospital tool empowers members to make informed decisions, ask the right questions, and get an idea of cost to limit bill shock. It means our members feel more empowered to make informed decisions about their health care and have less anxiety about costs, so they can focus on recovery.

## **BRINGING HEALTH TO THE COMMUNITY**

At HCF, we know how important it is for people to truly understand their health. That's why we actively promote health awareness campaigns and partnership programs that keep Australians informed about their health and help reduce the number of preventable illnesses.

#### **VICTOR CHANG**

We partner with the Victor Chang Cardiac Research Institute to offer free heart health checks for members at local branches. In the last 5 years we've tested almost 40,000 members across Australia for risk factors that could affect their heart, including over 9,000 members in the last financial year.

### 55%

**DID NOT KNOW THEIR BLOOD** PRESSURE. 1 IN 10 WERE FOUND TO HAVE HIGH BLOOD PRESSURE.

**DID NOT KNOW THEIR BLOOD SUGAR, 8% WERE FOUND TO** HAVE HIGH BLOOD SUGAR.

**DID NOT KNOW THEIR** CHOLESTEROL LEVEL. **35% WERE FOUND TO HAVE HIGH CHOLESTEROL.** 

#### WERE RECOMMENDED A VISIT TO THE GP.

**LOCAL HEALTH** 

This year, our Dubbo branch helped more than 1.600 locals detect preventable health conditions such as high blood pressure, heart disease, obesity and diabetes by setting up a free HCF Health Station at Orana Mall

We also visited Townsville, Castle Towers, Marion, Karrinyup and Parramatta, offering an interactive quiz to help people test their 'health IQ', and empower them with information to make healthier choices.



#### **HEALTHIER WORKPLACES**

We took health to the workplaces of our corporate partners with the Evolt machine, scanning almost 600 participants who were given a report showing their body weight, blood pressure (systolic and diastolic), pulse, BMI, skeletal muscle mass, bio age, and body fat.





#### SYDNEY SWANS

We've been the Sydney Swans' official health insurer for more than 13 years. The Swans know they can trust us to protect their health.



#### **GIANTS NETBALL**

This year, HCF came on board as GIANTS Netball's Principal Partner and supported the team throughout the highly contested Suncorp Super Netball Competition. We're also proud sponsors of the HCF Most Valuable Player Award, the highest individual accolade awarded by the Club, recognising outstanding achievement across the season.





#### **WORKING WITH NATIONAL BREAST CANCER FOUNDATION**

## **OUR PEOPLE, OUR ENVIRONMENT**

We're committed to investing in the health and happiness of our people. Our employees are passionate and committed to providing excellent service to our members. By giving our staff an inclusive, supportive and healthy work environment, we can do our best for members.



#### **CELEBRATING DIFFERENCE**

We value diversity, inclusion and equality in the workplace.



Across HCF, our staff speak more than 35 languages, with 1 in 5 staff members born overseas.



Around 65% of our managerial team are female, and 74% of other staff members are female.



We supported causes we believe in: eliminating violence against women through White Ribbon Day: the Dress for Success charity via a clothing drive; and the Lions Recycle for Sight program in providing humanitarian aid.







events on the diversity calendar.





We're members of the Diversity Council of Australia and have joined Pride in Diversity to help us find opportunities to further build LGBTI workplace inclusion.

We acknowledge and celebrate our cultural

diversity by observing occasions like Harmony Day and a number of other significant cultural

#### **LEARNING AND GROWING**

We're dedicated to creating a working culture where staff members can flourish. In the past year we've invested \$2.9 million in training our staff to give them the opportunity to develop their customer service, leadership, management and specialist skills. On average, our staff completed over 2.5 days each of face-to-face training, as well as 14,227 online courses. We also offer opportunities for internal promotions and transfers, giving our team the support to develop professionally.



spent on training our staff



days, on average, of face-to-face training. for each member of staff



online courses taken in total

#### **CARING FOR OUR PEOPLE**





HCF HOUSE REFURBISHMENT





#### WE'RE CONTRIBUTING TO THE GLOBAL MISSION **ON CLIMATE CHANGE AND SUSTAINABILITY**









With locations around Australia, HCF offers an expanding range of products that provide value for money and are easy to understand. We also seek to support Australians' wellbeing beyond health insurance.

We'll continue to actively champion Australians' interests in a complex and costly health environment and provide members with the information and tools they need to manage their health right now.

For an inside look at how HCF operates, please go to: **hcf.com.au/governance** 

To see our full financial report go to: hcf.com.au/financialreport

To find out more about how we're putting your health first, please visit one of our locations, call **13 13 34** or go to **hcf.com.au** 









