

## **MEDIA RELEASE**

### **HCF reports significant take-up of after-hours GP service**

**Sydney, 15 January 2013** – Australia's largest not-for-profit private health insurer, HCF, today revealed a strong member response to its groundbreaking My Home Doctor service.

Introduced in May, My Home Doctor provides eligible HCF members the opportunity to access an after-hours GP medical service at their home.

In the first seven months, over 10,000 HCF members have accessed the service and their feedback has been highly positive. In a survey of users conducted by HCF, more than 97% agreed that My Home Doctor was easy to access while 93% found call centre staff polite and helpful. Overall, nine out of ten said they would use the service again.

HCF Managing Director, Shaun Larkin, said My Home Doctor was a great example of innovation in private health insurance, and of HCF's holistic view of members' health and wellbeing.

"Having been the first Australian private health insurer to launch a service like this, we're pleased to see such high levels of member uptake and positive feedback. We always look at how we can give our members more, so it's pleasing that many are already finding My Home Doctor to be an invaluable service," he said.

"My Home Doctor is currently available in over 1,100 suburbs across New South Wales and Queensland, covering more than 570,000 lives, and is being expanded to cover more suburbs".

HCF member and recent user of the service Ron Crowe, of Arncliffe, NSW, commented: "My Home Doctor was terrific – I was impressed by the availability of the service and the promptness of the doctor. I highly recommend it to other HCF members and would definitely use it again."

Under My Home Doctor, registered doctors make non-emergency home visits from 6pm to 8am Monday to Friday, on Saturdays from noon onwards, and all day on Sundays and public holidays. The service is free to HCF members who hold a Hospitals product and live within the coverage area of the service provider, Family Care Medical Services.

There is no waiting period for My Home Doctor, for new or existing HCF members.