



MEDIA RELEASE

Ground-breaking alliance delivers large-scale telemonitoring program

HCF, Telstra and Healthways combine to launch major digital health initiative

SYDNEY, THURSDAY, 31 JULY, 2014: in partnership with global well-being company Healthways and Telstra, Australia's largest not-for-profit private health insurer, HCF, today announced the commencement of a large-scale telemonitoring program in Australia.

Drawing on Telstra's capability to support health care in the home through the extensive coverage of the Telstra Next G[®] mobile network, the new telemonitoring service will provide bio-metric monitoring combined with telephone-based health support from registered nurses to approximately 3,300 HCF members in their homes.

The program, the largest of its type in Australia, draws on Healthways' proven expertise in health management and engagement, and enhances HCF's award-winning *My Health Guardian* chronic disease support program. Following a successful pilot scheme, selected HCF members suffering from chronic health issues now have access to the latest technology to help manage their conditions, with easy-to-use WiFi-enabled devices including:

- Weight scales
- Tools for measuring blood pressure
- Glucometers for monitoring blood glucose levels for people with diabetes or hypoglycaemia
- Oximeters for measuring the oxygen saturation levels in blood.

HCF Managing Director, Shaun Larkin, said: "Our priority is to work closely with our members and their doctors to actively improve their health. *My Health Guardian* already supports more than 27,000 HCF members who manage a chronic condition. Our strategic partnership with Telstra will help many of these members to better control these conditions, using the latest digital technology and devices."

Gordon Ballantyne, Group Executive of Telstra Retail said: "Telstra is excited by the opportunity to work with trusted partners like HCF and Healthways to deliver better and connected health systems. We want to provide patients with more control and work to increase overall productivity of the health system."

The telemonitoring program is the latest in a series of enhancements to *My Health Guardian*. In 2012 HCF upgraded the service with an enhanced website and integrated iPhone and Android applications. Healthways, which provides care management and well-being programs to over 45 million people worldwide, delivers the *My Health Guardian* program on behalf of HCF.

Healthways Australia Managing Director, Dr Linda Swan, said: "This partnership demonstrates that market leadership can be achieved when innovation is combined with expertise in technology and population health management strategies. Through evidence based initiatives such as this telemonitoring program, Healthways is developing and delivering powerful, sustainable and cost-effective solutions to meet the health needs of Australians and ensure Australia remains at the forefront of healthy living in the future."

One HCF member currently benefiting from the *My Health Guardian* telemonitoring service, Gordon Schultz, said: "Everything about the service is great. Until I got sick I didn't realise all of this support was there. It's fantastic to know someone is there other than your doctor, giving advice and monitoring. It's been a real eye-opener."

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Issued by Sefiani Communications Group on behalf of HCF. Case studies are available on request.

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About HCF

HCF is Australia's largest not-for-profit health insurer, currently covering more than 1.5 million Australians. To learn more about HCF go to <http://www.hcf.com.au/about-us>.

About Healthways

Healthways is the largest independent global provider of well-being improvement solutions. Dedicated to creating a healthier world one person at a time, the Company uses the science of behaviour change to produce and measure positive change in well-being for our customers, which include employers, integrated health systems, hospitals, physicians, health plans, communities, and government entities. We provide highly specific and personalized support for each individual and their team of experts to optimize each participant's health and productivity and to reduce health-related costs. Results are achieved by addressing longitudinal health risks and care needs of everyone in a given population. The Company has scaled its proprietary technology infrastructure and delivery capabilities developed over 30 years and now serves approximately 45 million people on four continents. Learn more at www.healthways.com.