



**PHOENIX HEALTH FUND**

*For members, not profits*

Serving our members for over

61 years

ABN 93000124863

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## MESSAGE FROM THE CEO

I am honoured to have been selected to serve as CEO of Phoenix Health Fund. I appreciate the trust and confidence the board of directors has placed in me to manage this great Health Fund. It's bound to be an exciting journey.

Phoenix Health Fund's focus has been, and will continue to be to provide our members with a range of great value affordable Health Insurance. As always, this will be accomplished with exceptional member service and your best interests at heart.

I would like to take this opportunity to thank William Beaton for the excellent job he did as CEO, passing to me a well-managed, member focused Health Fund. I will do all I can to add to the success of this great Health Fund as we face the exciting challenges that the Health Insurance industry brings in the future.

## FUND RESULTS 2013-2014

I am very pleased to report a solid result for the fund for the 2014 financial year.

Here are a few of the highlights:

- We continue to pay more back in benefits at 91.8% of contribution costs, well ahead of the major funds (Bupa at 84.9%, Nib at 86.8% and Medibank at 87.2%)
- Our Member Satisfaction Survey in early 2014 showed a 99% satisfaction rate amongst members.
- We paid over \$27 Million in member benefits
- Our financial performance improved and memberships grew by 1%.

Later this month you will see Phoenix updating our brand with new bright colours and a stylish new logo. The navy blue and hi-vis orange colours link to our steel industry origins and the modern logo help to signal that we intend

to be here to continue to service our Members well into the future.

We aim to grow membership with your support and will continue working hard to provide high quality insurance cover to protect you and your family. For more information about our financial performance the full Annual Report will be available for members on the website in late September.

## MEDIBANK PRIVATE TO PRIVATISE

A number of our members have already been calling the Fund regarding the pending sale of Medibank Private in the upcoming months. For those calling, we've understood that some members are concerned by media reports that Health Insurance costs may rise as a result of the Medibank sale.

Members may have noticed in the media lately that there has been much discussion on this topic in federal parliament. The Federal Government's decision to sell Australia's largest private health insurer Medibank Private through an initial public offering, has seen both major parties talking up opposing views on how the sale of Medibank Private will affect the Health Insurance industry.

Finance Minister Mathias Cormann has made it very clear that "the ownership of Medibank has got absolutely no relevance to the level of premium".

As the CEO of Phoenix Health Fund, I wish to confirm that Phoenix Health Fund also does not believe our contributions will increase due to the sale of Medibank Private.

The fund will ensure to update members in addressing this evolving subject in the next Healthlinks newsletter.

Sharon Waterhouse  
CEO  
Phoenix Health Fund



**Did you know...**

**PHOENIX HEALTH FUND MEMBER EXCLUSIVE DISCOUNTS ON OFFER...**

For members with General Treatment (Ancillary) cover, simply present your Phoenix Health Fund membership card in the following stores to receive exclusive discounts.

**Budget Eyewear, Laubman & Pank and OPSM:**

21% off the price of frames and lenses, and 10% off contact lenses. (Conditions Apply – please see store for details)



**Specsavers:**

25% off complete glasses from the \$149 range or above, and 20% off optical extras (e.g. tint)



We also offer Travel insurance discounts with QBE Insurance. Visit our website for more information.



**PHOENIX HEALTH FUND BRAND UPDATE**

We're very excited here at Phoenix Health Fund as our secret is now out: We are rebranding!

Phoenix Health Fund's new branding reflects the fund's core values that make our fund great and unique, and ensures we remain relevant to members now and into the future.

While we think it looks great, the new brand isn't just cosmetic – it's a reflection of the fund's outlook for the future, in that it provides the fund with a fresh challenge to constantly better ourselves for the benefit of our members.

While we are making a change on how we look, it certainly does not change who we are as a fund. Everything that you love about Phoenix Health Fund will remain the same (if not better!). We are still not for profit, still providing award winning benefits and service and we will always have our members as our number one priority.

The full rebrand will be released mid September. During this time, the fund will also be updating all communication tools, including the website and brochure, along with introducing new tools to make members' interactions with the fund even easier. Take a peak below at our new logo.



**THE MOBILE CLAIMING APP IS ALMOST HERE**

The Phoenix Health Fund Mobile app is almost here!

At Phoenix Health Fund, we want all of our members' user experiences to be as simple and easy as possible. After listening to your feedback in our latest member satisfaction survey, the fund has developed a mobile application that allows members to claim services straight from a mobile smart phone or tablet device.

With our new app (which is close to release), all you need to do to claim is take a photo of your receipt, click submit and you're done. Members will be notified when this service will become available.

**SAVE A TREE: RECEIVE YOUR NEWSLETTER BY EMAIL**

Simply send us your email, by either calling our office or emailing us at [enquiries@phoenixhealthfund.com.au](mailto:enquiries@phoenixhealthfund.com.au).

Phoenix Health Fund ensures that we will use member emails for member communications only.