



MEDIA RELEASE

HCF wins CANSTAR CANNEX's innovation excellence award for *My Health Guardian*

2 August – Australia's largest not for profit private health insurer, HCF, has been awarded a prestigious CANSTAR CANNEX award for innovation excellence in recognition of its groundbreaking *My Health Guardian* members' health improvement program.

This coveted award rewards organisations that have shown outstanding innovation in the fields of banking and insurance, developing new products and ways of working that deliver tangible benefits to consumers.

HCF was the only health insurer to triumph in the awards, decided by Australasia's leading independent financial services ratings agency.

My Health Guardian is a phone and Internet-based wellbeing service for HCF members, offering tailored online advice and support leading to healthier lifestyles. It also provides phone-based support from trained nurses for members living with a range of different chronic conditions. *My Health Guardian* now has close to 30,000 HCF members participating, making it the largest single program of its type in Australia.

Sharon Wilson, manager of HCF's Bega branch, said of the award: "HCF is delighted to have been recognised in this way by such a leading authority. Our company ethos is all about offering more to our members, so it's pleasing that objective observers rate *My Health Guardian* as a market-leading innovation. Encouraging our members to improve their health and wellbeing makes us different from most other health insurers.

"As the only health fund with a dedicated branch in Bega, we are in the enviable position of being able to offer real hand-on support and advice to the local community. As your local HCF branch, our focus is squarely on providing outstanding health insurance value to local members."

This award follows HCF's achievements in the 2009 CANSTAR CANNEX awards. The company received the national award for outstanding value in private health insurance as well as several accolades at the state level including outstanding value Hospital Cover in NSW, ACT and Tasmania, and outstanding value Package Cover in NSW, ACT, Victoria, South Australia and Tasmania.

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About HCF

HCF is Australia's largest not-for-profit health insurer, currently covering over one million Australians. HCF has exceeded the industry growth rate each year for the past five years, consistently pays back more in benefits from earned contributions than the industry average and has the best medical no-gap coverage of any major health fund in Australia. The financial strength of HCF is supported by its strong capital backing, and the lowest management expenses of the major funds. HCF members benefit from an extensive branch network and access to HCF's expanding network of dental and eye care centres and Oral Health Program (for members outside metropolitan Sydney). HCF Life offers innovative add-on insurance protection for illness and accidents. Visit www.hcf.com.au for more information about HCF.