



## **MEDIA RELEASE**

For Immediate Release

### **HCF extends personalised Chronic Disease Support program, My Health Guardian, to 100,000 Manchester Unity members**

**21 May 2010** – HCF announced today that *My Health Guardian*, the personalised health support service delivered to HCF members in partnership with Healthways Australia, was now available to more than 100,000 Manchester Unity members.

Launched last August by HCF, the parent company of Manchester Unity, *My Health Guardian* is the first program of its kind in Australia to provide personalised phone-based and online support to individuals across the full spectrum of health circumstances.

Chief Medical Officer for HCF and Manchester Unity, Dr Andrew Cottrill, said chronically ill Manchester Unity members would now have access to phone-based support from qualified nurses to help manage up to 22 different conditions, including diabetes, heart disease and high blood pressure.

"In less than a year of operations *My Health Guardian* has proved very successful in assisting HCF members, and we are confident it will deliver similar benefits to Manchester Unity members," Dr Cottrill said.

"The beauty of *My Health Guardian* is that it offers something to all members, regardless of their personal health circumstances," he said.

"Healthy members gain access to sophisticated information to improve quality of life and reduce the risk of future health problems, while members whose health is at risk will be better able to identify and manage these risks. Those with chronic conditions receive additional, personalised support," he said.

With its focus on prevention, health literacy and behavioural change, *My Health Guardian* is designed to complement, and improve adherence to, existing GP medical care and medication programs. Healthways and HCF expect to have enrolled 25,000 chronically ill HCF members in the program by the end of June.

Healthways Australia Managing Director, Tim Morphy, said: "The Healthways Australia program is the most comprehensive of its type in Australia, and will contribute to improving the health and well-being of Manchester Unity members.

"As various Federal Government policy bodies have pointed out, chronic disease is the tsunami coming through our health system. The Federal Health Minister recently pointed out that Australia has one of the highest hospitalisation rates in the world.

"Keeping people healthier, supporting them in managing chronic disease and thereby keeping them out of hospital is a win-win situation for all concerned," Mr Morphy said.

Healthways Australia is the Australian operations of Healthway International, a global health company providing personalised population health support services in health and wellness, chronic disease support, care co-ordination and corporate health.

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### **About Manchester Unity**

*Manchester Unity is one of Australia's oldest health funds, with more than 75,000 members. The group also operates retirement and aged care facilities, now housing more than 400 residents, and offers a range of financial services. In December 2008 Manchester Unity was acquired by the not-for-profit HCF, Australia's third-largest private health insurer with more than 1.3 million members.*

### **About Healthways**

*Healthways is a population health company providing personalised wellness, prevention and disease management programs. Since its foundation in 1981, Healthways has been working with and assisting governments, employers, health insurers, hospitals, doctors and above all, individuals; to improve the effectiveness of healthcare, enhance the fundamental care experience and reduce healthcare costs through large-scale health programs adapted and tailored for the local health system. Globally one of the largest providers of population health management, Healthways provides ongoing health analysis and services for over 35 million individuals worldwide in Australia, Europe, North and South America. Visit [www.healthways.com](http://www.healthways.com) for more information.*