

MEDIA RELEASE**HCF named leading Australian health fund for third consecutive year**

Sydney, 9 September 2013 – Australia’s largest not-for-profit health insurer, HCF, has been recognised as the leading Australian health fund for the 12th consecutive quarter by channel benchmarking body, Global Reviews.

As part of its benchmarking across various industries, Global Reviews measures the relative performance of health funds in categories including access, engagement, acquisition and products.

The latest evaluation assessed the quarterly performance of HCF Call Centres and Branches in key areas using ‘mystery shoppers’.

It found HCF to have consistently met sales benchmarks over the past three years in the areas of: focusing on and meeting member needs; providing quality information; building effective relationships with the individual; and member education.

HCF’s Managing Director, Shaun Larkin, said of the accolade, “This achievement is the direct result of consistent focus and effort by our sales team over a sustained period. It demonstrates HCF’s commitment to quality interaction with our members and independently reinforces our conviction that we are setting the standard in this industry.”

The news follows HCF’s continued success this year, in which it achieved re-accreditation to the International Customer Service Standard (ICSS) for customer service excellence.

-Ends-