

HCF CALLS ON DUBBO RESIDENTS TO GET HEALTH BACK ON TRACK

HCF Health Station gives accurate health check within minutes

Dubbo, 3 September, 2016 – HCF, leading not-for-profit health fund protecting Australians since 1932, is inviting residents of the Orana region to have a free health check during September, and to start their journey towards improving their health.

The HCF Dubbo branch in the Orana Mall will host the HCF Health Station from 3 September to 3 October 2016. In less than five minutes, local residents can be tested and can access an accurate summary of:

- Blood pressure and heart rate: helping to reduce risk of coronary heart disease – the number one killer in Australia.¹
- Weight, BMI and body fat percentage: enabling ongoing tracking, a vital part of managing health and weight loss goals.

National statistics² show that one in two Australians have a chronic disease yet almost one third of cases could be prevented by reducing risk factors such as high body mass, physical inactivity, high blood pressure, and smoking. HCF is committed to addressing preventable health issues using initiatives such as the HCF Health Station to educate and empower Australians.

HCF Dubbo branch manager Dale Wykes is urging locals – HCF members and non-members alike – to be proactive about positive lifestyle changes and take advantage of the free health check, which will assist with detection of treatable and preventable health conditions.

“The work we do at our branch has always been focussed on helping the community to lead healthy and happy lives. Often, we get so busy and distracted that we forget to put our health first. The HCF Health Station is a great way for locals to check in on their health and make changes that have benefits in the long run,” Dale said.

The Far West and Orana regions are at higher risk of heart and weight related issues, with the prevalence of cardiovascular disease in the region recorded as 25.5 per cent (the national average is 21.5 per cent)³. At the same time, the region was ranked second worst in the state for heart-related hospital admissions. Of these admissions, 35.7 per cent of patients were recorded as obese and 64.5 per cent insufficiently active.⁴

“While we have a lot to be proud of as a region, we unfortunately don’t rate as well as we could in terms of our health outlook. HCF hopes to partner with local residents to change this, by investing in the preventive health space and helping to improve the health and wellbeing of local communities,” Dale said.

¹ Australian Institute of Health and Welfare <http://www.aihw.gov.au/deaths/leading-causes-of-death/>

² Australian Health Policy Collaboration, Australia’s Adult Health Tracker 2016
<http://www.vu.edu.au/sites/default/files/AHPC/pdfs/australias-health-tracker-adult.pdf>

³ Heart Foundation, Prevalence of Cardiovascular disease in NSW, 2014
https://heartfoundation.org.au/images/uploads/publications/2014HeatMaps_PrevCVD_NSW.pdf

⁴ Heart Foundation, Mapping Out Australia’s Heart Health, 17 August 2016
<https://nacchocommunique.files.wordpress.com/2016/08/australian-heart-maps-report-2016.pdf>

Locals will be able to upload the results from the HCF Health Station and track their progress via yourlifefscore.com.au. Residents can also make use of the many digital tools and free online resources from HCF to help them reach their health and fitness goals. [HCF's suite of healthy apps](#) includes a Get Fitter app, offering advice and tailored exercise plans, a Be Happier app, including tools to improve mental and emotional wellbeing, and a Quit Smoking app to help smokers stay focused on their smoke-free goals.

The HCF Health Station will be located next to the Colette store in the Orana Mall from 3 September until 3 October 2016.

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About HCF

HCF, leading not-for-profit health fund protecting Australians since 1932, covers almost 1.5 million members with health and life insurance, community care, travel and pet insurance. On average over the last five years, HCF has paid out more cents in every dollar in premiums to members as benefits than the industry average. With over 35, 000 specialists participating in its Medical Gap Cover Scheme and approximately 10, 000 providers participating in its 100% back More for You programs, HCF gives members access to quality health care with no gaps or minimal costs compared to non-participating providers. To empower members to put their health first, HCF also offers a range of health and lifestyle services including its My Health Guardian health management program, mobile Victor Chang Health Checks and My Global Specialist second opinion service. HCF's national network of retail outlets and Australian-based call centres have earned multi-award winning status. HCF members also have access to low cost, high quality services at HCF Dental Centres and HCF Eyecare Centres. Having contributed \$50 million to support the health services research funded by the HCF Research Foundation, HCF is devoted to investing in the future of Australia's health. To learn more about HCF go to hcf.com.au/about-us