

Private Healthcare Australia

Better Cover. Better Access. Better Care.

PRIVATE HEALTHCARE AUSTRALIA 2017 CONFERENCE PROGRAM

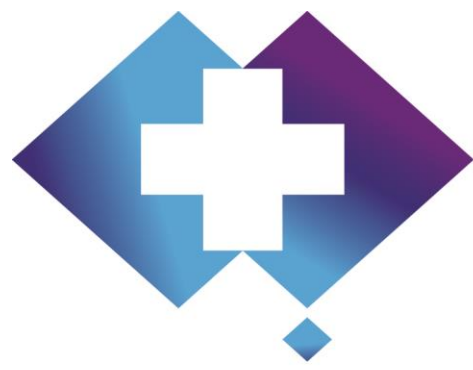
Crown Promenade, Melbourne

Securing the future of private health: affordability, participation, value

Thursday, 23 November 2017

08:00 - 08:45	Registration
08:45 - 09:00	Open and Welcome
09:00 - 09:15 Promenade Room I & 2	Keynote Address - Minister Greg Hunt
09:15 - 10:30 Promenade Room I & 2	<p>Panel Session: Affordability - bending the input cost curve</p> <p>Research consistently shows premium affordability is the major issue consumers have with private health insurance. It is also a considerable deterrent to younger people taking out health insurance.</p> <p>Improving premium affordability by simply cutting costs is not the answer. Instead, private health insurance needs to be seen as an investment in health services that are both safe and delivering the best possible outcomes for our members.</p> <p>This session will focus on how clinical evidence and data can be used to better focus funding on high value care, and eliminate waste and low value services. Experts on health technology assessment and payer integrity will examine the key areas of medical device benefits, health professional and hospital claims and look at what strategies the sector can adopt to better align funding that delivers real value.</p> <p>Chair: Ms Sophie Scott, ABC</p> <p>Panel includes: Prof Terry Campbell - University of NSW Dr Dorian Gärtner - McKinsey & Company, Inc. Dr Jeffrey Harmer - PHMAC Prof Adam Elshaug - Menzies Centre for Health Policy Ms Sheena Jack - HCF</p>
10:30 - 11:00	<p>Morning Tea <i>Promenade Foyer Central</i></p>
11:00 - 12:00 Promenade Room I & 2	<p>Panel session: Participation – winning the hearts and minds of Millennials</p> <p>Under Australia’s system of community rating, robust participation in private health insurance across all age demographics is essential for the long-term sustainability of the sector. Recently, growth in uptake of younger people new to market has stalled; at the same time utilisation and growth in the 55+ market remains robust.</p> <p>There are multiple factors that are creating the headwinds in this age group, including affordability pressures created by rising housing, education and energy costs, demographic changes as people increasingly have children later, and a sense of being ‘bulletproof’ and not at risk of serious illness.</p> <p>This session will examine ways health funds can better demonstrate value and meet the needs of younger consumers, renewing the relevance of PHI to this generation.</p> <p>Chair: Ms Sue Dunlevy - News Corporation</p> <p>Mr Daniel Pole - Ipsos Mr Mark Fitzgibbon - nib Ms Jamie-Lee Gardham - Millennial consumer Ms Jacinta Smith - Millennial consumer</p>
12:00 - 12.45	<p>Lunch <i>Promenade Foyer Central</i></p>

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<p>12:45 - 14:15 Promenade Room I & 2</p>	<p>Panel session: Value - maximising value through transparency and customer focus</p> <p>Market research has consistently shown over 80% of people with private health insurance value the product and want to keep it. However, many of these people have had first hand experience and used their PHI to make a claim. Often people without private health insurance assume they will receive timely treatment for common health conditions in a public hospital and underestimate the full cost of having a non-emergency procedure in the private sector. This means they are less likely to consider private health insurance as an option. A further issue concerns the common perception that people 'need to get back what they put in' to private health insurance which does not extend to other insurance types.</p> <p>This session will look at the value of private health in more depth and how this can best be communicated to potential customers across all demographics. There will be a particular focus on the traditional area of non-emergency surgery, as well as the emerging value proposition in mental health.</p> <p>Chair: Ms Sophie Scott, ABC</p> <p>Mr John Batten - Royal Australasian College of Surgeons Dr Andrew Wilson - Medibank Private Limited Mrs Lucy Brogden - National Mental Health Commission Mr Rami Weiss - Healthshare</p>
<p>14:15 - 15:00 Promenade Room I & 2</p>	<p>Interactive session: with Professor Ralph Martins and Mrs Maggie Beer</p> <p>'Recipes for Life' - Using science and nutrition to reduce your chances of Alzheimer's and other lifestyle diseases</p> <p>Join leading researcher in mental health and dementia Professor Ralph Martins AO, and renowned culinary expert Maggie Beer in this interactive session, which looks at the science behind how diet can be used to help reduce the chances of Alzheimer's and other serious chronic conditions.</p>
<p>15:00 - 15:30</p>	<p>Afternoon Tea <i>Promenade Foyer Central</i></p>
<p>15:30 - 17:00 Promenade Room I & 2</p>	<p>Industry panel: Working together to deliver affordability, participation and value</p> <p>This session recognises the part all private health stakeholders have to play in ensuring the sustainability and growth of this essential component of Australia's health system. Collaboration between health funds, hospitals specialists and GPs will be critical for the success of regulatory reform and ensuring ongoing relevance and value for the consumer. The increasing role of digital technology in connecting the sector and informing consumers will also be examined.</p> <p>Chair: Ms Sophie Scott, ABC</p> <p>Dr Michael Gannon - Australian Medical Association Mr Tim Kelsey - Australian Digital Health Agency Mr Rob Bransby - PHA Board Chair Mr Danny Sims - Ramsay Health Care</p>
<p>17:30 - 19:00</p>	<p>Networking drinks and official launch of HealthDispatch, with publisher Paul Cross and former Health and Finance Secretary Ms Jane Halton AO PSM</p>

CONFERENCE DINNER - SECURING THE FUTURE OF PRIVATE HEALTH

19:00 - 22:00

Guest speaker - Ms Julia Baird

Julia Baird is an author, broadcaster and journalist, currently host of The Drum. She was formerly Deputy Editor of Newsweek, NYC, has written for publications in the US and is also a columnist for The New York Times. She is the author of *Media Tarts: How the Australian Press Frames Female Politicians* and recently released *Victoria: The Queen*, a biography of Queen Victoria.

PROGRAM SUBJECT TO CHANGE