



PHA Conference sets reform agenda for 2018

Private Healthcare Australia will bring together healthcare industry experts from across Australia to discuss the affordability, participation and value of private health insurance at a one day conference on 23 November, 2017.

PHA Chief Executive Dr Rachel David said the conference coincided with the Government's major PHI reform announcement, which many speakers had made a significant contribution to, and would set the agenda for stakeholder consultation during the coming twelve months.

"Securing the Future of Private Health: Affordability, Participation, Value, will showcase the best of the Australian healthcare industry and promote discussions on concepts and solutions to ensure the sustainability of private healthcare in Australia," said Dr David.

The conference will comprise a number of panel sessions chaired by senior health journalists and address key PHI reform issues:

- *Affordability – bending the input cost curve.* 84% of Australians with PHI value the product and want to keep it, however their main concern is affordability. There are 13.5 million Australians with private health insurance and almost half of them have an annual income of less than \$50 000. Dr Jeff Harmer, chair of PHMAC and former Secretary of two Commonwealth Government Departments will be joined by health fund representatives, and health economists to explore the impact of the PHI reforms on affordability.
- *Participation – winning the hearts and minds of Millennials.* Younger Australians will be joined by market research and health fund experts to discuss their experiences with PHI and the effect the Government's new Lifetime Health Cover discount could have on young Australians trying to balance PHI with cost of living pressures.
- *Value – maximising value through transparency and customer focus.* Co-Chair of the National Mental Health Commission Lucy Brogden, industry experts and specialists will discuss the value proposition of PHI, and recent reforms including the mental health safety net for people with low-cost policies who are unexpectedly admitted to hospital for a serious mental health condition.
- *Industry panel - Working together to deliver affordability, participation and value.* Key stakeholders including the AMA, Ramsay Healthcare, along with the Member for Goldstein, Tim Wilson MP will discuss consumer expectations and how sectors can cooperate to keep private health sustainable and keep pressure off the public hospital system.

Further information on the conference, speakers, and last chance registration is available at:

<http://www.privatehealthcareaustralia.org.au/all-events/>

Private Healthcare Australia is the peak representative body for Australia's private health insurance industry. PHA represents 20 Australian health funds with a combined membership of 12.9 million Australians, or 96% of the sector on membership. Promoting is the number one priority of PHA members. PHA's CEO Dr Rachel David is available for interview.

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