

It's time to Run...

Sheila Hood – General Manager, Health



It's very good to be back at HBF after my parental leave. Thank you to all those who wished me well and special thanks to Sally Davies for filling my role during my leave.

Sometimes it feels as though we have been talking forever about the things we should do to live healthier lives. Is there anyone who still doesn't know that we need to eat better, exercise more, quit smoking and watch our drinking if we want to minimise our chances of developing chronic diseases like cancer, heart disease and diabetes?

But knowing is very different from doing – particularly when it comes to being physically active. A recent survey commissioned by HBF shows that while the vast majority of West Australians rate health and fitness as a high priority in their lives, only one in four of us is exercising to the level recommended as part of a healthy lifestyle.

For many West Australians it's obviously time to stop talking about getting

physically active and actually start doing it.

We want to help and on 23 May HBF will stage an event designed to motivate thousands of West Australians to pull on their running shoes and take to the streets of Perth. The first ever **HBF Run for a Reason presented by The West Australian**, will give people the chance to run, jog or walk around Perth streets and freeways empty of cars. It will be a unique event, a lot of fun and we hope that for many West Australians it will be an incentive to make physical activity a regular part of their lives. You'll find much more about the HBF Run for a Reason inside.

On a very different topic, the Federal Government is expected soon to publicly respond to the recommendations of its National Health & Hospital Reform

Commission. As you know, last year's report by the NHHRC offered a range of options for reforming Australia's health service. Needless to say, HBF will take a close interest in any announcement on the approach the Government intends to take. We believe that any reform must recognise the enormous contribution of the private health sector in Australia's overall health system. You might like to visit the Government's Your Health website* to see the opinions of those who have made submissions in response to the report. They make interesting reading and are a reminder of the things that matter to individuals when it comes to health policy.

Sheila Hood
General Manager Health

* www.yourhealth.gov.au/internet/yourhealth/publishing.nsf/Content/Home



HBF Run for a Reason – What’s your Reason?

With participants able to choose between the *Act-Belong-Commit* 14km or 4.5km course the HBF Run for a Reason is suitable for almost everyone – no matter what their age and fitness level.

This year, HBF is encouraging thousands of West Australians to get fit and be active by staging an exciting new community event right in the centre of Perth.

The inaugural *HBF Run for a Reason* presented by *The West Australian* is our very own running (or walking) event, taking place in the CBD on Sunday, 23 May.

As HBF Managing Director, Rob Bransby, explains, this unique event is an ambitious attempt to encourage West Australians to get active and stay well.

“Ultimately, our aim is to help West Australians protect themselves against the chronic diseases and injuries that today account for 80% of all deaths in Australia. That’s why we’ve partnered with six leading chronic disease charities – to raise awareness of each disease and give participants the chance to fundraise for any one of these charities.”

Everyone has a reason to walk or run. Perhaps a family member has been touched by heart disease, cancer, mental illness, arthritis, asthma or diabetes. Or perhaps they just love the idea of running through Perth’s streets and freeways and into the WACA on a glorious autumn day!

Whatever the reason, we want to inspire as many people as possible to take part. So please tell your patients and colleagues about the HBF Run for a Reason and encourage them to be a part of this showcase event in its first year.

HBF members have an additional incentive to participate with a 20%



The courses are truly spectacular, starting and finishing in the grounds of the WACA and including freeways, Riverside Drive and even the Northbridge Tunnel.

discount on the normal entry fee. If you’re happy to display some promotional material please complete the enclosed request form and we’ll send you a pack.

Naturally we’d also love you to join us on the day! If you’d like to participate or find out more information, please visit hbfrun.com.au. You can also register in person at any HBF service centre.



WACRS Case Study Teacher benefits from HBF cardiac program

At 58, Steven Sayce feels 15 years younger and is looking forward to returning to work as a primary school teacher.

Just over one year ago, it was a very different story.

After suffering angina, his doctor sent him for an angiogram which led to triple bypass surgery. Following the surgery, his doctor noticed his blood pressure was climbing.

Through HBF, Steven subsequently enrolled in the Western Australian Cardiac Rehabilitation Service (WACRS), taking part in assessments and rehabilitation exercises and learning about medicines, nutrition and exercise.

“I really believe my doctor saved my life. By helping me access this service, my blood pressure is now back to normal at every visit,” Steven said.

“Since starting the program, I have learnt to walk every day and I’m much more conscious of personal exercise.”

As an HBF member, Steve’s participation is covered under HBF’s Cardiac Rehabilitation Program, designed to assist our members’ recovery and reduce the risk of further cardiac events.

“I was amazed to get all this care and to see how coordinated it all is. It’s a fantastic program,” Steve said.



In past editions of Update, we introduced you to a new service for HBF members, a trial program with the Western Australian Cardiac Rehabilitation Service (WACRS).

This service, which is funded by HBF, has been specially designed to reduce participants’ risk of future cardiac events through fitness instruction and low intensity training programs. Naturally, we’d appreciate your support in raising awareness of the program as we trial this preventative approach to managing chronic heart disease.

For more information, please contact Broader Health Opportunities Coordinator, Brian Smith, on 9265 6335 or brian.smith@hbf.com.au.

Rebate update

In the last edition of Update, we told you that the legislation to means test the Federal Government 30% Rebate on private health insurance had been defeated in the Senate.

While it was very encouraging to see this legislation so emphatically rejected in September, the Government has since reintroduced the legislation into Parliament.

As we have said previously, HBF will continue to speak out for our members against this measure, which we believe represents a serious attack on the private health sector in Australia.

Hospital Liaison service grows

In response to positive feedback from HBF members and hospitals, HBF has increased members’ access to Hospital Liaison Officers (HLOs) at metropolitan and regional private hospitals.

The special service provided by HLOs not only supports our members but also helps hospitals address any confusion that may arise from patients’ private health insurance enquiries.

We will continue to work closely with private hospital providers and will monitor the number of HLOs at each hospital, to ensure we meet the needs of both HBF members and providers.

Hospital Liaison Officers provide a unique, personal service for HBF members in private hospitals – helping them understand their level of cover and complete any necessary paperwork while in hospital.

Medical e-claiming

You can make the billing process easier for you and your patients by using software vendors ECLIPSE and THELMA for medical electronic claiming. Some of the benefits of medical e-claiming include faster processing of medical claims, fewer

Medicare rejections and online health fund member verification. If you'd like more information about this service, please contact Medicare on 1800 700199 or THELMA on (02) 9247 2111.

New partner to provide cost data

For the past few years, HBF Health has benchmarked its projected annual cost increases on data received from Access Economics. This data (together with cost estimates received directly from providers) has been used to better understand the cost pressures facing private hospitals, medical and dental providers and ambulance services in WA and to support our benefit forecasting process.

Over the past year, we have received feedback from many providers that we need to source a more localised WA cost index, particularly in respect to nursing and allied health wages which have varied greatly from one state to another. As a result, we have now engaged PricewaterhouseCoopers to develop WA-specific cost data for the 2010/11 year.

New Group Loss team member

HBF's Group Loss Prevention and Awareness team is pleased to welcome Inge Young.

Inge has degrees in both nursing and health information management and significant experience in both areas.

She is working closely with HBF Health Partnerships and hospital providers in relation to the transition from per day to DRG based funding and will play an important role in dealing with claims issues and queries.

Podiatry surgery claims

If you're an anaesthetist raising an account for podiatry surgery, please clearly mark the account as being for podiatry surgery. Medicare benefits do

not apply for anaesthetic services when performed with podiatry surgery, but HBF does pay a small benefit to members who are eligible for podiatry benefits.



Reducing our carbon footprint

As a small step towards reducing the amount of printed material we produce, we've decided that we will no longer be sending printed copies of the HBF Medical Benefit Schedule to providers.

Instead, the next HBF Medical Benefit Schedule due in November 2010 will be available on CD-ROM. If you would prefer to receive the Schedule by email in Excel format please contact us at askhealth@hbf.com.au

HBF Innovation Fund

In the previous edition of this newsletter we told you about the HBF Innovation Fund, developed to provide financial support for projects likely to improve health outcomes in WA. Applications for 2010 will be closing soon and to be considered for support you will need to provide your application by 9th April 2010.

If you have any questions about the fund or need guidance in making a submission please contact HBF's Health Partnership Manager, Paul Hersey on (08) 9265 6548 or paul.heresy@hbf.com.au

HBF Directory of Contacts:

Medical gap queries: 1300 363 310
Medical provider claims queries: 9265 6110
Email: askhealth@hbf.com.au

Hospital queries: 1300 363 310
Medical provider registration: 9265 6378

The above telephone numbers are for provider use only. Please direct all member enquiries to 133 423.

Change of provider details:

In the event that any provider details change (provider name, address, registered providers operating at a practice) please contact our Medical Provider Registration line. Claims cannot be processed if incorrect provider or Medicare details are presented on an account.