

Monday, 30 July 2018

## Private health insurance customers less satisfied

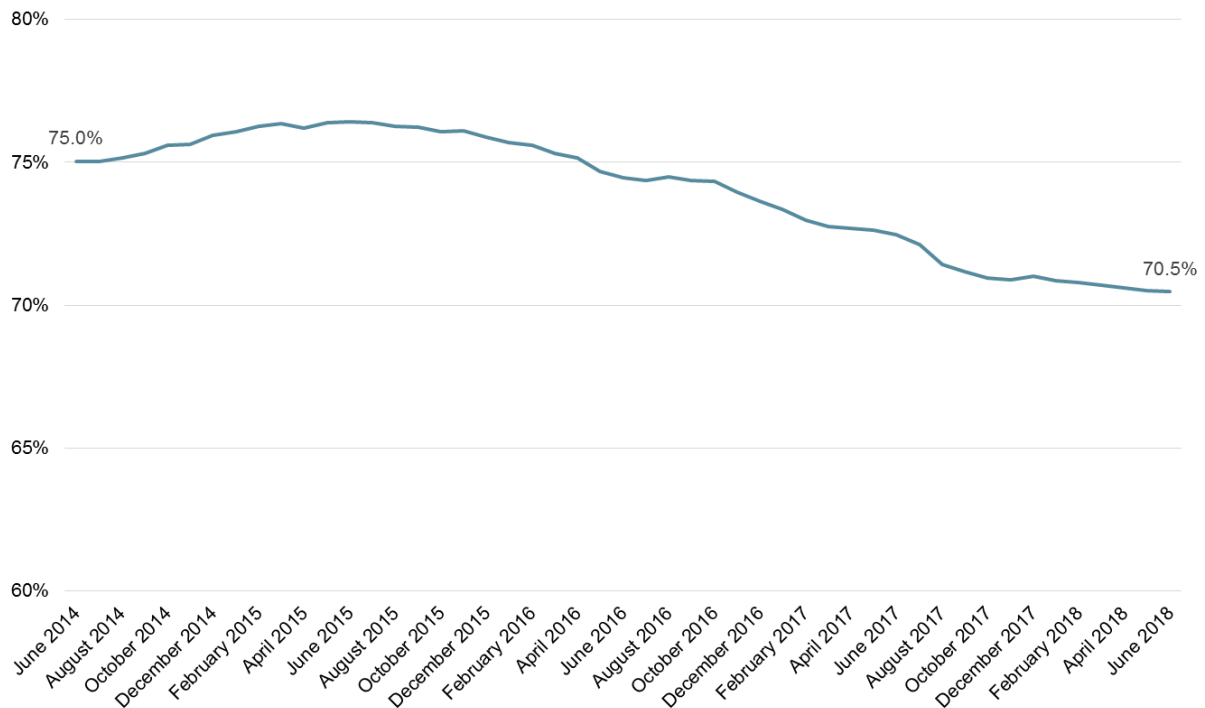
**New research from Roy Morgan reveals satisfaction with private health insurance in the 12 months to June 2018 was 70.5%, unchanged since May 2018 but down 2.0% from June 2017 (72.5%), and well below 2015 levels.**

These findings are from the [Private Health Insurance Customer Satisfaction Report](#), which is based on in-depth personal interviews conducted face-to-face with over 50,000 Australians per annum in their own home.

See the results of the most recent Customer Satisfaction Awards for private health insurance [here](#) and view private health insurance member profiles at a brand level.

In June 2014, average satisfaction for private health insurance was at 75%. After reaching a peak in mid-June 2015, customer satisfaction for private health insurance on average began to drop. Satisfaction is key for customers to see the value in their private health insurance, and for insurers to better retain customers.

### Private Health Insurance Customer Satisfaction



Source: Roy Morgan Single Source (Australia) Rolling 12 Monthly July 2013 – June 2018, average sample n = 23,478. Base: Australians 14+ with private health insurance.

### St.LukesHealth satisfies 88.4% of their customers

St.LukesHealth celebrates their fifth monthly win of 2018. St.LukesHealth has won the last two annual Roy Morgan Customer Satisfaction Awards and will be a tough competitor for the other top insurers for customer satisfaction. Westfund, CUA Health, Health Partners and Defence Health also made the top 5 in the June Customer Satisfaction Awards.

FOR IMMEDIATE RELEASE

**Michele Levine, CEO, Roy Morgan, says:**

*“Roy Morgan reported earlier this year that [over 250,000 Australians didn't renew their private health insurance](#) and the downward trend in private health insurance satisfaction continues to grow. It's not surprising that the major reason given for not renewing is to do with the increasing expense for many households.*

*“Our research on member satisfaction with private health funds has shown major differences in satisfaction across funds and as a result the poorer performers could learn from the top ones and so improve their chances of member retention.*

*“St.LukesHealth continues to do a terrific job, taking out this month's Customer Satisfaction Awards, beating last month's winner Westfund. As well as satisfaction, Roy Morgan measures health insurance members and intenders, the Media Most Useful for making health insurance decisions, the [Health Insurance Net Trust Score](#), and the channels in which Health Insurance is obtained.*

*“The data used here is only a small part of the extensive data that we have available on all major private health insurers. To find out more, ask Roy Morgan.”*

To learn more about Roy Morgan's private health insurance data, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com).

Please click on this link to the [Roy Morgan Online Store](#). Brands measured include ahm (Australian Health Management), Allianz Global Assistance, Australian Unity, BUPA (incl. Bupa, HBA, MBF, Mutual Community), CBHS, CUA Health, Defence Health, GMF Health, GMHBA, HBF (Hospital Benefits Fund), HCF (incl. IOR), Health Partners, HIF (Health Insurance Fund), Latrobe Health Services, Manchester Unity, Medibank Private, NIB (incl. IOOF), St.LukesHealth, Teachers Health, TUH (Teachers Union Health), and Westfund.

#### About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in collecting objective, independent information on consumers.

#### Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

