

# Healthy Client Conversations

July/August 2018

## Product ratings

Prior to the product enhancements total scores from Quality Product Research (as at 2 May 2018) were:

		Southern Cross Wellbeing	Accuro Smartcare	nib Ultimate Health	Sovereign Private Health	Accuro Smartcare +	Partners Life Private Medical	AIA Real Health	nib Ultimate Health Max
Base	Female	89.57	90.91	94.02	95.4	98.27	101.59	103.06	101.58
	Male	89.57	90.91	91.26	95.4	98.27	101.59	100.3	98.82
Base and Specialist	Female	99.9	101.71	104.64	103.04	107.56	110.58	109.79	111.23
	Male	98.1	99.4	101.88	102.12	105.16	107.82	107.03	108.47


Following and including the product enhancements total scores from Quality Product Research (as at 11 July 2018) were:

		Southern Cross Wellbeing	Accuro Smartcare	nib Ultimate Health	Sovereign Private Health	Accuro Smartcare +	Partners Life Private Medical	AIA Real Health	nib Ultimate Health Max
Base	Female	89.57	90.41	95.36	95.40	98.27	101.27	103.71	102.67
	Male	89.57	90.41	92.60	95.40	98.27	101.27	101.95	99.91
Base and Specialist	Female	99.90	101.39	105.64	103.04	107.24	110.26	110.44	111.77
	Male	98.10	99.08	102.87	102.12	104.84	107.50	107.68	109.01

\* Ratings for males and females, non-smoker, not effected by clientage

# Individual product features

Health Cover (Fred F) | Importance | Select More Companies

Provider	accuro	QIP	nib	partnersure	Blue Cross	EVEREST
						
<b>Star Rating</b>	★★★★	★★★★	★★★★	★★★★	★★★*	★★★★
<b>% of Highest</b>	96%	99%	100%	99%	90%	94%
Surgical Benefit	60.00	60.00	59.40	59.40	59.40	60.00
Oncology	13.50	15.00	15.00	15.00	13.50	15.00
Specialist Consultation	7.50	5.63	7.50	5.63	7.50	5.63
Non-Surgical	7.20	7.20	7.20	7.20	7.20	7.20
Minor Surgery	3.75	5.00	3.75	3.75	3.56	2.00
Non Pharmac Drugs	4.80	4.32	4.80	4.80	0.90	3.84
Imaging	3.38	3.56	4.75	3.75	3.48	3.75
Exclusions	-4.08	-3.64	-4.50	-3.38	-3.62	-3.60
Product Flexibility	1.50	2.00	2.00	2.50	1.50	2.00
Support & Allowance	1.80	1.80	1.80	1.80	1.80	2.00
Diagnostic Tests	1.50	1.46	1.94	1.50	1.50	1.50
Waiver of Premium on Death	0.76	0.72	0.72	1.20	0.64	0.36
Guaranteed Wordings	--	1.00	1.00	1.00	--	--
Treatment in Australia	1.00	0.80	1.00	1.00	--	0.90
UCR Limit	-1.00	-1.00	-1.00	-1.00	-1.00	-1.00
<b>Secondary Benefits Score</b>	3.23	3.83	3.65	3.35	1.74	2.54
<b>Total Benefits Score</b>	104.84	107.68	109.01	107.50	98.10	102.12
<b>Percentage</b>	96%	99%	100%	99%	90%	94%
<b>Provider</b>	accuro	QIP	nib	partnersure	Blue Cross	EVEREST

\* A zero with an asterisk means this optional item has been excluded from the rating

# QPR Premium Comparisons

Insurance Quote Report | Fred Flinstone

## Premium and Benefit Summary



Premiums are shown Monthly

**Health Insurance**  
Contributes towards private medical expenses like hospital treatment.

**Fred \$500 Excess, Specialists & Test**

## During today's workshop we will look at:


- Different approaches to take when engaging with prospective clients for PHI.
- Anticipating and preparing responses to common reasons why prospective clients are covered by PHI.
- Utilising resources to advance these conversations and the need for PHI.
- Exploring nib products.

### **Disclaimer**


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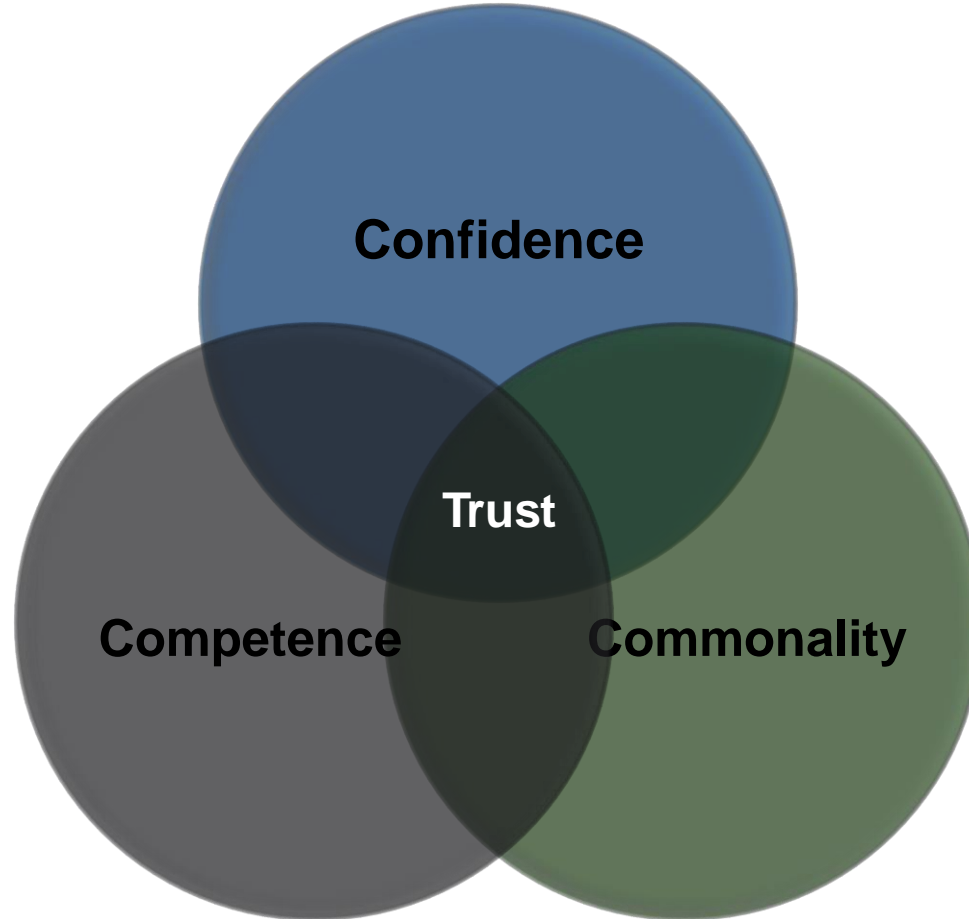
# Engaging with and understanding your prospective client

A green speech bubble with a white question inside. The bubble is oval-shaped with a pointed tail pointing towards the bottom right.

What excites you  
about PHI?


A green speech bubble with a white question inside. The bubble is oval-shaped with a pointed tail pointing towards the bottom left.

What excites you  
about nib client  
propositions?





# Common opportunities for health insurance



*"What's the point if I don't have choice!"*

*"I can't afford the premiums."*

*"I have an existing medical condition so I wouldn't be covered!"*

*"I am already covered."*

*"It's so complicated. I'm not the kind of person that's going to read through a whole policy so does it really cover me.."*

*"The public system will look after us."*

*"I'm too young to get health insurance!"*

*"I have excellent health. Isn't it just for sick people..."*



# I am already covered

What would you have liked to claim for but have not been able to?

What purpose?

Is it still suitable for your circumstances?

Are there any restrictions?

Have you developed any conditions since taking out this cover?

What have you claimed for?

Why did you take it out?

Oh, tell me more.....?

# I'm already covered

And you find out that....they have the best cover they could have.

A large, rounded green speech bubble with a tail pointing downwards, containing the text "What then?".

What then?

# I have pre-existing conditions

*"I have an existing medical condition so I wouldn't be covered!"*



# “I don’t have any pre-existing conditions”

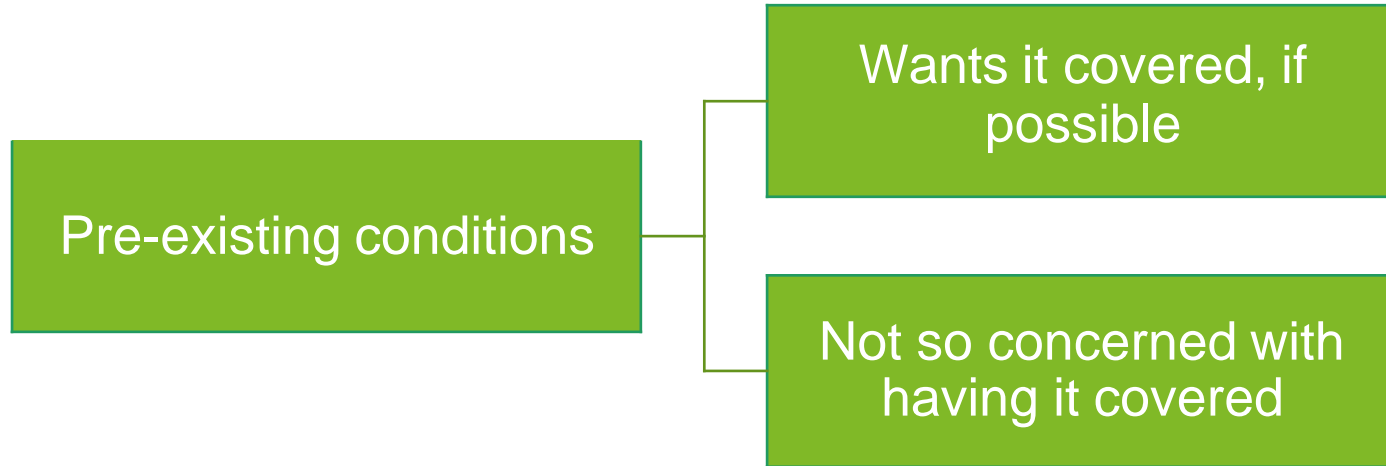
I don’t have any pre-existing conditions.....Really?

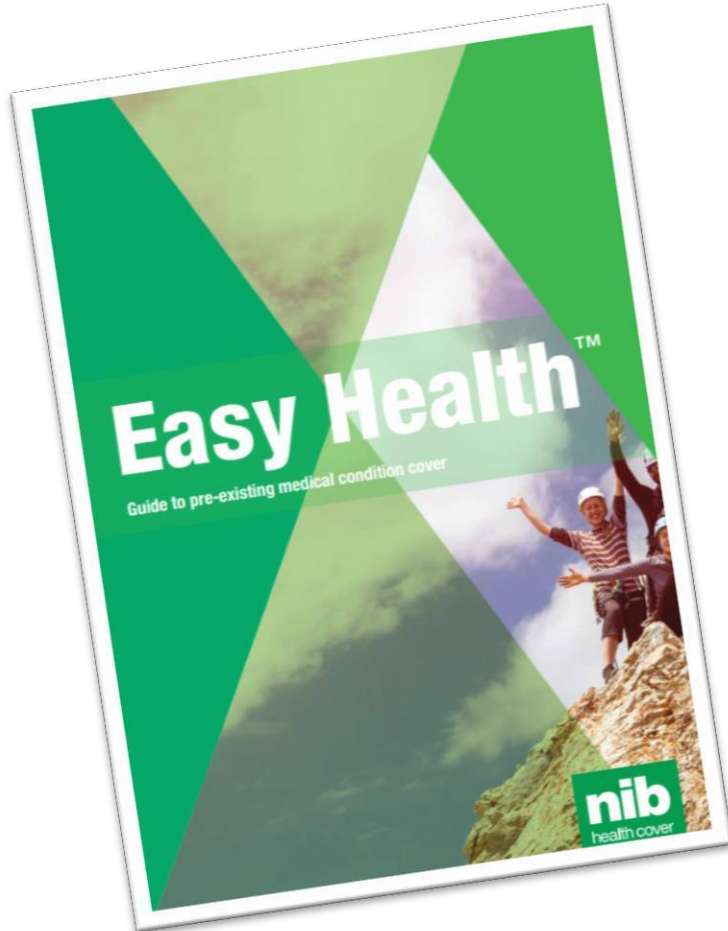
Have you had any previous surgeries?

Are you currently taking any medication?

Have you had anything in the past that from your perspective is now fixed?







# The public system will look after me



*"The public system will look after us."*

A large, rounded green speech bubble with a tail pointing downwards, containing the text 'Do you know how the public health system works?'.

Do you know how the public health system works?

## 174,000 Kiwis left off surgery waiting lists, islanders faring

### Wait times up as 280,000 New Zealander's queue for elective surgery.

July 15, 2016



JOHN KIRK-ANDERSON/FAIRFAX NZ



AFR

Unmet need is growing in New Zealand, with more than 170,000 Kiwis in need of surgery but not on a waiting list.

### Thousands left suffering inde

MADDISON NORTHCOTT • C



Dr Philip Bagshaw says Ministry of Health data does not accurately represent the huge number of health sufferers left off surgery waiting lists.

# The public system will look after me

Emergencies

Elective  
surgeries

Waiting lists

Information  
transfer

Acute  
medical  
conditions

Waiting lists  
to get on the  
waiting lists

Providing  
choice

Support  
benefits



## Auckland DHB staff survey shows more than half feel rushed and undervalued

Shabnam Dastgheib · 07:51, May 03 2017

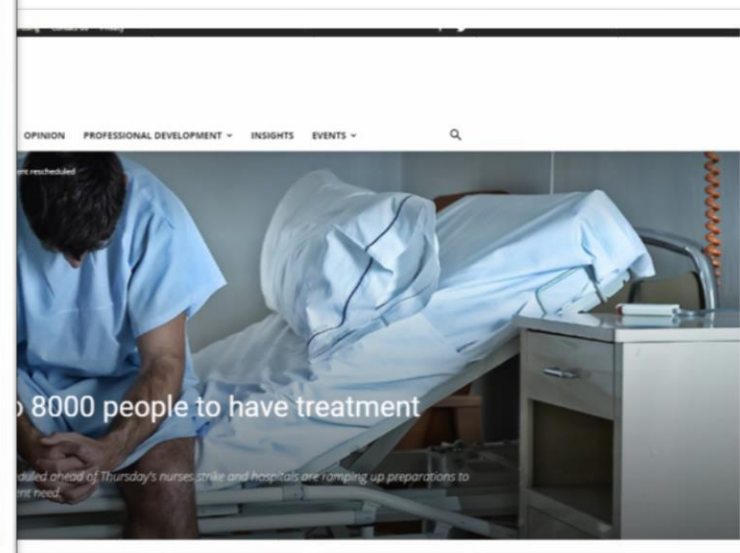


123Rf

A survey of Auckland DHB staff shows close to half are worried for their own health and wellbeing.

ve surgeries that have been and are being cancelled in preparation for the strike  
"cardiac surgery, surgeries for cancer and joint replacements," he said.

he said the cancellation would have a significant impact on patients and their  
no would have made arrangements, taken time off work and emotionally  
or their scheduled surgery.



## Triple negative breast cancer case

- Ultimate Health Max™ policy with \$6,000 excess
- Been through the public system twice but treatment was unsuccessful
- Non-Pharmac drug at the time Avastin was recommended by the Oncologist
- Treatment given:
  - Biopsy
  - Removal of a tumour along with the removal of 46 lymph nodes
  - Installation of a port
  - Physiotherapy
  - Six cycle treatment plan of Avastin
  - Public hospital cash benefit
  - Counselling support

Benefit limits apply to each insured person every policy year unless otherwise specified. If an excess is chosen, this applies to the Base Cover only

Key differences between: Ultimate Health Max™, Ultimate Health™ and Easy Health™		Ultimate Health Max™	Ultimate Health™	Easy Health™
Individual's medical history is asked		At application	At application	At claim
Guaranteed benefits and future upgrades		✓	Not guaranteed	Not guaranteed
Cover for Pre-existing conditions		No cover	No cover	After 3 years <sup>2</sup>
Application of excess		Per person per year	Per person per year	Per hospitalisation
Flexibility to choose a different Base Cover for each person on one policy <sup>1</sup>		✓	✓	Not applicable
Flexibility to choose a different excess level for each person on one policy		✓	✓	✓
Flexibility to choose different options for each person on one policy		✓	✓	✓
Basis of cover	Services and treatment provided by an nib First Choice network provider	Actual costs	Actual costs	Actual costs
	Services and treatment by a provider that is not part of the First Choice network	Actual costs	EMP <sup>3</sup>	EMP <sup>3</sup>
	Services and treatment that are not subject to the First Choice network	Actual costs	Actual costs	Actual costs

### Base Cover

Benefit	What is covered	Ultimate Health Max™	Ultimate Health™	Easy Health™
Hospital surgical benefit	Cover for private hospital surgical costs	Up to \$600,000	Up to \$600,000	Up to \$300,000
Hospital medical benefit	Cover for private hospital medical costs	Up to \$300,000	Up to \$300,000	Up to \$200,000
Cancer treatment in hospital benefit <sup>4</sup>	Cover for surgical and medical cancer treatments	✓	✓	✓
Non-PHARMAC funded drugs in hospital benefit <sup>4</sup>	Cover for non-PHARMAC funded drugs for surgical and medical treatment in hospital	✓	Up to \$20,000 for chemotherapy drugs only	Up to \$20,000 for chemotherapy drugs only
Non-PHARMAC drugs at home benefit <sup>4</sup>	Cover for non-PHARMAC funded drugs for use at home up to 6 months after hospitalisation	✓		
Breast symmetry post mastectomy benefit <sup>5</sup>	Cover for unilateral breast reconstruction and / or reduction surgery following a mastectomy	✓	✓	✓
Cancer treatment accessories support benefit <sup>5</sup>	Cover towards the cost of a wig, hat, scarf or mastectomy bras during or within 6 months after cancer surgery or treatment	✓	No cover	No cover
Cancer treatment counselling and support services benefit <sup>5</sup>	Cover for counselling and support services within 6 months after cancer surgery or treatment	✓	No cover	No cover
Cardiac counselling and support services benefit <sup>6</sup>	Cover for counselling and support services within 6 months after heart surgery	✓	No cover	No cover
Follow-up investigations for cancer benefit <sup>7</sup>	Up to \$3,000 for follow-up investigations for up to 5 years after cancer treatment	✓	✓	✓

# I can't afford it / the premiums are too expensive

*"I can't afford  
the  
premiums."*



# Responding to “I can’t afford it”

There are ways to reduce premiums

Ok, but what about in say six months time?

How will delays in treatment and getting back to health affect you?

Do you know what the premiums are?

Who depends on you and your ability to earn an income?

How will delays in treatment and getting back to health affect your family?

How do you know that you can't afford it?



NEW ZEALAND | Health

## Rob Hennin: We need to talk about rising health costs

5 Sep, 2017 5:00am

3 minutes to read



Introducing a medical version of KiwiSaver to help New Zealanders pay for their own healthcare is one way to help manage the cost of an ageing population. Photo / Getty Images

NZ Herald  
By Rob Hennin



## Kiwis are clueless about the true cost of surgery – Southern Cross

Rob Stock · 16:27, Apr 19 2016



SUPPLIED

Southern Cross chief executive Peter Tynan says, "With over half of elective surgeries being funded privately in New Zealand ... it's alarming that so few know what these procedures actually cost".



# I can't afford it / the premiums are too expensive

**Cataract surgery \$4,300 - \$5,200**  
Removal of the cloudy lens from the eye affecting vision

**Endoscopic sinus surgery \$12,000 - \$37,000**  
Surgical repair of the facial sinuses

**Wisdom teeth removal \$3,000 - \$5,500**  
Surgical removal of wisdom teeth (third molars)

**Thyroidectomy \$11,000 to \$15,000**  
Surgical removal of the thyroid gland

**Angioplasty \$17,300 - \$27,400**  
Insertion of a catheter to unblock artery with a stent or balloon

**Single valve heart operation \$48,000 - \$60,000**  
Surgery to repair or replace a heart valve

**Heart bypass \$35,000 - \$50,000**  
An operation to rechannel blood flow to the heart

**Mastectomy \$12,000 - \$15,000**  
Surgical removal of the breast

**Spinal fusion \$20,000 - \$60,000**  
Surgery to join two or more vertebrae together

**Gastroscopy \$1,100 - \$1,600**  
A diagnostic procedure to look at the mouth, throat and stomach

**Cholecystectomy \$8,500 - \$13,000**  
Surgical removal of the gall bladder

**Colonoscopy \$2,000 - \$2,500**  
A diagnostic procedure to look at the large bowel and sample tissue

**Hysterectomy \$13,000 - \$19,300**  
Surgical removal of the uterus

**Appendectomy \$6,000 - \$10,300**  
Surgical removal of the appendix

**Hernia repair \$7,000 - \$18,000**  
Surgical repair of weakness in the abdominal wall

**Total hip joint replacement \$20,000 - \$27,000**  
Replacement of the hip joint with an artificial joint

**Resection of endometriosis \$9,000 - \$25,000**  
Surgical removal of the uterine cells from the pelvis or abdomen

**Robotic Prostatectomy \$30,000 - \$45,000**  
Robotic surgical removal of the prostate

**Total knee joint replacement \$22,000 - \$30,000**  
Replacement of the knee joint with an artificial joint

**Varicose veins (both legs) \$7,000 - \$10,000**  
Laser or surgical removal of varicose veins

**i For more information talk to your adviser.**

Ultimate Health Max™ and Ultimate Health™ brochure on page 19

**\$500,000 paid every working day**

**\$290,000 biggest claimant**

**\$240,000 biggest individual claim**

	Claim amount	Details
1	\$289,909.67	A 66 year old male had had spinal surgery and then later in the year had aortic valve replacement. There was 2 spinal surgeries totalling \$139k. The next year the client has also had bilateral knee replacement surgeries. He has been with us since 2006.
2	\$289,417.35	A 55 year old female was diagnosed with breast cancer and has had a mastectomy, reconstruction and chemotherapy. Client has been with us since 1993.
3	\$272,805.04	A 51 year old man was diagnosed with colon cancer. He has had surgery, chemotherapy, and radiotherapy. The client has been with us since 2003.
4	\$256,988.29	A 68 year old female was diagnosed with breast cancer and has had surgery including reconstruction, chemotherapy and radiotherapy. Has been with us since 2002.
5	\$252,757.63	A 53 year old female was diagnosed with breast cancer and had surgery including reconstruction, and also chemotherapy. She has been with us since 1996.
6	\$198,871.83	A 69 year old female was diagnosed with breast cancer and had surgery, chemotherapy and radiotherapy. Her partner during this time had a hip replacement and cancerous lesions removed. She has been with us since 1993.
7	\$196,839.78	A 33 year old female was diagnosed with breast cancer and had surgery and reconstruction, chemotherapy and radiotherapy. Has been with us since 2010.
8	\$183,235.32	A 60 year old female diagnosed with breast cancer and had surgery including reconstruction, chemotherapy and radiotherapy. Has been with us since 2009.
9	\$179,562.16	A 67 year old man had an angiogram and angioplasty. Then 2 years latter had major spinal surgery. But in-between these major procedures he also had another 7 operations. He has been with us since 1996.
10	\$176,523.14	A 46 year old female was diagnosed with breast cancer. She has had surgery and chemotherapy. Her chemotherapy costs alone have been more than \$120k. She has been with us since 2011.

**If we could find you a health cover solution that you could afford, would you consider purchasing?**

**If we could (solve the problem) would you consider purchasing?**

*"He's much too young to need health Insurance!"*

*"I have excellent health. Isn't it just for sick people..."*



Gender

Description

Claim  
amount

## Below 20 YRS

Male

Posterior Thoracic Fusion

\$91,000

Female

Posterior decompression and spinal fusion

\$88,000

Female

Posterior decompression and spinal fusion

\$88,000

Female

Radiation therapy

\$87,000

Male

Radiation therapy

\$67,000



How will you know when you need it?

# I'm too young / healthy



But surely my child would be covered by the public health system....

Have you thought about conditions such as....

- Grommets
- Adenoids
- Tonsills

What other benefits could you access that would be available:

- Parent accommodation
- Travel and Accommodation



*“It’s so complicated. I’m not the kind of person that’s going to read through a whole policy so does it really cover me..”*



# Forming a picture of what your clients ideal cover looks like



Priorities	High	Med	Low
1. Cover for the big, serious health conditions			
2. Comprehensive cover for cancer			
3. Cover that crosses borders / works overseas			
4. Cover for the young ones / dependants			
5. Choice – cover features and treatment providers			
6. Cover that keeps up with change – with medical advances; with lifestyle changes			
7. The confidence that goes with high benefit limits			
8. Cover that continues to support wellness			



## Benefits to highlight.....

- Hospital surgical benefit
- Hospital medical benefit
- Cancer treatment benefits
- Non-Pharmac drugs benefits
- Major diagnostics
- Hospital diagnostics
- Hospital Specialist
- Hospital specialist second opinion
- Funeral support
- Premium waiver

## Benefits to highlight.....

- Chemotherapy and radiation therapy provided within the Hospital medical benefit
- Cancer surgery covered within the hospital surgical benefit
- Non-Pharmac funded drugs in hospital benefit
- Non-Pharmac drugs at home
- Breast symmetry post mastectomy benefit
- Cancer treatment accessories
- Cancer treatment counselling and support services
- Follow-up investigations for cancer

## Benefits to highlight.....

- Travel and accommodation benefit
- Parent accommodation benefit
- Delayed care benefit
- Cover in Australia benefit
- Overseas treatment benefit
- Medical Tourism
- Suspension of cover
- Travel insurance offering

# Extra – Travel insurance

- Complementary cover
- For your clients signing up on an Ultimate Health™ or Ultimate Health Max™ products
- Travel cover for all lives insured
- Annual multi-trip policy for trips up to 38 days each, taken during a maximum 12 month insurance period
- Travel cover policy documents and the COI will be issued via email, separate to the health cover documents.



## Benefits to highlight.....

- GP Minor surgeries
- Travel and accommodation
- Parent accommodation
- Pre-existing cover for newborns added to the policy within 4 months
- Suspension of cover
- ACC top up benefit
- Cover children on their own

## Benefits to highlight.....

- Flexibility in cover
- Non-Pharmac drugs
- Underwritten vs.non-underwritten
- Some pre-existing condition cover
- Insure your children on their own
- First Choice
- Whitecoat



## Benefits to highlight.....

- Clinical advisers medical advances
- First Choice
- Guaranteed benefits and future upgrades
- Excess discounts
- Downgrading cover between Ultimate Health Max and Ultimate Health
- Non-Pharmac benefits
- Flexibility of cover for each person insured

## Benefits to highlight.....

- Surgical maximum \$600,000 UHM/UH and \$300,000 on EH
- Hospital medical benefit \$300,000 UHM/UH and \$200,000 on EH
- Non-Pharmac benefit limits
- Therapeutic care benefit
- Funeral Support benefit

## Benefits to highlight.....

- Loyalty wellness benefit
- Loyalty Bariatric surgery
- Loyalty Breast Bilateral breast reduction
- Rehabilitation benefits
- Counselling and support services (cancer and cardiac)
- Proactive Health option or options in general
- Whitecoat

**Thank you**

## Articles

- Fighting NZ's health disparity
- 174,000 Kiwi's left off surgery waiting lists, with Cantabrians and Aucklanders faring worst
- Elective surgery patients miss out on treatment
- Wait times up as 280,000 New Zealander's queue for elective surgery
- Auckland DHB staff survey shows more than half feel rushed and undervalued
- Kiwis need a health check-up
- Complex claims methods deny ACC to thousands
- Kiwis are clueless about the true cost of surgery – Southern Cross
- Rob Hennin: We need to talk about rising health costs
- Nurses vote to strike but acting PM says there is no more money
- Private medical insurance may still not cover all the costs of fighting cancer
- Thousands left off surgery waiting lists suffering indefinitely – study

## Other references:

- nib adviser page
- Whitecoat
- mynib (customer portal)