

# Annual Report

Highlights from the  
2024 Financial Year



# 2023/24 Key Figures

**97%**

Member Satisfaction

\*IPSOS Member Satisfaction Report 2023

**#1**

- Claims process in general
- Is easy to deal with
- Member- service focused company (not for profit)

\*IPSOS Member Satisfaction Report 2023

**\$22 million**

Total of 2023 Member Givebacks

**4.7 ★★★★★**

Apple App Rating

**4.4 ★★★★★☆**

Product Review Rating

## Top 5 Hospital Claim Categories

1. Heart and vascular system
2. Joint replacements
3. Gastrointestinal endoscopy
4. Hospital psychiatric services
5. Digestive system

## Top 5 Ancillary Claim Categories

1. Dental
2. Optical
3. Physiotherapy
4. Chiropractic
5. Massage

**33,113**

Memberships

**89,692**

People Covered

**13.3**

Average Length Of Membership

**0.94%**

Membership Growth

**51,896**

Phone Calls Received

**177**

Babies Born

**1,192**

Members Using Health Programs

**98%**

Peoplecare Optical and Dental Satisfaction Rate

In 2023, Peoplecare embarked on a project to refresh our mission, vision, and values, evolving them into our "Why, How, and What." This framework provides us with a clear and purposeful direction, it's not just a redefinition of our goals—it's a shift that aligns our daily actions and future plans with an inspiring purpose. This new direction is more than a statement; it's a genuine commitment to building a shared vision and making a meaningful impact through our work.

## WHY

We have a love for people and genuinely care about improving their health and well-being.

## HOW

We do this through the Peoplecare Way:



## WHAT

We offer products, including private health insurance, that provide access to health services and support healthy lifestyle choices for our members' well-being.



# A Message from the Chair

As I reflect on the 2023/24 financial year, I am proud to report that Peoplecare has continued to ensure that we look after the health insurance needs of our members and their families in an environment faced with the ongoing challenges of affordability due to the increasing cost of living pressures.

Over the past twelve months, Peoplecare has continued to thrive and evolve, thanks in large part to our members and Peoplecarers, and I am excited to share our achievements.

## Performance and Achievements

Despite the challenging global environment, Peoplecare has continued to deliver strong results and saw our membership net growth increase to 0.94%, which is a testament to our commitment to sustainable growth. We expanded our footprint nationally, ensured our products suited our member's needs and were more competitive, and made certain we were constantly seeking ways to enhance the care and experience of our members.

This report will provide details of our financial performance, showing that we have achieved a positive result, due to careful financial management and prudent investment and operational management. In an increasingly challenging private health insurance environment, where rising costs and affordability are more pressing issues than ever, these measures have allowed us to maintain financial stability and continue providing value to our members.

We were proud to announce a premium increase of just 1.64%, one of the lowest in the health insurance industry, especially compared to the industry average of 3.03%. This achievement reflects our ongoing commitment to supporting our members by keeping costs manageable while still delivering high-quality coverage. We understand the importance of affordability and are dedicated to finding innovative ways to provide value, ensuring our members can access the care they need.

One of the key highlights of the year was our member give backs in September and December 2023 totalling \$22 million, bringing our total of 4 member givebacks since 2021 to over \$36 million.

SUMMARY OF RESULTS	2024		2023 (restated)	
	% income	\$'000	% income	\$'000
Insurance revenue		448,710		385,355
Less: Insurance service expenses - incurred claims	65.47%	293,750	65.82%	253,655
Less: Insurance service expenses - other insurance service expense	4.36%	19,547	4.40%	16,964
Less: Net expense from reinsurance contracts held	26.61%	119,404	30.55%	117,711
Insurance Service Result	3.57%	16,008	-0.77%	(2,975)
Net Insurance financial result	2.31%	10,372	2.23%	8,586
Net other income financial result	-0.56%	(2,512)	-0.67%	(2,571)
Profit for the year	5.32%	23,869	0.79%	3,041
Add other comprehensive income				225
Net Surplus / (Deficit)	5.32%	23,869	0.85%	3,266



## **Commitment to Member Satisfaction**

Our people remain deeply committed to serving our members, always maintaining a customer-first focus in all that we do. We take immense pride in the positive feedback we consistently receive from our various forums. Our member satisfaction rate has increased to 97% in 2023 in the IPSOS Membership Satisfaction Survey and saw us ranked in the top two for claims processing and quality of service.

## **Looking Ahead**

As we look to the future, we are more confident than ever in our ability to continue creating value for our members. Our strategic priorities remain focused on sustainable growth, operational excellence, and having a positive impact on our members' health and well-being journey and making sure we are with them in the times that matter.

We are optimistic about the opportunities that lie ahead and are committed to further enhancing the value of your membership.

## **Acknowledgements**

I would like to take this opportunity to thank my fellow Directors for their respective and collective dedicated work over the past twelve months. The members can be confident that the Director do diligently perform their responsibilities in the ever increasing health insurance regulatory environment.

None of our success would be possible without the dedication the exceptional team of Peoplecarers we have under the leadership of our CEO, Louise Leaver. We have an outstanding team supporting Louise who are deeply committed to our members and are passionate about what they do.

I would like to thank our members, your continued trust, support, and engagement are the foundation of everything we do at Peoplecare. We look forward to continuing this journey together in the year ahead.



**Michael Oertel GAICD**  
**Chairman Peoplecare Board**  
**30 September 2024**  
**Wollongong**



# A Message from the CEO

The 2024/2024 financial year has been a year of evolution and growth for Peoplecare as we focus on ensuring that Peoplecare is sustainable for the long term.

First and foremost, Peoplecare exists to serve its members. During the financial year, we have redefined our reason for being to ensure that we have a clear and meaningful purpose that our members and our Peoplecarers deeply connect to. We have a love for people and we genuinely care about improving their health and well-being. This reason for being serves as a guiding principle in all that we do at Peoplecare. It is shaping how we look at our products, pricing, and value offered to our members and customers.

We have set a new 10-year strategy that is centered on 4 key pillars:

1. Growing Peoplecare to a size that is sustainable for the long-term benefit of our members.
2. Evolving our member value so that we have a positive impact on the health & well-being of members in a way that is meaningful to them.
3. We lay the foundations of the business of tomorrow.
4. We use our resources efficiently and effectively.

I am very proud of the team of Peoplecare and what we have been able to achieve in the very early stages of our new strategy. For the first time in six years, we have seen Peoplecare return to net growth in our membership. Growing our membership is key to ensuring that Peoplecare has a solid foundation to withstand the increasing costs of doing business and deliver value for money to members in an ever-changing health landscape.

Understanding and addressing the cost of living challenge facing our members remains a key focus for Peoplecare. In April 2024 we applied one of the lowest premium changes in the industry and focused on re-positioning the pricing of our open products which has allowed us to grow our membership.

In previous years we made a commitment not to profit from COVID. In that last financial year, we completed our final member give back. We know that our give backs were greatly appreciated by our members, and our Peoplecarers took great delight in hearing the messages of appreciation. Whilst we were proud to return so much to members, we are very much aware that the give backs were possible because our members were not seeking medical treatment in the way that they used to. We know that this pattern will correct, and we expect medical treatment utilisation to normalise, knowing that the cost of hospital treatment is also increasing.

Please be assured that as a not-for-profit organisation, our priority is our members, and we are dedicated to fulfilling that commitment. We are well-managing our fund, and our financial position will allow us to handle rising costs while keeping premium increases as low as possible. Our new strategy will see Peoplecare investing to support our members' health and well-being in a way that is meaningful to them.

# Performance Highlights

## Contribution Income

2023	\$152,768,228
2024	\$155,579,506

## Benefits Paid

2023	\$140,950,642
2024	\$122,198,897

## Memberships

2023	32,804
2024	33,113

## Net Assets

2023	\$121,566,875
2024	\$145,435,405

It has been a year of stabilising the business and positioning it for growth to return Peoplecare to its peak size in 2018 and beyond. I am proud of and grateful for our amazing team of Peoplecarers and the leadership of our Board. In a year of evolution, they have embraced change with resilience and an unwavering focus on our members.

Finally, thank you to our members for placing your trust in us to provide your care and support.



Louise Leaver LLB (HONS), BSC (PSYC), GAICD  
Chief Executive Officer  
30 September 2024  
Wollongong





Peoplecare Health Limited  
A registered private health insurer ABN 95 087 648 753