



Guaranteeing Medicare – private health insurance reforms information campaign

The Government is funding an information campaign to explain and raise awareness of important reforms that are making private health insurance simpler and more affordable. The reforms include the introduction of four tiers of hospital insurance – Gold, Silver, Bronze and Basic – which will make it easier for people to choose the cover that best suits their and their family's needs. The information campaign was a key request of consumer, clinician, private hospital and insurer representatives. Extensive consultation was undertaken with these groups to support delivery of consistent key messages about the reforms. This campaign complements insurer communications advising consumers how the reforms will benefit them. The campaign uses radio, press and digital media. Consumers are encouraged to seek more information about the reforms from a dedicated website.

Why is this important?

The Government is reforming private health insurance so that individuals and families can easily identify the services covered, or excluded. The classification system for hospital cover is at the heart of these reforms.

A comprehensive survey found that many people don't fully understand what they are getting for their money, including what cover their private health insurance policy provides.

Who will benefit?

This will benefit the 13.5 million people who have private health insurance. All Australians looking at taking out private health insurance cover will also benefit from information that makes it easier to understand what is covered in policies.

How much will this cost?

This will cost \$5 million from 2018–19 to 2019–20.