

PRESENTING THE 23RD ANNUAL

Health Insurance Summit

The most established business gathering dedicated to the PHI industry

24 – 25 June 2024 | Grand Hyatt Melbourne

KEYNOTE SPEAKER:



Brian Kelleher, *Assistant Secretary,*
Department of Health and Aged Care

SPEAKERS INCLUDE:



Chris Carroll, *Managing Director, Health Insurance,* **Bupa**



Rebecca Windsor, *CEO - Health Insurance,*
Australian Unity Limited



Milosh Milisavljevic, *Chief Customer Officer,* **Medibank**



Brett Goods, *CEO,* **Adventist HealthCare Limited**



Jon Goodgame, *CEO,* **HealthPartners**



Dr Rachel David, *CEO,* **Private Healthcare Australia**



Dean Breckenridge, *Chief Policy Officer,* **Ramsay**



Mark Fitzgibbon, *CEO & Managing Director,* **nib**



Professor Denise O'Connor, *Professor and Deputy Director of Wiser Health Care Unit,* **Monash University**



Cathy Ryan, *Group Director, Health Funding & Patient Services,* **Cabrini**



Andrea Caton, *General Manager, Member Health Strategy & Planning,* **HCF**



Lauren Reid, *Chief Customer Officer,* **Navy Health**



Werner Teichert (MBA), *Clinical Psychologist and Founder,* **OptiMe Behavioural Health**



Judith Day, *Director Healthcare Management & Partnerships,* **Bupa**

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8:00 **BREAKFAST BRIEFINGS** ENHANCING PATIENT CENTRED CARE



This session will include a series of short presentations followed by a breakout to more intimate roundtable discussions.

BRIEF 1: Unlocking Insights, Saving Lives: A Deep Dive into Cancer Costs and Health Insurance Strategies

Dr Raghav Murali Ganesh, *Consultant Radiation Oncologist, Royal North Shore Hospital, Clinical Reference Lead, Australian Digital Health Agency and Founder & CEO, Osara Health*

BRIEF 2: Non-invasive skin cancer therapy

A/Prof Sid Baxi, *Radiation Oncologist, Medical Director, OncoBeta Therapeutics*

9:00 **DAY ONE OPENING**

Opening remarks from the Chair

Christopher Zinn, *CEO, PHIIA*

9:10 **OPENING KEYNOTE ADDRESS**

Private Health Insurance Policy Priorities

Brian Kelleher, *Assistant Secretary, Department of Health and Aged Care*

9:40 **Driving toward true customer empowerment in health**

Milosh Milisavljevic, *Chief Customer Officer, Medibank*

10:10 **HEALTH FUND EXECUTIVE LEADERS PANEL**

Mark Fitzgibbon, *CEO & Managing Director, nib*

Jon Goodgame, *CEO, HealthPartners*

Rebecca Windsor, *CEO - Health Insurance, Australian Unity Limited*

Moderator: Dr Rachel David, *CEO, Private Healthcare Australia*



11:00 Morning Tea

11:30 **Innovative approaches to ongoing challenges**

Chris Carroll, *Managing Director, Health Insurance, Bupa*

12:00 **How to give health consumers the experience and outcomes they value most**

Warrick Gard, *Partner, Financial Services, Ernst & Young*

Anthony Bousles, *Partner, Financial Services, Ernst & Young*

12:30 **Weight Loss through behavior change, it's complex, but not impossible**

Dr Andrew Rochford, *Medical Director, Digital Wellness*

12:55 Networking Lunch

14:00 **Mental health as a moving target**

Werner Teichert (MBA), *Clinical Psychologist and Founder, OptiMe Behavioural Health*

14:25 **The San's Approach to innovation and patient centred care**

Brett Goods, *CEO, Adventist HealthCare Limited*

14:55 Afternoon Tea

15:30 **Health & Healthcare – the Australian Community's View**

Daniel Pole, *Head of Public Affairs Melbourne, Ipsos*

16:00 **PANEL**

Navigating changing consumer dynamics: Insights, trends, and enhancing member value

- How do health funds respond to the latest consumer data and their own customer insights?
- What are the big factors affecting members and how does it affect their experience with their health funds?
- What additional value are people looking for in their private health insurance?
- Health literacy and member expectations to avoid unnecessary out of pocket costs
- Changing consumer perceptions – how does education shape CX strategy?
- How can funds improve the member experience and create the right value proposition?

Kate Jarvis, *Head of Marketing and Business Development, Latrobe Health Services*

Laura Pillans, *Head of Brand, Marketing and Experience, Westfund*

Lauren Reid, *Chief Customer Officer, Navy Health*

Moderator: Christopher Zinn, *CEO, PHIIA*

16:45 Closing Remarks

16:50 Networking Drinks



18:30 **NETWORKING DINNER**



Take this additional opportunity to network and continue discussions in this relaxed, informal setting.



9:00 DAY ONE OPENING

9:10 PANEL

Innovating for a more sustainable health system

- What does innovation mean to health funds and healthcare operators today?
- How can we innovate and create more value for consumers?
- What role do partnerships and collaboration have to play in facilitating change and innovation? How can we build greater trust?
- How do we ensure a win/win commercially?
- How we ensure our interactions and constructive and contribute to a sustainable healthcare system?

Andrea Caton, *General Manager, Member Health Strategy & Planning, HCF*

Judith Day, *Director Healthcare Management & Partnerships, Bupa*

Dean Breckenridge, *Chief Policy Officer, Ramsay*

Cathy Ryan, *Group Director, Health Funding & Patient Services, Cabrini*

Moderator: Joanna Green, *Principal, Hive Legal*

9:55 Evidence-Based Approaches to Achieving Success in Non-Surgical Care for Osteoarthritis and Candidates for Spinal Surgery

Brett Long, *CEO, Kieser Australia*

10:15 The Actuarial Analysis: Where the industry is and how it is moving

Andrew Matthews, *Principal, Finity Actuaries*

10:40 Morning Tea

11:10 Community & Economic Wellbeing: The Impact of Members Health Funds

Matthew Koce, *Chief Executive Officer, Members Health Fund Alliance*

11:35 Cardiac remote monitoring- improving patient and payer outcomes

11:55 PANEL

How do we partner to improve care pathways for patients?

- What does good patient care look like?
- How can we become better partners in the healthcare system and find opportunities for a better patient experience?
- What do hospitals need from funders and what do funders need from hospitals?
- What is the role of the health fund and how can they use tools such as contracting to ensure that providers are giving the best care within their capabilities?
- Can we deliver truly joined-up care in private health?
- Who, where and how are you best positioned to give that full pathway of care?

Daniel Erasmus, *CEO & Consulting Actuary, Insight Actuaries*

Paris Petranis, *Partner, K&L Gates*

Rhod McKensy, *Chief Executive Officer, Honeysuckle Health*

12:40 PANEL

Data and transparency – What do we need to know to run our businesses better?

- Unpacking data ownership
- Who should use it and what for?
- How can new data sets change the way we do business?
- Upcoming privacy reforms and how they might impact collection and handling of health data
- How can we use data more effectively to get better results?
- How do we more effectively integrate the data?

Moderator: Ben Harris, *Director of Policy and Research, Private Healthcare Australia*

Vanessa Baic, *Special Counsel, K&L Gates*

Kathryn Gulifa, *GM Data and Analytics, HBF Health*

13:25 Networking lunch

14:30 Shifting the dial on low value care

Professor Denise O'Connor, *Professor and Deputy Director of Wiser Health Care Unit, Monash University*

15:00 Reducing hospital readmissions for heart failure – Costs and outcomes associated with a nurse practitioner service

Professor Andrea Driscoll, *Chair in Nursing, Centre for Quality and Patient Safety Research, Monash Health Partnership*

15:30 Close of conference

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Health Insurance Summit

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Workshop					\$550	\$55	\$605
Networking Dinner					\$200	\$20	\$220
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