

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
SUPPLEMENTARY BUDGET ESTIMATES 2012-2013

Finance and Deregulation Portfolio

Department/Agency: Medibank Private

Outcome/Program:

Topic: Health Advice line

Senator: Moore

Question reference number: F5

Type of question: Hansard, F&PA Committee, page 14, 16 October 2012

Date set by the committee for the return of answer: Friday, 30 November 2012

Number of pages: 1

Question:

Senator MOORE: There are options. And with feedback, I know that the company does lots of assessment in working with clients about how they know about the service and if they have been happy with the service and all that kind of thing. What is the methodology that you use with the 24-hour service?

Mr Savvides: There is an advocacy survey. I am not sure about the methodology; I can take that on notice and come back to you.

Answer:

The methodology of assessing customer satisfaction with Medibank, including with the Mi Health service, is an online survey sent by email to some members after they have interacted with the company. Members are asked specific questions and provide a rating out of ten. From this raw data we derive a customer advocacy score. Each month we send out approximately 100,000 surveys.