

# We're here for a healthier New Zealand

Community Impact Report 2020



## A unique role across New Zealand

Established in 1961, our founders believed that New Zealanders deserved ongoing access to quality, private healthcare options. Today, the spirit of those who began Southern Cross lives on in our not-for-profit business model and the trust, compassion, care and leadership we invest in making Kiwis' lives better.

We now help more Kiwis than ever to look after their health and wellbeing and that of their families. We support them whether they're at home in New Zealand or travelling abroad. That support extends to family members such as a much-loved family pet.

ESTABLISHED  
**1961**

In 2020 we're reporting on and celebrating our unique role in New Zealand



# 1 million +

Kiwis receive our care and attention

## More than a million New Zealanders

The 2700+ people who work in our businesses bring energy and humanity to everything we do. Their good work, service and commitment ensures that more than one million New Zealanders who look to us as members, customers and patients continue to receive the very best value, care and attention.



**Nearly  
4,000**

Kiwi businesses choose Southern Cross as their health and wellbeing partner

**86,000**

Patients cared for at our wholly owned and joint venture hospitals, and day surgery facilities across the country

**871,000**

Health insurance members



# What truly sets us apart

As a friendly society and a charitable trust, there are no outside shareholders and no dividends to pay. That's what we mean when we say we put Kiwis first. 89% of the money we receive in health insurance premiums, for example, is spent on healthcare.

As a group, every cent we earn goes back into advancing the health and wellbeing of New Zealanders. Some of it is reinvested in hospital facilities and new technology. Some helps in lowering health insurance premiums or adding extra benefits. Some goes towards helping Kiwis in need. Any surpluses are responsibly invested for the future.

## Helping when we are needed

Never far from our minds is the responsibility of knowing that people turn to us when they most need help. We make a significant contribution to New Zealand's healthcare system. Last year we paid more than 3.2 million health insurance claims, including over 251,000 surgeries. We also covered more than 728,000 GP visits, more than 499,000 specialist consultations and over 659,000 prescriptions.



## 3.2m health insurance claims including:

**251,000**

Surgical procedures

**499,000**

Specialist consultations

**659,000**

Prescriptions

**728,000**

GP visits

We've partnered with the New Zealand Veterinary Association and SPCA to help more Kiwi pets live happier, healthier lives.

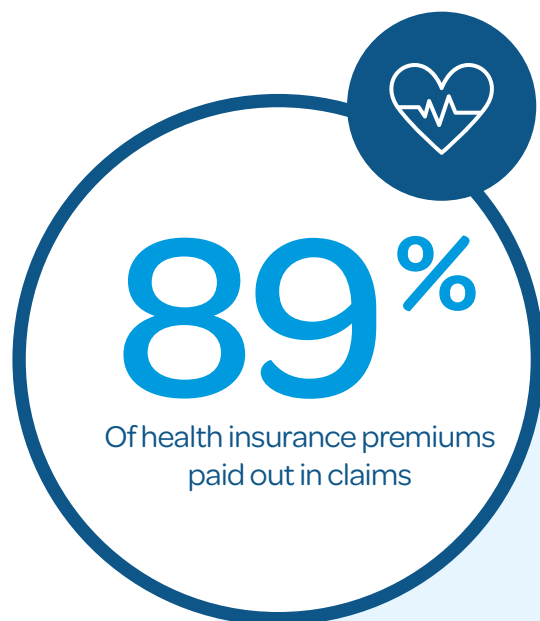
**\$9.9m**

Paid out last year in pet insurance claims

over  
**33,000**

Pets insured

Thousands of families were able to protect their furry friends



Two out of three animals insured with us were dogs, and the rest cats

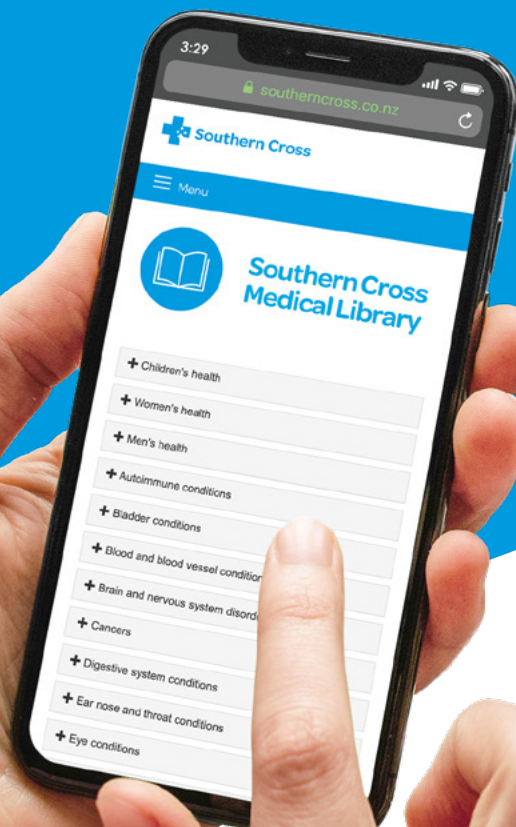
## Our wealth of knowledge

We want New Zealanders to have access to quality information they can trust about the medical issues that matter to them. So, we operate one of New Zealand's most popular online medical libraries, with more than 3.5 million visits last year (including many from overseas). Some 847,000 Kiwis used our library to better understand medical conditions affecting them and their families. Among the most popular searches were queries about strep throat, glandular fever, gastroenteritis, high blood pressure and haemorrhoids.

# 847,000

Kiwis find out about common medical conditions through our online medical library

[www.southerncross.co.nz/  
group/medical-library](http://www.southerncross.co.nz/group/medical-library)



## 3.5 million

visits to our online  
medical library



# Making the most of what we no longer need

Recycled materials from our businesses find their way into everything from bicycle frames (made from discarded aluminium anaesthetic bottles sent to Tiwai Point) and playground mats (made from old hospital PVC bags that held saline solution) to amazing sculptures.

Southern Cross Hospitals was recently awarded a certificate of sustainability by Waste Management Technical Services for keeping over 5.5 tonnes of plastic from going into landfill. We're also working with our suppliers to find smarter ways for disposal of waste, reducing landfill impact across the network, and reducing the amount of waste generated in the first place.



**Southern Cross Hospitals is a member of the Global Green and Healthy Hospitals Network.**

# Charity is close to our heart

Every year, people who are not able to be seen in the public system within an appropriate timeframe, and who cannot fund the surgery themselves, can receive surgeries with the support of the Southern Cross Health Trust.

Surgeons may apply on behalf of their patients and they perform the surgeries, along with anaesthetists, usually free of charge. If accepted, the surgery is performed at a Southern Cross hospital and the Health Trust waives the theatre and recovery fees, nursing, bed and accommodation fees, general medical supplies and any medication required.

We encourage surgeons at our hospitals to participate, and many have generously donated their time, so that New Zealanders can have surgery they desperately need - but can't afford.

In the past five years alone, more than \$1.2m of charitable surgeries have been performed.

[www.southerncross.co.nz/cir2](http://www.southerncross.co.nz/cir2)



**Not for  
profit.  
For you.**



# You're welcome

Everyone is welcome to use our national network of facilities, whether or not they have insurance. In fact, our hospitals regularly provide care to ACC, DHB and self-paying patients. In every case, we promise to use our expertise and experience to care for the people who trust us to look after them.



3.2  
million

Health insurance claims paid

We helped New Zealanders across the country access the medical care they needed and get back on their feet

85%

of our patients would  
recommend us to others

Our hospitals have been consistently ranked among the best in Australasia in patient satisfaction surveys



# 304,000

**Travellers insured**

So people were able to travel with confidence

# 260,000

**Subscribers to our monthly  
travel newsletter**

Keeping Kiwi travellers informed

# 42,000+

**Travel insurance claims paid**





# Supporting New Zealand's health workforce



We actively support our registered nurses with their professional development. This commitment includes employing 20-30 new graduate nurses within our hospital network each year. In fact, we're one of the very few non-public organisations that have their own Nurse Entry to Practice (NETP) programme, which provides a supportive first year of practice for newly graduated registered nurses. This supports the Ministry of Health's Safer Staffing Accord promise of providing employment and training for all nursing graduates.

We also identified a national shortage in the anaesthetic assistant workforce and funded, developed and commenced a competence programme for registered nurses to enhance their skills. This is a nationwide programme available to all hospitals, with 18 nurses so far having undertaken the opportunity.



## A track record of excellence

Southern Cross Health Insurance won the Canstar Most Satisfied Customers Award – Health Insurance, 2019. Southern Cross Travel Insurance was awarded Reader's Digest's Gold Quality Service Award in 2020 and is the 2017-2019 winner of Canstar's Outstanding Value award for International Travel Insurance. Our pet insurance business also received Canstar Gold Most Satisfied Customers Award Pet Insurance, 2018 - 2019.



# Helping New Zealanders means helping communities

New Zealand comes alive through its communities. We support a wide range of organisations including Revive-a-Smile, Smile NZ Free Dental Day, Sweet Louise, Dove Hospice, Auckland City Mission Calder Clinic, Wāhine Connect, Never too Young, Mercy Hospice and the SPCA.

To date, our dental initiatives have helped thousands of low-income New Zealanders access life-changing dental care free of charge.



Revive a Smile Charity  
"Caring Creates Change"  
[www.nzdentalcharity.org](http://www.nzdentalcharity.org)



SPCA



New Zealand  
Dental Assoc.

Smile NZ Free Dental Day

Dove Hospice

supporting people with life threatening illness



SWEET  
*Louise*  
SUPPORT FOR  
LIFE-THREATENING ILLNESS



Mercy  
Hospice  
Te Kōwhiri Atawhai

wāhine  
+connect

## Our ongoing commitment

We are committed to advancing the health and wellbeing of New Zealanders and to doing all we can to ensure Kiwi households have access to quality care and services, now and for generations to come.



 Southern Cross