

# Healthy Business

SUMMER 2016-2017  
healthybusiness.co.nz

Healthy Business, the newsletter for Southern Cross Health Society business clients.

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## Annual report 2016

To read Southern Cross’ full 2016 annual report go to [southerncross.co.nz/group/annual-reports](http://southerncross.co.nz/group/annual-reports)

The 2016 financial year saw the Health Society membership grow to 820,469 – a net increase of just over 9,000 members – and the number of elective surgical procedures grew by 10%, reaching over 200,000 for the first time.

During the year the Society received:

**\$871 million** in premiums and paid **\$749 million** in claims.

which included:

<p><b>206,000</b> surgical procedures</p> <p><b>650,000</b> prescriptions</p>	<p><b>428,000</b> specialist consultations</p> <p><b>726,000</b> GP visits</p>
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Health Society CEO Peter Tynan says the growth in members is pleasing as the Society’s focus is on organic growth and retention. “The Society continues to attract new members by providing excellent value

for money – we pay 86 cents in claims for every dollar received in premiums.” The growth in new members and accompanying lower levels of claiming has resulted in a surplus of \$35 million. This will be used by the Society to mitigate future premium increases, to improve services and to maintain reserves at appropriate levels.

Overview for the financial year ended 30 June 2016:

**820,469**  
members

**Up 1.1%**  
A net increase of over 9,000 members

For every dollar paid to us in premiums we paid out 86 cents in claims



**\$749 million** in claims paid



**61%** of health insurance market

We pay **71%** of the country’s health insurance claims



At the end of 2016, Peter Tynan will step down as CEO after 12 years with the Society and Lars Bojsen-Moller will be moving on from his role as Head of Distribution after 10 years of service. We would like to thank both Lars and Peter for the immense contribution they have made to the Society and wish them well for their future plans.



# Measuring what matters: HR insights that help drive business success

A recent survey has unveiled interesting links between employees, their engagement, retention levels and business performance.

Carried out by Clarity Insight on behalf of Southern Cross and HRINZ in June 2016, the survey of HR professionals determined:

- Top strategic priorities for New Zealand businesses are: having high levels of employee satisfaction, engagement, customer retention and acquisition.
- 1/4 of HR professionals believe offering employer funded health insurance is:
  - an effective way of attracting employees
  - an effective way of retaining employees
  - health insurance and wellness programmes are considered stronger attraction and retention drivers than other forms of insurance.
- Almost three quarters of HR professionals believe employer funded health insurance has an impact on specific key people metrics.
- These metrics measured by respondents were: employee turnover, employee satisfaction and engagement, the number of sick days taken and productivity.

90% of respondents believe employer funded health insurance has an impact on employee engagement with dual effects; these being the financial effects as well as the personal/family benefit. It showed that, on average, employees take eight sick days a year, with 74% personal use and 26% used for caring for family members.

We know that engaged employees stay with an organisation for longer, advocate for the organisation to their peers and often become future leaders, driving programmes and initiatives. Employer funded health insurance demonstrates a company's commitment to its most valuable asset: its people, and can help employees return to work faster when facing a personal or family health issue.

**9/10** believe employer funded health insurance has an impact on **employee engagement**



**3/4** of surveyed HR professionals believe employer funded health insurance has an impact on:

1. Reducing employee **sick days**
  2. Improving employee **productivity**
  3. Reducing voluntary **employee turnover**
- 

# BeingWell – helping people and businesses be well every day

Our vision is to create a healthier society, and for over 50 years we've supported New Zealand employees to become well through our health insurance work schemes. We're excited to be re-launching our workplace wellbeing services as 'Being Well', with a dedicated team to help people and businesses be well every day.

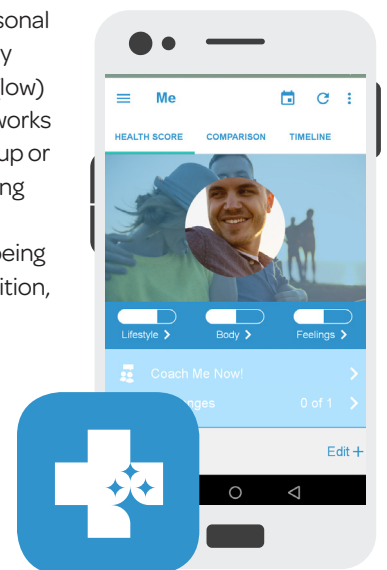
We're connected to health and wellness providers across New Zealand. Leveraging these relationships will allow us to find the path that suits your team. Together we'll set and achieve the goals that matter most, empowering you and your business one employee at a time.

## Introducing Switch

Switch (inspired by our very own Switch2well staff wellbeing programme) is intended to be an innovative and core part of our wellbeing proposition. Based on an award winning platform from tech specialists Dacadoo, this digital health engagement solution enables individuals to track, manage and benchmark their health in an easy and engaging way.

Switch calculates your personal Health Score, a scientifically calculated number from 1 (low) to 1,000 (high). The score works as an indicator and moves up or down in real-time, depending on biometrics as well as changes in emotional wellbeing and lifestyle (exercise, nutrition, stress and sleep) data.

Southern Cross will be trialling Switch internally from November 2016 and may offer the platform to work scheme groups from mid-2017 after the pilot period.



# Revealed: What's making us stressed?

A new survey has found that almost 60% of Kiwis are stressed at least once a week – with financial and work related issues stressing out younger Kiwis, while their older counterparts are more likely to be stressed about health.

This is one of the findings of a recent survey we carried out looking at the health and wellbeing of New Zealanders. The survey of 2,000 randomly selected New Zealanders showed:

- **For those over 50, the main causes of stress were health issues for them and their family**
- **The main cause of stress for young families was having enough money to live on**
- **Young Kiwis without children were more concerned about job security, workload and having enough money to live on**
- **Females were most likely to be stressed over more than half of the working week.**

## Healthy workplace tip

Healthy practices can include things like flexible hours, technology that allows staff to work from home, health checks, immunisations, as well as bringing in experts to coach staff on topics like financial literacy and resiliency.



These findings are consistent with the 2015 Wellness in the Workplace survey that showed 28.6% of businesses reporting employee stress levels on the rise. CEO of the Health Society, Peter Tynan says that stress in the workplace is a critical issue and businesses need to foster a culture that addresses the causes and helps staff deal with tough situations.

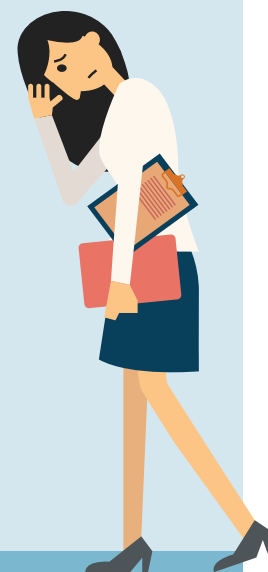
“If your workforce is becoming increasingly stressed, businesses need to put wellness practices in place to mitigate this. Not only does stress bring down productivity and engagement at work, it also tends to lead to health issues in the long run.”

The advantages for business are significant, such practices often result in higher levels of staff satisfaction, increased loyalty and reduced stress.

Note: The Southern Cross survey was conducted by TNS online among 2000 randomly selected New Zealanders and was carried out in June 2016. Wellness in the Workplace is a joint study undertaken by SCHS and BusinessNZ carried out in March – June 2015.

## Healthy workplace tip

Businesses with older staff may need to have practices in place like flexible working as older staff are more likely to be dealing with health issues – either their own, their family's, or they are looking after elderly parents. Younger employees often need support with resiliency and financial literacy. There's no one-size-fits-all programme for how you can best support your staff. It's important to talk to your workforce about what their issues are and put a plan in place that's relevant to them.



## Fast claiming on the go with the My Southern Cross app

With the upcoming latest version of the My Southern Cross app, policyholders can claim for treatment on the go in a few simple steps.

Plus, use the app to:

- see benefit limits and remaining balances
- request prior approvals
- view and use as a virtual Member Card

Download the My Southern Cross app free from the App Store for iOS, or Google Play for Android.



### Signing up is easy

If your employees haven't already registered for My Southern Cross, they simply need to visit [mysoutherncross.co.nz](http://mysoutherncross.co.nz) and follow the on-screen instructions. They'll need to supply:

- their member card number or policy/membership number
- an email address or phone number that matches our records.



The Northpine team

## Success story: Putting people first

You might expect a sawmilling and timber processing operation to be all about rugged blokes, big trucks and noisy machinery. But Northpine has an edge all of its own – a workplace philosophy centred on supporting its employees to be healthy, happy and fulfilled, at work and at home.

The story goes that one day a visitor to Northpine's Waipu (Northland) headquarters saw something he didn't expect – one of the company's employees dancing enthusiastically around a truck. It turned out that it's not an uncommon sight, because dancing and other fun stuff are a big part of the company culture.

Established 17 years ago, Northpine is a timber sawmilling and processing operation that produces structural timber, decking material and other products. It's proudly independently owned and operated, and deeply committed to creating an environment where people love to work. Supporting this commitment is a diverse range of 'wellness' initiatives for its 50-plus staff, including Southern Cross health insurance.

### An investment in employee health and wellbeing

Southern Cross health insurance has been part of Northpine's employment package since the early days – a reflection of the management team's own experiences with health insurance, as well as their personal commitment to employee health

"Its big advantage is that our people don't need to be on waiting lists. They get the treatment they need and get back to work quickly. It's also a good way to reward them for their loyalty to the business."

– Gaylene Wilson, Human Resources Manager, Northpine

"Southern Cross is great to deal with, and any claims are always handled very smoothly." – Gaylene Wilson, Human Resources Manager, Northpine

and wellbeing. The insurance has become a key part of the company's strategy for attracting and retaining staff, in an industry and region where it can be difficult to find people with the aptitude and attitude it looks for.

Gaylene, HR Manager for Northpine comments that the support provided by Southern Cross has been a key part of the scheme's success. "Southern Cross is great to deal with, and any claims are always handled very smoothly."

### Part of a bigger 'wellness' picture

Southern Cross is one tool in Northpine's extensive arsenal of health and wellness initiatives, which complement an industry training programme that earned the company the title of Training Company/Contractor of the Year in the 2016 Northland Forestry Awards.

- Northpine has adopted and embraces the principles of two internationally successful organisational development programmes. 'The FISH! Philosophy' and 'Gung Ho!'. These focus on creating a strong teamwork culture in which employees are inspired, motivated and engaged in their work and their workplace.
- Every member of staff spends 1.5 hours a month with a professional life coach, who supports them in addressing personal and professional issues and being the people they want to be, at work and at home.
- The company regularly hosts 'workshops' with invited experts, covering matters as diverse as violence prevention and prostate cancer.
- Employees are encouraged to make fun an integral part of their working day;

Read the full case study at [workscheme.southerncross.co.nz](https://workscheme.southerncross.co.nz)