

Date:	5 January 1999
Subject	Rebate generating thousands of enquiries

Traffic volume through the NIB Health Funds Call Centre continues to build in response to the Federal Government's 30% rebate on health insurance.

Call Centre operators have been inundated with calls since December 11, the day after Senate passed legislation providing the rebate to all health fund members.

The fund's Managing Director, Mr Colin Rogers, said NIB was continuing to handle up to 2000 calls a day from people enquiring about new memberships and existing members using the 30% rebate to upgrade their present level of cover.

"NIB was quick to act on the opportunities presented by the legislation with a marketing campaign that started from January 1, the day the rebate took effect," Mr Rogers said.

"We felt this was the most effective way to broadcast the news about the benefits of the rebate to our existing members, and this has certainly been proven by the number of members upgrading their present cover.

"The additional incentives we are offering to new members are also successfully differentiating NIB's products and services from those of other funds in what has become an extremely competitive market."

Mr Rogers said NIB signed more than 1500 new members in the first full week of trading after the rebate took effect. The level of interest has been maintained this week.

"The figure continues to grow with the return of application forms sent through the mail, processing of new memberships at our branches, and as returns are filed from sales representatives," Mr Rogers said.

"Our experience to date certainly suggests that the rebate can achieve its objective of encouraging more people to think again about the benefits of private health cover."

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