

**Date** 15 June 2010

**Subject** nib introduces Australia's first mobile phone claiming service

nib health funds limited (nib) has launched an Australian first smartphone application that allows customers to comprehensively manage their health cover directly from their mobile phone.

The application allows nib customers to make a claim from a mobile phone, as well as traditional functions including updating policy information and locating the nearest nib retail, dental and eye care centres, and private hospitals.

nib Chief Executive Officer, Mark Fitzgibbon, said the rapid adoption of new technology by nib customers prompted the health fund to invest in the innovative customer application.

"Our customers are engaging more and more with online technologies including electronic claims processing, so it's important that we continue to evolve our communication and interaction platforms as new technologies become available," Mr Fitzgibbon said.

"Over the past five years, the use of our online service portal has increased almost 10-fold. Currently, 50% of our policyholders are registered to use the service, and on average there are 27,321 service logins recorded per month," Mr Fitzgibbon added.

The smartphone application was also designed to meet a growing demand among nib's core customer market.

"Almost 80% of customers new to nib are under 40, which is the age group that is driving the mobile phone industry's smartphone boom," Mr Fitzgibbon said.

"Developing this application is an important step in allowing our customers to utilise new technology to undertake not only basic customer service needs but also claiming.

"nib is continually investigating new and innovative ways to improve our customer service experience. This application will make claiming and communicating with nib faster and more convenient for smartphone users."

The nib customer service application will be available for use both as an iPhone application and a web application for other smartphone platforms.

iPhone users can download the application directly on their phone or by visiting the Apple store at [www.apple.com/au/iphone/apps-for-iphone/](http://www.apple.com/au/iphone/apps-for-iphone/). Users of other smartphones can go to <http://mobile.nib.com.au>.

#### FOR FURTHER INFORMATION:

Matthew Neat  
nib health funds  
Tel: 02 4914 1777  
Mob: 0411 700 006  
Email: [m.neat@nib.com.au](mailto:m.neat@nib.com.au)