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|  | **Visual** | **Content** | **Voiceover** |
|  |  | Health is one of the biggest challenges facing Australian society | Health is one of the biggest challenges facing Australian society today and for the future |
|  |  | We’re getting bigger. Obesity rates in Australia are climbing - 63% of us are now overweight | We’re getting bigger. Obesity rates in Australia are climbing faster than anywhere else in the world – 63% of us are now overweight |
|  |  | We’re getting older. By 2060, 15% of the population will be aged 75 years or more | We’re getting older. By 2060, 15% of the population will be aged 75 years or more increasing the healthcare burden |
|  |  | We’re getting sicker. 90% of all deaths are related to chronic disease | We’re getting sicker. Chronic disease is rising & now accounts for 90% of all deaths |
|  |  | 3% of Medibank members utilise almost 40% of benefit outlay | And only 3% of our members utilise almost 40% of benefit outlay and the same ratios apply in the public healthcare sector |
|  |  | Government spending in healthcare will increase by 189% over the next 15 years | Government spending in healthcare will skyrocket over the next 15 years |
|  |  | These healthcare challenges are significant | The healthcare challenges for all of us are significant |
|  |  | Medibank has an important role to play in meeting them | Medibank has an important role to play in meeting these challenges |
|  |  | We are committed to supporting Australians and New Zealanders to navigate the healthcare system  Get equitable access to healthcare  Receive the type of healthcare they need in the right place at the right time. | We are committed to supporting Australians and New Zealanders to navigate the healthcare system, get equitable access to healthcare, & receive the type of healthcare they need in the right place at the right time and at the right cost. |
| 1 | Mother with baby  Elderly  Family  Voiceover of *Healthdirect* call – ideally mother & child | **Headline: Telehealth services - Nurse Triage**  [http://t3.gstatic.com/images?q=tbn:ANd9GcRY9aSYW9WcODiOlS0YeLoyUDYWpt-8tggJF3d0Xzbqd979N_lYAQ:www.naturalpathfresno.com/wp-content/uploads/2013/08/bigstock-Mother-with-baby-at-outdoors-26599736.jpg](http://www.google.com.au/imgres?imgurl=http://www.naturalpathfresno.com/wp-content/uploads/2013/08/bigstock-Mother-with-baby-at-outdoors-26599736.jpg&imgrefurl=http://www.naturalpathfresno.com/are-babies-toxic/&h=600&w=900&tbnid=mfTvIwRIhMb3WM:&zoom=1&q=mother%20with%20baby&docid=Jc5cKexICsaeaM&ei=y1sSVPP9DZC48gWNhoHoAw&tbm=isch&ved=0CCkQMygDMAM&iact=rc&uact=3&dur=444&page=1&start=0&ndsp=20)  Over 1,000 health professionals deliver over 1.5 million healthcare interactions every year  Through Australia’s largest work@home model  [http://t2.gstatic.com/images?q=tbn:ANd9GcRViNDrBYfDCX5XVwFila2YEVkQhSJdsl2uIEFvFpryeC3ADlzmvA:www.donpurdum.com/files/7613/7830/7315/elderly-couple.jpg](http://www.google.com.au/imgres?imgurl=http://www.donpurdum.com/files/7613/7830/7315/elderly-couple.jpg&imgrefurl=http://www.donpurdum.com/blog/how-will-you-remember-your-marriage/&h=201&w=302&tbnid=WH2Sinr41N1l0M:&zoom=1&q=elderly%20couple&docid=DH1MXArkul7xmM&ei=llwSVJKjJo2m8AXMwoDYDg&tbm=isch&ved=0CDMQMygBMAE&iact=rc&uact=3&dur=7617&page=1&start=0&ndsp=19)  A high quality health service  Available to consumers funded through the Federal Government and Medibank members.  [http://t0.gstatic.com/images?q=tbn:ANd9GcQsg3MGaLn4BLpCJfL5gFolLte979IjHZoS334P5ytIdHq1UxoMZA:blog.grandmirage.com/wp-content/uploads/2013/10/shutterstock_55172212small.jpg](http://www.google.com.au/imgres?imgurl=http://blog.grandmirage.com/wp-content/uploads/2013/10/shutterstock_55172212small.jpg&imgrefurl=http://blog.grandmirage.com/family-reunion-package-a-well-worth-remembering-moment/&h=3328&w=4992&tbnid=ejtAaPSqdAK7-M:&zoom=1&q=family&docid=Mq_lcOn8rNWT9M&ei=s1wSVOjLD42k8AXotIKIDA&tbm=isch&ved=0CJoBEDMoYTBh&iact=rc&uact=3&dur=363&page=4&start=79&ndsp=30)  Nurse Triage results in 60,000 fewer emergency department visits each year  5,000 fewer ambulance callouts  Saving $30 million in public healthcare costs each year | No voiceover – cut to audio of phone calls |
| 2 | Beyondblue campaign imagery  Show different images from the BB campaign  Finishing with the closing wording in the BB video | **Headline: Experts in mental health counselling**      Over X calls  Online interactions through web & chat X – mostly to young people  X number of mental health professionals | Medibank partners with beyondblue to address the shortage of mental health care through a 24 hour telehealth counselling service that connects people with qualified mental health professionals over the phone or through online chat.  The introduction of online chat has given thousands of young people between the ages of 15 – 24 a new way to access counselling services. |
| 3 |  | **Headline: Responding to Government initiatives**    Responding to the needs of Government to deliver major programs  Counsellor-led model providing support for people reporting their experience of institutional abuse.  Over 15,000 calls & 6,500 emails received  A critical part of the Royal Commissions ability to respond  *“Medibank is so full of clinical wisdom & experience of responding to a range of calls” Julie Blythe (RCISS Clinical Advisor)* | Medibank also responds to the needs of Government through major programs such as the Royal Commission into Institutional Responses to Child Sexual Abuse.  This important counsellor led telehealth model received over 15,000 calls and 6,500 emails from people reporting their experience of institutional abuse.  Using an agile project methodology we were able to start taking calls and emails within 11 days of the Ministerial announcement for the Royal Commission. |
| 4 | Video footage  Auslan footage  Survivor quote | **Headline**: **Human Services expertise**    Improving the lives of women & children impacted by domestic violence & sexual assault  Counselling for survivors and support services for front-line workers to support their clients:  Support videos  Online services  Resilience tools  Trauma informed counselling services | 1800RESPECT is a Federally funded national counselling service for women & children who are impacted by domestic violence and sexual assault.  The service also provides support services for front-line workers so they can better support their clients who disclose or experience domestic family violence or sexual assault.  Medibank was awarded the 3.5 year contract for a number of services including best-practice online tools and trauma informed counselling services. |
|  |  | Headline: Reducing the burden of chronic disease  Leading world’s best practice in chronic disease management & integrated care  Triple aim:   * Reduce healthcare costs * Improve clinical outcomes * Improve patient satisfaction   CarePoint Logo  CareFirst Logo  Partnering with State government & primary care providers  Addressing the healthcare needs of the chronically ill  Supporting those in most need of help  Those who are frequently accessing health services  And are lost in the complexity of a fragmented healthcare system  Reducing the burden on the individual and the healthcare system | Medibank is leading world’s best practice in the delivery of chronic disease and integrated care programs designed to deliver the triple aim of reducing healthcare costs, improved clinical outcomes and improved patient satisfaction.  The CarePoint & CareFirst chronic disease programs are delivered in partnership with State Government and Primary Care providers  These programs address the chronically ill within the Medibank & broader population – those who are in most need of help who are frequently accessing healthcare services & are in many cases lost in the complexity of a fragmented healthcare system. |
|  |  | * Mental health * Phone triage * Chronic disease management   1.7 million triage calls  190,000 mental health interactions  60,000 chronic disease calls | Medibank delivers services across mental health, nurse and GP phone triage & chronic disease management available 24/7 delivered by over 1,000 health professionals.  Better health to members and populations on behalf of Medibank, Federal and State Government, Corporate organisations and NGO customers. |
|  | Final visual  Then fade | Medibank  For better Health |  |