



# APHA Vital Signs

A WEEKLY ROUND-UP OF NEWS VITAL TO THE PRIVATE HOSPITAL INDUSTRY

18 August 2013

## APHA Takes Issue with Medibank Advertisement

In a full page [advertisement](#) in *The Australian* and the *Australian Financial Review* on 13 August, Medibank appeared to blame hospitals for its own rising costs.

APHA has taken issue with Medibank's selective use of data and has been working to inform the public of the fact that over the last 10 years the average benefit per episode paid by health funds has increased by only 16%; twelve points less than the consumer price index increase of 28%.

For more information, visit: <http://www.apha.org.au/2013/08/medibank-ads-misleading-the-public/>

## PHIAC Data – Headlines from June Quarter 2013

The Private Health Insurance Administration Council (PHIAC) released its quarterly statistics for the June quarter of 2013 on 15th August 2013.

Key points:

- The number of Australians with hospital cover continued to rise in the June quarter but the proportion of the population covered has flatlined at 47% for the fourth successive quarter.
- At 30 June 2013, 24.7% of all hospital cover private health insurance policies held by Australians included some form of exclusion.

To read further highlights go to the members area of the APHA website. APHA is analysing the PHIAC data in more detail and will publish this analysis as an Information Paper for Members.

Please direct any queries you may have to Mehrdad Khodai-Joopari on 02 6273900 or at [Mehrdad.khodai@apha.org.au](mailto:Mehrdad.khodai@apha.org.au)

## Have your say on the future of *Private Hospital*

We need you to tell us what you think about *Private Hospital* magazine. We've made some changes over the past few months to the layout and content of the magazine and we'd like to know what you think of it. We're also asking your opinion on the format of the magazine as many magazines are now producing digital versions. Would you read *Private Hospital* if it was sent to you as a digital version?

Please spend just a few minutes taking the *Private Hospital* magazine 2013 Reader's Survey and go in to the draw to win an iPad Mini. See <https://www.surveymonkey.com/s/PHReader2013> for more details

## On the Radar - Issue 139

On the Radar is a summary of some of the recent publications in the areas of safety and quality in health care. Some of this week's content includes:

*A promise to learn – a commitment to act: Improving the Safety of Patients in England*

*Root Cause Analysis Reports Help Identify Common Factors In Delayed Diagnosis And Treatment Of Outpatients*

*Surgical checklists: a systematic review of impacts and implementation*

*Prescribing errors on admission to hospital and their potential impact: a mixed-methods study*

On the Radar is available via email or as a PDF document from  
<http://www.safetyandquality.gov.au/publications-resources/on-the-radar/>

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