

## **Mid Extras**

### **Target Market Determination**

#### **About this document**

This Target Market Determination (TMD) applies to the Mid Extras product. It seeks to offer customers, distributors, and employees with an understanding of the class of consumer for which this product has been designed, considering their needs, objectives and financial situations.

This document is not intended to provide financial advice regarding coverage, nor does it form a part of the terms of cover. Customers must also refer to the Member Information Brochure and any supplementary document(s) which outline the relevant terms and conditions under the product, when making a decision about this product.

#### **Product Issuer**

Mildura Health Fund (MHF) ABN 13 078 2023 089

#### **Effective date of this Target Market Determination**

**1 January 2025**

This Target Market Determination is effective from the date shown above. This Target Market Determination will apply to policies that are purchased or renewed on or after 1 January 2025.

#### **Product Description**

Mid Extras product is designed for customers who are seeking a mid range extras product that provides benefits for a full range of extras services such as Optical, Health Aids and Appliances, Psychology, Physiotherapy, Chiropractic, Remedial Massage and Podiatry, with competitive premiums.

The Mid Extras is a complying private health insurance product as defined in the Private Health Insurance (PHI) Act 2007.

This TMD applies to Mid Extras cover referred to in the following:

- MHF Mid Extras Cover Product Summary
- MHF Member Information Brochure – available at [www.mildurahealthfund.com.au](http://www.mildurahealthfund.com.au)
- Private Health Insurance Statement (PHIS) – go to [www.PrivateHealth.gov.au](http://www.PrivateHealth.gov.au)

#### **This product is suitable for the following**

The Mid Extras product is designed for people:

- seeking a mid range level of extras cover at a competitive premium
- seeking extras cover that offers mid range benefits and yearly limits;
- seeking extras cover that can be joined on its own or combined with dental and/or Hospital cover;
- are able to pay premiums in accordance with the chosen premium structure.

#### **This product is not suitable for the following**

The Mid Extras product is not designed for people who:

- are unable to pay premiums in accordance with the chosen premium structure.

## Distribution

All Mildura Health Fund products are designed to be distributed by trained consultants via:

- MHF head office;
- Authorised branches and agents;
- Email;
- Mail;
- Website;
- Phone.

Our distributors have control frameworks and quality assurance programs in place to support our distribution activity being delivered in alignment with our obligations.

When distributed in accordance with this TMD it is likely that customers will obtain value from this product and its key attributes.

In accordance with the PHI Act 2007, Mildura Health Fund does not have an eligibility criterion for this product nor does it discriminate against any person.

## Reviewing this target market determination

We will review this TMD in accordance with the below:

<b>Initial review</b>	Within 12 months of the effective date.
<b>Periodic reviews</b>	At least every 2 years from the initial review.
<b>Review triggers or events</b>	<p>Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but is not limited to):</p> <ul style="list-style-type: none"> <li>• Material changes are made to the design or distribution of the product, including related documentation;</li> <li>• legislative or regulatory changes;</li> <li>• significant or systemic complaints or claims issues are apparent that indicate that the suitability of the product to the target market has changed;</li> <li>• distribution conditions found to be inadequate;</li> <li>• external events such as adverse media coverage or regulatory attention;</li> <li>• customer dissatisfaction;</li> <li>• Poor or significantly deteriorating key product suitability metrics, including: <ul style="list-style-type: none"> <li>○ Complaints monitoring</li> <li>○ Net Promoter metrics</li> <li>○ Product value metrics</li> <li>○ Financial performance metrics;</li> </ul> </li> <li>• Feedback from a regulator, the Private Health Insurance Ombudsman (PHIO) or Australian Financial Complaints Authority (AFCA) which suggest this TMD is no longer appropriate.</li> </ul>

Where a review trigger has occurred, this target market determination will be reviewed within 10 business days.

Any detrimental changes to this or any other MHF product have notification requirements to the policy holder as per the PHI Act.

## Reporting and monitoring

We may collect the following information from our distributors in relation to this TMD.

<b>Complaints</b>	Distributors will report all complaints in relation to the product(s) covered by this TMD on a monthly basis. This will include written details of the complaints.
<b>Significant triggers or events</b>	Distributors will report if they become aware of a significant trigger or event in relation to this TMD within 10 business days.