



Case Study

health.com.au

July 2013



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BACKGROUND

“**fibreHR**
completely gets
what
health.com.au
needs.”

health.com.au is a new player in the health insurance market established in 2012 as a start up business. Within twelve months, it established 14,000 policies and insures approx. 27,000 Australians.

As a start up business, health.com.au identified that HR was critical and fibreHR has been involved from day one.

The health insurance industry is administratively very complex. Staff not only need great attention to detail, they also need to be completely client focused. Clients often only contact health.com.au in times of medical need and being sensitive to such occasions and making the process of hospital and medical claiming as easy as possible is a top priority.

Rod Wright, Operations Manager from health.com.au has partnered with fibreHR for many projects covering both generalist HR and recruitment needs. Rod has great respect for the team at fibreHR and says that they ‘completely get’ what the health.com.au business needs.

health.com.au operate without an in-house HR Manager and fibreHR has played a significant role in creating a HR model to assist health.com.au grow their business.

Working with
fibreHR
is the ability
to have a
HR specialist
who knows
our business.

Being a start up business, health.com.au was determined to get HR right from the start. The generalist HR work that fibreHR has undertaken for health.com.au includes:

- 1 Organisation Design
- 2 Contracts
- 3 Policies with a focus on Risk Management
- 4 Remuneration reviews and bonus structure
- 5 Staff engagement
- 6 Performance Management process

Rod notes that the great aspect of working with fibreHR is the ability to have a HR specialist who knows their business, available whenever they need it. “We have a HR Manager on tap without the need to hire one which has really helped our business growth.”

Although many of the initial key managers were head hunted, fibreHR has assisted volume recruitment through assessment centres and the placement of individual roles as the business has grown.

“**fibreHR** is a one-stop shop for all things HR.”

Rod credits fibreHR in understanding “who we shouldn’t hire” and being able to make the right calls when it comes to candidate selection. The assessment centre process has also delivered great cost and time efficiency for health.com.au and Rod is a firm supporter of this model.

The fibreHR model is flexible and can be scaled up and down to suit a client’s business needs. Not being locked into a fixed contract has enabled health.com.au to call upon the fibreHR resources when needed. fibreHR have also hired office staff using an hourly rate rather than a percentage placement fee model.

The fibreHR team also cover a broad spectrum of HR, whether it’s at a strategic level or with day-to-day operational considerations. Rod also notes that the fibreHR team have a very strong commercial focus, which has helped significantly with understanding award requirements and current market conditions.

One of the significant advantages of the relationship is the robust discussions that can be held between the two companies which has lead to a great working relationship and a trusted professional partner for health.com.au.

For a start up like health.com.au, fibreHR is a one-stop shop for all things HR and provided a significant competitive advantage without the associated overheads.

In a growing and small business, getting the right people in the right roles is absolutely critical and fibreHR have played a very important role for health.com.au.

Rod notes that “people are a companies only sustainable competitive advantage” and through the association with fibreHR, that has become a reality for health.com.au.

For a small business in an industry that is complex and highly regulated, from a HR perspective, fibreHR has provided a smooth platform for operation.

“**fibreHR**
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health.com.au”

“**fibreHR** is a scalable resource available on an as needs or ongoing basis.”

If you would like to learn more about how fibreHR can assist with your HR and recruitment needs, you can:

- 1 [Contact fibreHR](#) to arrange a complimentary meeting to discuss your needs
- 2 [Sign up](#) to the fibreHR newsletter
- 3 Follow fibreHR on   
- 4 Download the [fibreHR eBooks](#) on various HR topics
- 5 Comment on the [fibreHR blog](#)
- 6 Complete the free online [HR Healthcheck](#).

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