

**Press Release**

**Release Date: 29th November 2021**

**HIA launches new campaign to raise awareness of their services as over 1 million people face renewing their policy at year end.**

* New campaign underlines the Health Insurance Authority as the authority and  primary source for trusted information for consumers on all matters health insurance.
* Almost 250,000 consumers currently on plans due to be retired at next renewal date.
* Over 50% of insured population renew their policy between November and March.
* With average price increases in 2021 reaching 4%, consumers should check that their policy provides the cover they require and value for money.

**29th November:** The Health Insurance Authority (HIA) have launched a new media campaign to raise awareness of their expertise and resources to help the public find the best health insurance policy suited to them. As over 50% of the insured population renew their health insurance in the period between November and March, the HIA is encouraging consumers to review their policy by using its website and consumer helpline to get impartial information on health insurance.

*“During 2021, 25 plans were retired from the market and there are still almost 250,000 people on these plans.  When it comes to their next renewal date, they will have to choose a new plan.”* said Laura Brien, CEO of the HIA. *“It is important that Consumers make informed choices and we want them to know that the HIA is here to offer support and advice. Health insurance can seem daunting when it comes to reviewing your policy, but it is really important that we let consumers know that there is a dedicated and impartial source of expert advice here to help them through that process  The percentage of the population with health insurance plans has increased to 47% at end September 2021 or 2.4m people.   We are here to help demystify complex terms, understand what their plans cover, and compare options available to them.*

According to HIA , prices have increased by an average of 4% so far in 2021. Figures also show that about 74,000 people are paying Lifetime Community Rating Loadings with the majority of these aged 34-49. More than half of all policy holders will renew their policy between now and next March and it is vitally important that comers take the time to ensure that they have the cover that best suits them and that it represents good value for money.

Speaking on the production of the campaign, Keifa Murray, Account Manager in TBWA\Dublin, the production agency who produced the campaign, said:

*“Buying health insurance can be a complex process. We hope through this new piece of communication that people know that HIA are the authority and first port of call for independent information regarding consumers rights and health insurance plans and benefits”.*

For more information about how the HIA can help you find the best health insurance policy, please visit: [www.hia.ie](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.hia.ie%2F&data=04%7C01%7Cmaevekearns%40hia.ie%7Cb3cee8ba084940b8478608d9b334a0bb%7C1c7775db406b4d1eb110b798a9941241%7C1%7C0%7C637737861142391966%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=6aQNkG8CmcfIsCqMxa6fcbFHXyK%2F7EpRhH3e67sgStk%3D&reserved=0)

*There’s only one authority when it comes to health insurance, and that’s the Health Insurance Authority.*

**ENDS**

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**Notes to the Editor**

**About the Health Insurance Authority (HIA)**

The role of the HIA is to ensure consumers are aware of their rights and insurers know their responsibilities in relation to health insurance in Ireland. The HIA enable a functioning health insurance market for the benefit of consumers, providers and policy makers that underpins an accessible health service.