

WeMoney Awards Program – Ratings Methodology Criteria

Health Insurance Awards

Name: 2026 WeMoney Health Insurance Awards

Key Dates:

Applications open: Monday, 20-Apr-2026
Applications close: Friday, 15-May-2026
Winners announced: Monday, 25-May-2026

2026 WeMoney Health Insurance Award Summary

The WeMoney Health Insurance Awards celebrate the best health insurance products, services, and innovators in the Australian market, offering outstanding value and service quality to consumers.

We use our knowledge and experience to identify those products that offer exceptional value, as well as market-leading features, and recognise them with the WeMoney Health Insurance Awards.

For applicants, a WeMoney Health Insurance award is a third-party endorsement of their product(s) and service(s).

Method: We score each factor on a 0-to-10 scale (or as a zero or one, depending on the factor), with 0 being the lowest possible score and 10 being the highest possible score.

Overview

2026 Health Insurance Award Categories

Overall Award
Insurer of the Year

Overall Award Categories
Health Insurer of the Year
Digital Health Insurer of the Year
Mobile App of the Year
Best Industry Health Fund
Best for Bundled Health & Life Insurance

Health Cover Award Categories
Best for Basic Hospital Cover
Best for Bronze Hospital Cover
Best for Silver Hospital Cover
Best for Gold Hospital Cover
Best for Comprehensive Hospital Cover
Best for Member Benefits
Best for Extras
Best for Value
Best for Quality
Best for Flexibility
Best for Family Cover
Best for Young Adults
Best for Overseas Visitor Health Cover

Best for Specialist Cover
Best for Preventative Health & Wellness Programs
Outstanding Customer Service
Outstanding Claims Experience

Award Methodology

Overall Award

Insurer of the Year

This award recognises the insurer demonstrating excellence across multiple insurance product lines in the Australian market. Applicants were assessed based on cross-category product performance, digital innovation, policy flexibility, coverage quality, multi-policy benefits, multi-channel customer support, and overall market leadership across the WeMoney Insurance Awards portfolio. The award is given to the provider with the highest weighted rating across the following categories:

- Cross-Category Product Performance
- Digital Innovation & Features
- Premium Value & Affordability
- Flexible Policy Terms & Options
- Coverage Quality & Breadth
- Multi-Policy & Bundling Discounts
- Multi-Channel Support Availability
- Market Leadership & Scale

Overall Health Insurance Award Categories

Health Insurer of the Year

This award recognises the health insurer demonstrating excellence in service delivery through comprehensive coverage, innovative member experiences, and exceptional value. Applicants were assessed based on pricing, digital capabilities, member satisfaction, claims performance, and overall business practices. The award is given to the provider with the highest weighted rating across the following categories:

- Premium & Value Proposition
- Digital Innovation & Adoption
- Claims Efficiency & Approvals
- Member Satisfaction & Retention
- Product & Coverage Quality
- Provider Network & Gap Coverage
- Preventative Health & Wellness
- Market Leadership & Innovation

Digital Health Insurer of the Year

This award recognises the health insurer leading the industry in digital transformation and technology to enhance member experiences and streamline healthcare management. Applicants were assessed based on mobile app functionality, online services, digital claiming, and user experience design. The award is given to the provider with the highest weighted rating across the following categories:

- Mobile App & User Experience
- Digital Claiming & Payments
- Online Policy Management
- Real-time Member Services & Support
- Digital Health Integration
- Member Engagement Innovation
- Security & Data Protection Measures

Mobile App of the Year

This award recognises the health insurer delivering the most comprehensive and user-friendly mobile application experience for managing health insurance needs. Applicants were assessed based on app functionality, interface design, feature comprehensiveness, performance, and member engagement. The award is given to the provider with the highest weighted rating across the following categories:

- User Interface Design & Navigation
- Claiming & Processing Speed
- Digital Membership Card

- Real-time Benefits & Limits
- Provider Search & Booking
- App Performance & Reliability
- Member Communication & Support
- Mobile Health Innovation

Best Industry Health Fund

This award recognises the industry or restricted health fund delivering exceptional value and member-focused services through tailored benefit structures and community-driven outcomes. Applicants were assessed based on industry-specific design, member alignment, community reinvestment, and service excellence. The award is given to the provider with the highest weighted rating across the following categories:

- Industry-Specific Product Design
- Restricted Fund Member Alignment
- Closed-Group Member Service Quality
- Community Reinvestment & Ownership
- Tailored Industry Benefits
- Member Outcomes & Engagement
- Heritage & Industry Sector Trust

Best for Bundled Health & Life Insurance

This award recognises the insurer offering the most integrated cross-product bundle across Private Health and Life Insurance. Applicants were assessed based on cross-product discounts, integrated digital ecosystem, single customer identity, bundle accessibility, and combined ecosystem value-add. The award is given to the provider with the highest weighted rating across the following categories:

- Cross-Product Discount Structures
- Integrated Digital Ecosystem
- Single Customer Identity
- Bundle Accessibility & Onboarding
- Combined Ecosystem Value-Add
- Cross-Sell Member Pathway Quality
- Multi-Product Lifecycle Engagement

Health Cover Award Categories

Best for Basic Hospital Cover

This award recognises the health insurer offering the most competitive and comprehensive Basic hospital coverage for essential healthcare needs. Applicants were assessed based on premium affordability, coverage inclusions, waiting periods, benefit limits, and overall value for entry-level hospital insurance. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Affordability
- Essential Service Coverage
- Waiting Period Structure
- Excess Options & Flexibility
- Emergency Treatment Benefits
- Ambulance Coverage Inclusion
- Value for Young Adults & Singles

Best for Bronze Hospital Cover

This award recognises the health insurer delivering superior Bronze-tier hospital coverage balancing affordability with expanded service inclusions. Applicants were assessed based on pricing, coverage breadth, benefit limits, provider networks, and value for moderate healthcare needs. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Value & Affordability
- Service Coverage Expansion
- Private Hospital Access
- Waiting Period Considerations
- Gap Coverage Performance
- Additional Value Inclusions

Best for Silver Hospital Cover

This award recognises the health insurer providing exceptional Silver-tier hospital coverage with comprehensive benefits for common healthcare procedures. Applicants were assessed based on coverage breadth, pricing, benefit limits, provider agreements, and value for growing families and active adults. The award is given to the provider with the highest weighted rating across the following categories:

- Comprehensive Service Coverage
- Competitive Premium Pricing
- Joint Replacement Coverage
- Cardiac Care Inclusions
- Provider Network Quality

- Gap Payment Minimisation
- Family-Friendly Features

Best for Gold Hospital Cover

This award recognises the health insurer offering premium Gold-tier hospital coverage with minimal exclusions and maximum healthcare flexibility. Applicants were assessed based on comprehensive coverage, premium value, benefit generosity, provider choice, and suitability for extensive healthcare needs. The award is given to the provider with the highest weighted rating across the following categories:

- Near-Comprehensive Coverage
- Premium-to-Benefit Ratio
- Complex Procedure Coverage
- Specialist Access & Choice
- Benefit Limit Generosity
- Premium Support Services
- Chronic Condition Management

Best for Comprehensive Hospital Cover

This award recognises the health insurer providing the most complete combined hospital and Extras coverage with maximum benefits across all healthcare needs. Applicants were assessed based on total coverage breadth, premium value, benefit limits, provider networks, and integrated health management. The award is given to the provider with the highest weighted rating across the following categories:

- Complete Hospital Coverage
- Extensive Extras Benefits
- Integrated Health Management
- Premium Value Proposition
- Benefit Limit Excellence
- Preventative Care Programs
- Family Coverage Options
- Wellness & Support Services

Best for Member Benefits

This award recognises the health insurer delivering the most comprehensive member benefits ecosystem beyond core insurance coverage. Applicants were assessed based on member rewards programs, lifestyle benefits, partner discounts, multi-policy advantages, and ongoing engagement value. The award is given to the provider with the highest weighted rating across the following categories:

- Member Rewards Program Breadth

- Lifestyle Benefits Integration
- Partner Discount Network
- Multi-Policy Advantages
- Exclusive Member Services
- Engagement Value Beyond Claims
- Cross-Product Loyalty Recognition

Best for Extras

This award recognises the health insurer delivering exceptional Extras coverage for everyday healthcare needs outside hospital settings. Applicants were assessed based on benefit diversity, annual limits, provider networks, claiming ease, and value for regular healthcare users. The award is given to the provider with the highest weighted rating across the following categories:

- Dental Coverage & Limits
- Optical Benefits & Providers
- Allied Health Service Coverage
- Alternative Therapy Inclusions
- Annual Limit Competitiveness
- Provider Network Breadth
- Gap-Free Service Availability
- Preventative Health Benefits

Best for Value

This award recognises the health insurer providing exceptional value through competitive pricing combined with comprehensive benefits and member-focused features. Applicants were assessed based on premium affordability, benefit inclusions, member rewards, payment flexibility, and cost-effectiveness. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Competitiveness
- Benefit-to-Cost Ratio
- Payment Flexibility & Options
- Discount & Incentive Programs
- Excess Options & Waivers
- Coverage Inclusions vs Price Point
- Member Loyalty Benefits
- No-Gap Service Networks

Best for Quality

This award recognises the health insurer demonstrating superior quality across all aspects of health insurance delivery, from coverage design to member outcomes. Applicants were assessed based on coverage quality, claims experiences, provider

networks, member services, and health outcome support. The award is given to the provider with the highest weighted rating across the following categories:

- Coverage Comprehensiveness
- Claims Approval Excellence
- Provider Network Quality
- Member Health Outcomes
- Service Delivery Standards
- Clinical Support Programs
- Innovation in Healthcare
- Member Satisfaction Metrics

Best for Flexibility

This award recognises the health insurer offering the most flexible health insurance solutions adaptable to changing member needs and circumstances. Applicants were assessed based on product customisation, coverage adjustability, payment options, switching ease, and member control features. The award is given to the provider with the highest weighted rating across the following categories:

- Product Customisation Options
- Coverage Up/Downgrade Flexibility
- Payment Schedule Variety
- Excess Selection Range
- Benefit Suspension Options
- Family Member Management
- Coverage Portability Features
- Policy Modification Ease

Best for Family Cover

This award recognises the health insurer providing the most comprehensive and accessible health coverage tailored to Australian families across all life stages. Applicants were assessed based on family-specific benefits, child cover, family discounts, Extras inclusions, and pregnancy and birth cover quality. The award is given to the provider with the highest weighted rating across the following categories:

- Family-Specific Benefit Design
- Child Cover Inclusions
- Family Discount Structures
- Family-Relevant Extras Inclusions
- Multi-Generational Coverage Support
- Value Across Family Life Stages
- Pregnancy & Birth Cover Quality
- Children Dental & Preventative

Best for Young Adults

This award recognises the health insurer offering accessible, affordable, and relevant health insurance designed for young adults entering or maintaining private health coverage. Applicants were assessed based on affordability, age-appropriate benefits, digital-first accessibility, and mental health inclusions. The award is given to the provider with the highest weighted rating across the following categories:

- Affordability for Young Adults
- Age-Appropriate Benefit Design
- Digital-First Accessibility
- Mental Health & Telehealth
- Lifetime Health Cover Support
- Young Adult Life Stage Features
- Flexibility for Transient Needs

Best for Overseas Visitor Health Cover

This award recognises the health insurer providing superior health coverage solutions for international visitors, students, and temporary workers in Australia. Applicants were assessed based on visa compliance, coverage adequacy, pricing, claim processes, and support for international members. The award is given to the provider with the highest weighted rating across the following categories:

- Visa Compliance Coverage
- International Student Packages
- Working Visa Holder Options
- Multi-Language Support Services
- Emergency Repatriation Benefits
- Temporary Visitor Solutions
- Cultural Support Services

Best for Specialist Cover

This award recognises the health insurer providing exceptional cover for specialist consultations and treatments across diverse medical needs. Applicants were assessed based on specialist consultation benefits, Extras coverage, gap arrangements with specialists, and out-of-pocket cost minimisation. The award is given to the provider with the highest weighted rating across the following categories:

- Specialist Consultation Benefits
- Specialist Extras Coverage
- Specialist Provider Gap Cover
- Member Access to Specialist Care
- Value for Specialist Medical Needs

- Specialist Provider Network Breadth
- Out-of-Pocket Cost Minimisation

Best for Preventative Health & Wellness Programs

This award recognises the health insurer with the most comprehensive preventative health and wellness program integrated with private health insurance. Applicants were assessed based on wellness program breadth, preventative incentives, digital health platform integration, and behaviour change support. The award is given to the provider with the highest weighted rating across the following categories:

- Wellness Program Breadth
- Preventative Health Incentives
- Digital Health Platform Integration
- Behaviour Change Support
- Member Health Outcome Focus
- Ongoing Lifecycle Engagement
- Rewards for Healthy Habits

Outstanding Customer Service

This award recognises the health insurer delivering exceptional customer service through responsive support, effective problem resolution, and member-centric service delivery. Applicants were assessed based on support availability, response times, resolution effectiveness, and member satisfaction. The award is given to the provider with the highest weighted rating across the following categories:

- Multi-Channel Support Availability
- Response Time Excellence
- First Contact Resolution Rates
- Member Satisfaction Scores
- Proactive Member Communication
- Complaint Resolution Effectiveness
- Service Personnel Expertise
- Digital Support Innovation

Outstanding Claims Experience

This award recognises the health insurer providing the most seamless and member-friendly claims experience from submission to payment. Applicants were assessed based on claiming methods, processing speed, approval rates, payment efficiency, and dispute resolution. The award is given to the provider with the highest weighted rating across the following categories:

- Claims Submission Simplicity
- Processing Speed & Efficiency
- Approval Rate Excellence

- Digital Claiming Innovation
- Real-Time Claiming Options
- Transparency in Decisions
- Dispute Resolution Quality
- Payment Speed & Accuracy

Assessment Criteria

Awards are based on a comprehensive list of individual criteria applied to each health insurer and available products, assessing important factors, such as:

1. Affordability & Fees

The independent judging panel examines each health insurer based on their premium pricing structure, available excess options, and fee transparency across different coverage levels and customer profiles. This includes a detailed assessment of annual quotes for various cover types, excess flexibility, and any discounts or incentives offered to members.

- Premium Pricing & Annual Quotes
- Excess Flexibility & Limits
- Sign-up Incentives & Discounts
- Treatment Waiting Periods

2. Value

The independent judging panel examines each health insurer based on the overall value proposition delivered to members through pricing flexibility, benefit accessibility, and reward programs. This includes a detailed assessment of payment options, loyalty benefits, gap-free services, and the financial impact of policy changes or cancellations.

- Bundled Discounts & Loyalty Rewards
- Gap-Free Extras Availability
- Payment Frequency Options
- Cancellation & Termination Costs

3. Quality

The independent judging panel examines each health insurer based on the comprehensiveness of coverage options, benefit limits, and additional health support services. This includes a detailed assessment of policy flexibility, service inclusions, provider networks, and innovative features that enhance member health outcomes.

- Policy Options & Flexibility
- Maximum Annual Benefit Limits
- Service Inclusions & Coverage
- Preventative Health Benefits
- Healthcare Provider Choice

4. Customer Experience

The independent judging panel examines each health insurer based on the accessibility and quality of their service delivery across digital and traditional channels. This includes a detailed assessment of application processes, mobile functionality, support availability, and response times.

- Digital Application & Mobile Functionality
- Customer Support Channels
- Average Approval & Response Times
- 24-Hour Emergency Helpline Availability

5. Claims Experience

The independent judging panel examines each health insurer based on the efficiency, transparency, and member-friendliness of their claims processes. This includes a detailed assessment of submission methods, processing times, approval rates, and dispute resolution support.

- Claims Submission Methods
- Processing Times & Automation
- Claims Approval Rates
- Dispute & Appeal Support

Customer Scenarios

To ensure a fair and accurate comparison, health insurance applicants are assessed against **three distinct customer profiles** that reflect real-world needs. This approach allows the judging panel to evaluate each provider's strengths within relevant segments and highlight those that deliver exceptional value and service for different types of members.

Customer Scenarios	Customer Profile
Scenario 1 – Single	<ul style="list-style-type: none"> ● Age: 25 ● Gender: Male & Female ● Dependents: N/A ● Smoker Status: N/A ● Prior Health Conditions: N/A ● Annual Income: \$85,000 (excl. superannuation) ● Standard Excess: \$750 ● Extras Cover: Dental, Physiotherapy, Chiropractic, Optical, Crown Veneer, and Root Canal
Scenario 2 – Couple	<ul style="list-style-type: none"> ● Age: 35 ● Gender: Male & Female ● Dependents: N/A ● Smoker Status: N/A ● Prior Health Conditions: N/A ● Combined Annual Income: \$185,000 (excl. superannuation) ● Standard Excess: \$750 ● Extras Cover: Dental, Physiotherapy, Chiropractic, Optical, Major Surgery, Specialist Consultations
Scenario 3 – Family	<ul style="list-style-type: none"> ● Age: 45 ● Gender: Male & Female ● Dependents: 2 (both under the age of 10) ● Smoker Status: N/A ● Prior Health Conditions: N/A ● Combined Annual Income: \$250,000 (excl. superannuation) ● Standard Excess: \$750 ● Extras Cover: Major Dental, Orthodontics, Physiotherapy, Chiropractic, Optical, Major Surgery, Specialist Consultations, Emergency Ambulance

Scoring Methodology

Score Range	Description
0-4	Below industry standards, there is significant room for improvement.
5-7	Meets industry standards, and solid performance but there is room for improvement.
8-10	Exceeds industry standards, exceptional features and customer experience

Data Collection & Review Process

WeMoney collects data from Health Insurance Providers and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to Health Insurance Providers. The questionnaires are structured to be unbiased in nature and provide coverage at eliciting both favourable and unfavourable responses. The questionnaire answers, combined with our in-house specialists' hands-on research, make our proprietary assessment process that scores each provider's performance.

We then undergo an additional evaluation process that is curated for certain types of consumers. This evaluation adjusts the weighting of factors (and occasionally will consider additional criteria) to emphasise features that matter most to consumers.

We also take into account customer experience, industry standards, and regulatory requirements.

Award Eligibility

Insurers were given 4 weeks (30 business days) to respond to our invitation process and provide all necessary data. Only Insurers that provided data satisfactorily and met all requirements, were included in the WeMoney Awards Program.

The Review Team

The review panel comprises a member from the WeMoney team and experts that include market contributors, CEOs, Directors and editorial staff who are seasoned writers. Each panel member follows WeMoney's strict guidelines for editorial integrity and are all commercially independent of the applicants.

Selection Criteria

Awards are based on a comprehensive list of individual criteria applied to each product that assesses important features such as Affordability & Fees, Value, Quality, Customer Experience, and Claims Experience among others, that broadly fall into the following 5 categories:

- Affordability & Fees
- Value
- Quality
- Customer Experience
- Claims Experience

Each individual criterion receives a weighting, which varies according to the award. Each award is made up of its own unique combination of weightings.

Weighting

Criteria	Indicative Breakdown	Weighting (%)
Affordability & Fees	<ul style="list-style-type: none"> • Premium Pricing & Annual Quotes • Excess Flexibility & Limits • Sign-up Incentives & Discounts • Treatment Waiting Periods 	20%
Value	<ul style="list-style-type: none"> • Bundled Discounts & Loyalty Rewards • Gap-Free Extras Availability • Payment Frequency Options • Cancellation & Termination Costs 	20%
Quality	<ul style="list-style-type: none"> • Policy Options & Flexibility • Maximum Annual Benefit Limits • Service Inclusions & Coverage • Preventative Health Benefits • Healthcare Provider Choice 	20%
Customer Experience	<ul style="list-style-type: none"> • Digital Application & Mobile Functionality • Customer Support Channels • Average Approval & Response Times • 24-Hour Emergency Helpline Availability 	20%
Claims Experience	<ul style="list-style-type: none"> • Claims Submission Methods • Processing Times & Automation • Claims Approval Rates • Dispute & Appeal Support 	20%