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[Contact  
us](#)

 **134**

**190**

<a href="#">Health cover</a>	<a href="#">Overseas students</a>	<a href="#">Visitors</a>	<a href="#">Travel For members</a>	<a href="#">Pet</a>	<a href="#">Life</a>
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- [Corporate Directory](#)
- [Our Board and Governance](#)
- [Strategic Direction](#)
- [Our Products and Brands](#)
- [Sponsorships](#)
- [Medibank Community Fund](#)
- [History](#)
- [Careers@Medibank](#)
- [Publications](#)
- [Media Centre](#)

## • About Us

- [Corporate Information](#)
- [An Overview](#)

## Coles and Medibank Reward Customers for Better Health

Friday, 28 June 2013

Coles and Medibank have formed an exclusive partnership that will see flybuys members rewarded for better health. In an Australian first, the new partnership will award both current policy-holders and existing members, as well as offering fantastic rewards to new customers.

The partnership will see Medibank members earning one flybuys point per \$2 paid on their Medibank premiums, and triple points for every dollar spent on fruit and vegetable purchases in Coles stores across the country. Australian consumers will be directly rewarded for making healthy food purchases at Coles.

Coles Group Finance Director, Rob Scott, said, “We’re thrilled to announce this new partnership as it reinforces Coles and Medibank’s mutual commitment to promoting healthy lifestyles for all Australians.

“The triple points offer for fresh fruit and vegetables are in addition to any other points customers earn. In some cases, members could receive up to six points per \$1 they spend on fresh fruit and vegetables. More points means more rewards – including instant money off at the Coles check-out.”

General Manager Marketing, Private Health Insurance at Medibank, Mr Chris Carroll, said that an important part of Medibank’s customer focus was to reward customers for their loyalty.

“The flybuys partnership gives our customers a loyalty program that is unique in the Australian private health insurance industry and one which will create greater value for Medibank members.

“It is another example of bringing Medibank’s purpose ‘For Better Health’ to life and will reward our members for healthy lifestyle choices, with additional flybuys points for fresh fruit and vegetable purchases,” Mr Carroll said.

As an introductory offer, customers who join Medibank and flybuys from July 1 will earn bonus flybuys points.

The flybuys launch follows a suite of initiatives which have established Medibank as a leader in customer centred healthcare such as Mi Health, which provides members with Medibank hospital cover exclusive access to a telephone-based nurse 24/7; personal support before, in and after hospital; an online health hub; and mobile health apps for smart-phones.

“The new flybuys program is yet another initiative to strengthen the benefits Medibank can provide its members,” Mr Carroll said.

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For more information visit [www.flybuys.com.au/medibank](http://www.flybuys.com.au/medibank)

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## Other Joining Options

Call us on:

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+61 3 8622 5780 outside Australia

8am - 8pm Monday to Friday or

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