

CELEBRATING 50 YEARS



1970

Hospital Boards agree that they should establish a welfare society



1971

Formation of Hospital Service Welfare Society
This was the original name for Accuro. Membership to HSWS was voluntary and cost 10c a week or free for students.



1991

HSWS separates from the hospital boards and becomes an Independent Society
Membership still only available to hospital staff.
Renamed to Health Service Welfare Society



1993

Advanced Plan launched
The first of our health insurance plans, the Advanced plan was a primary health care product for everyday care. In April 1993 it was between \$2.80 and \$9.35 per week for cover.



1994

First Hospital and surgical plan launched
We partnered with Crombie Lockwood Financial Services and National Insurance Life and Health (later Tower) to deliver our first Hospital and Surgical plan.



1996

NZ Nurses Organisation Partnership
NZNO confirmed that it was prepared to endorse the HSWS plans and actively promote them with their members.
HSWS joins Health Funds Association of New Zealand
An umbrella organisation representing all health insurers.

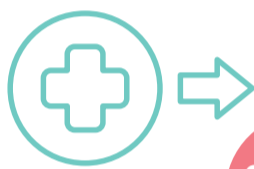
10,400 MEMBERS

8,000 MEMBERS



1996

Private hospital cover included
Treatment could now be provided in both public and private hospitals.



1997

Moving out of the health sector
Became the preferred provider for New Zealand Electrical Institute & Christchurch Polytechnic.
First group plan sold
Covering pre-existing conditions for all members.



1998

6,000 hospital plans sold in less than 2 years



2001

Launch our own health insurance
We ended the partnership with Crombie and Tower to provide our own independent health insurance.



2007

HSWS rebranded to Accuro
Accuro means "taking care" in Latin. Accuro became available to all New Zealanders.
SmartCare launched
New hospital and surgical plan with extensive benefits.
First health insurer to introduce Non-smoking and healthy weight discount



2017

Launched KidSmart
Health Insurance designed specifically for children and their needs.
HUGO- 100% online underwriting launched
A world first for health insurance.

26,930 MEMBERS



2011

Claims paid were \$10.8 million
Highest single claim in 2011 was \$110,135 for Pancreaticoduodenectomy.



2010

StaffCare launched
The only health insurance in New Zealand designed specifically for businesses and their staff.



2009

Accuro is the first health insurer to allow people to get a quote and apply online



2008

SmartStay launched
Only health insurance product for those on a visa who can't access public healthcare.

28,337 MEMBERS



2018

New Brand Refresh launched in September 2018
Active benefits launched
Best Doctors Active Benefit launched.
Innovation of the year award
Accuro wins the Innovation of the year award at the Australian and New Zealand Insurance Industry Awards for HUGO.

30,298 MEMBERS



2019

Accuro wins Plain English Award
For best plain english website.
New Active Benefits Launched
Accuro is the first health insurer to offer a free online health and wellbeing programme (HealthHub) to all of its members.
Mental Health Navigator is launched to provide fast access to mental health professionals.

31,530 MEMBERS



2021

This year we celebrate 50 years!

