



## MEDIA RELEASE

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### icare CEO VIVEK BHATIA NAMED ANZIIF'S 2017 INSURANCE LEADER OF THE YEAR

[icare](#) CEO, Vivek Bhatia, has been named *Insurance Leader of the Year* at ANZIIF's 14<sup>th</sup> Annual Australian Insurance Industry Awards.

Co-hosted by the Australian and New Zealand Institute of Insurance & Finance (ANZIIF) and *Asia Insurance Review*, the Australian Insurance Industry Awards is an annual celebration acknowledging the accomplishments of individuals and businesses in Australian insurance as well as the positive impact the industry has on communities.

Attended by more than 850 of the industry's top executives, the award recognised Mr Bhatia's leadership, operational skills and knowledge of the industry were instrumental in [the creation of icare](#) and the customer-centricity of the organisation.

Mr Bhatia said: "It is an absolute honour, and incredibly humbling, to be recognised as Insurance Leader of the Year. I truly believe this award is recognition for the entire icare team. It is through their hard work and determination that we are succeeding in our ambitions to provide world-class services to the NSW community.

"It is only through the passion and dedication of our people that we have built a customer-focused culture and initiatives that make insurance a more positive experience for the community of NSW," he said.

"Our industry is full of wonderful people who go over and above to make a difference to customers' lives at their time of need. We are known for operating with a 'commercial mind and a social heart', which is there for people, and not for profit. I feel fortunate every day to be able to serve our community with the outstanding experience they deserve", Mr Bhatia said.

Michael Carapiet, Chair of the icare Board, said: "On 1 September 2015, icare was formed to become a world-class centre of excellence, replacing an adversarial system with an outstanding customer-focused culture making insurance simpler, empathetic and human-centred.

"Vivek's heart lies in transforming organisations and the creation of icare has been no exception. He excels in this environment and has made tremendous improvements across many aspects of the organisation, in particular culture, technology and customer thanks to his passion for innovation and challenging the status-quo. What is always evident is his incredible passion for achieving a world-class insurance and care experience for the NSW community," he said.

"It is wonderful that icare's philosophy of '*commercial mind, social heart*' and our emphasis on providing a world-class customer experience has been recognised by the industry, particularly on the eve of icare marking its second birthday.

"On behalf of the Board and entire icare team, I congratulate Vivek", Mr Carapiet said.

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## **Key customer-focused initiatives icare CEO Vivek Bhatia has driven since icare's formation on 1 September 2015:**

icare's transformational journey is continually moving forward.

**icare** CEO Vivek Bhatia is driving innovation and world-class improvements for icare's customers with a focus on customer-centricity – collaborating with stakeholders to co-design positive outcomes for customers. Tangible examples include:

- Launched the *Customer Experience Design* project to redesign the customer experience for workers and employers from point of injury to end of claim.
- Launched a direct funding pilot enabling Lifetime Care participants to enhance their quality of life by giving them ownership to adjust their care services as they wish.
- Reduced average processing times by half for dust disease cases and 100% of cases have met the new two-day target for approval.
- Introduced the world-first *Work Injury Screening & Early Intervention* protocol trial aimed at getting injured people back to work earlier.

Vivek is a strong believer in empowering people, especially injured workers to recover with dignity and is committed to investing in the community via partnerships. Under Vivek's leadership icare has:

- Launched a \$100m ['icare foundation'](#) to prevent injury and improve the wellbeing of workers, focusing on research, family support programs, and partnerships with the community.
- Launched 'UFirst', a social innovation and engagement hub that brings together important stakeholders to diagnose problems in workers compensation and co-design solutions, helping people return to a full rewarding life
- Launched the \$1m ['Back on Track'](#), a world-first mentoring program co-created with the Australian Paralympic Committee to give severely injured people hope and encouragement by forging an invaluable connection with Paralympian sporting heroes.

### **About Vivek Bhatia, CEO, icare**

Vivek is the inaugural CEO and MD of **icare**, and prior to that was instrumental in the formation and setup of the organisation from 2014 as CEO and Board Member of Safety, Return to Work & Support (SRWS).

Vivek is known across the Australian insurance industry for a burning sense of responsibility and commitment towards the betterment of insurance and care services for the people of NSW, evident in his appointment also as previous Chair of the former NSW Dust Diseases Board and a past NSW Member of SafeWork Australia.

He has 20 years of experience in the insurance and management consulting sectors, having worked in many markets around the world in leading complex and large scale transformation agendas on the back of M&A, growth strategy, cost reduction and efficiency initiatives, and technology and operating model transitions.

Raised in India, Vivek moved to Australia at age 25 after having completed an Engineering degree and an MBA, and became a Chartered Financial Analyst.

In 2008, at just age 36, Vivek was appointed CEO of Wesfarmers Insurance in Australia, where he was responsible for leading the multi-brand (Lumley, WFI, Coles Insurance), multi-channel insurer through a significant transformation journey - making him one of Australia's youngest CEOs to lead a \$1 billion+ organisation.

He has also co-led McKinsey & Company's Asia Pacific Restructuring & Transformation practice, and has held several other prominent leadership roles in Australia and overseas in strategy, operations and technology at QBE Insurance.