**MSC SAC3 - Unit 4 Outcome 1 - *Holistic Health*** Name: . . . . . . . . . . . . . .

*Holistic Health Inc.* has operated for three years, offering budget health insurance options to

**Victorians**. Michael McMahon, the manager of Holistic Health (HH), is proud of the fact that, whilst being a small operation, Holistic Health remains competitive with the major market players.

Michael is determined to remain a force in the market place and continually looks for ways to improve his business practices. His latest investigation involves improving the quotes system of yearly fees for members. Currently, if a potential member calls Holistic Health and would like to know the fee that would apply to them, the person can have a representative visit them or they can come to Holistic's office. The two representatives, at present, are Bill Bloggs and Jenny Jolly.

With the representative, they complete a survey that assesses their lifestyle and they select the options they would like with their insurance. The representative passes this information through to the office, which calculates a fee, develops the relevant documentation and posts the forms for completion to the customer.

Michael has discovered that there are occasions when potential members have already signed with another insurance provider by the time that they receive the paperwork from Holistic. He would like to speed up this process so a quote and relevant paperwork can be provided at the meeting with the representative and the member signed up on the spot.

Michael has provided you with example data that outlines the data typically recorded by

representatives during an appointment:

(You will need to design additional data to test your solution and to populate it to show your solution works.)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Rep | Date sign | Surname | First name | Address | Suburb | Post code | Age | Risk level | Gym Member | Extras | Payment method |
| BB | 3/6 | Schuler | Presley | 190 Greer Rd | Belgrove | 3160 | 45 | 5 | Y | Select | PCA |
| JJ | 4/6 | Arsttton | Jane. | 1201 Broadway | Burwod | 3125 | 22 | 3 | Y |  | CCM |
| JJ | 9/6 | Seinfeld | Casey | 17 Windy Way | Mulgrave | 3124 | 44 | 5 | Y | Total | DDM |
| BB | 12/6 | Peters | Bob | 200 Union St | Clayton | 8888 | 21 | 1 |  |  | DCA |
| JJ | 14/6 | Fernandez | Rosa | 85 Sonama Way | GlenWaverley | 3150 | 45 | 3 |  | Total | CCM |
| JJ | 17/6 | Hernandez | Pete | 151 Greer Rd | Lilydale | 3I40 | 50 | 3 | Y | Select | DDM |
| BB | 20/6 | Azavedo | K1rk | 1Z Mongo St | Mulgrave | 3170 | 25 | 7 | Y |  | DCA |
| BB | 22/6 | Finklestein | Sue | 888 Burrard St | Nunnawading | 3131 | 56 | 5 |  | Select | PCA |
| JJ | 25/6 | Abu-Alba | Benji | 122 Cord Ave | Oakleigh | 3166 | 2o | 4 | Y | Total | CCM |
| BB | 31/6 | Hil1man | Frances | 29 Redmond Rd | Vermont | 3133 | 63 | 3 |  |  | PCA |

* Errors in the data below **must** be corrected against your teacher’s *master list.*

Assume each representative signups up no more than 10 new members per month!

|  |  |
| --- | --- |
| **Age** | **Fee ($)** |
| <30 | 640 |
| 30-50 | 760 |
| >50 | 900 |

**Fees are calculated using the following:**

The first part of the fee is an age-based factor:

|  |  |  |
| --- | --- | --- |
| **Extras Level** | **Level Description** | **Fee ($)** |
| 1 | Select | 125 |
| 2 | Total | 250 |

Members can select to have no Extras or Extras Level 1 or 2.

|  |  |  |
| --- | --- | --- |
| **Risk factor** | **Risk Level** | **Fee ($)** |
| 1 | Low Risk | 0 |
| 2 | Low-Normal Risk | 125 |
| 3 | Normal Risk | Z30 |
| 4 | High Risk | 275 |
| 5 | High-Exreme Risk | 320 |
| 6 | Extreme R1sk | 405 |

The third part of the fee is a risk-based factor. Based on the answers on a lifestyle questionnaire, the representative allocates a risk factor (1 - 6) to each member. Factors that affect risk levels include smoking and recreational activities.

|  |  |  |
| --- | --- | --- |
| **Payment Code** | **Description** | **Discount (%)** |
| DDM | Direct Debit - Bank Account - Monthly | 2.5 |
| CCM | Credit Card - Monthly | 2.25 |
| DCA | Debit or Credit Card - Annual | 4 |
| PCA | Postal or Counter Payment - Annual | 10 |

The final calculation is based on the payment method. If members pay monthly, Holistic offers them a discount. (Direct debit payments are cheaper for Holistic to process than credit card payments). Annual payments via credit card are easier to process than other payment methods, so Holistic also offers a small discount for this method. No discounts are given for annual counter or postal payments.

All of the above rates may change in the future, so the solution must allow for changes to be made easily.

Michael would like representatives to be able to record the data from potential new members and immediately obtain a quote that shows the yearly fee for Holistic Health. They should be able to print this quote so that members can sign up on the spot and have a record of the membership. Assume every quote results in a signup!

He has asked that the solution be designed to minimise data entry errors and be easy to use as neither of the representatives are good with computers.

Michael wants to use a separate spreadsheet file for each month. As Michael has very good computer skills, he will be able to create the new month’s file and set it up, once you have shown him how to do this. He will copy the new month’s file from your template file. You are not required to document this aspect of the solution.

In order to easily monitor the business and the performance of each representative, Michael would also like to be able to have the following information, for the month, from **each** representative’s *worksheets*:

* Number of new members signed up
* Total, average, maximum and minimum of new yearly membership fees
* Visual representation of the percentage of the membership selecting each payment method
* Visual representation of the percentage of new members in each risk category

He would also like details of the **total** of *new* **yearly** fees for the month for the sales **team**, to help him manage the business effectively and monitor the team’s performance.

Michael has told you that each representative would require instructions on how to use the solution, including adding new members, calculating their fees and printing a quote. This would also be used to train new representatives.

NOTE: There are errors in the data provided.

Excel is not multi-user. Michael has had a friend, who is a computer consultant, investigate options for both sales representatives and himself to share ONE Excel file. She has recommended BadBlue (see <http://badblue.com/helpxls.htm>) as an inexpensive solution to this problem. Sales representatives will use wireless broadband technology and a notebook computer to work with the Excel spreadsheet you design, through a browser.

* YOU DO NOT NEED TO IMPLEMENT THIS ASPECT OF THE SOLUTION!

Adapted from Nelson Resources by Colin Sutton ([oz.sutton@gmail.com](mailto:oz.sutton@gmail.com)) July 2009

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