

# Uncovering Member Insights

The Power of Strategic Health  
Insurance Communications



**Broadridge**<sup>®</sup>

**CGK** THE CENTER FOR  
**GenerationalKinetics**<sup>®</sup>

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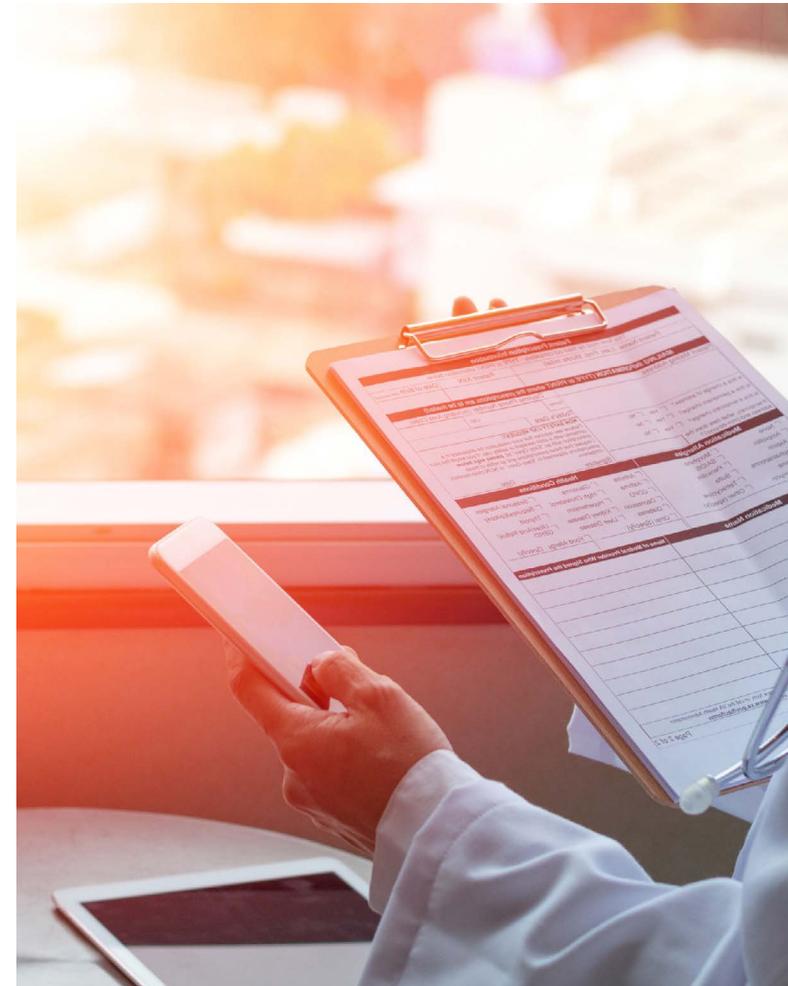
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## The what and the why behind the study

Health insurance companies spend billions of dollars each year on their members' regulatory and transactional communications. Naturally, companies are looking for ways to reduce costs — primarily through converting members to digital delivery. However, even if a member signs up for digital delivery, it doesn't always equate to mail suppression. Members who receive both print and digital communications, often referred to as “double dippers”, create even greater costs for health insurance companies.

Realizing the importance of member communications, we set out to understand:

- Do members read what they receive from their health insurer?  
How important are these communications to members?
- What could health insurers do to convince members to go paperless?
- Are communications tied to member retention and, if so, to what degree?

While it is easy to make assumptions, you may be surprised by what members told us.

Join us as we walk through this exciting research and discover ways insurers can not only maximize communications to enhance relationships with existing members but also attract new ones.

- Broadridge and The Center for Generational Kinetics



## Methodology

- Custom 25-question survey designed by Broadridge and The Center for Generational Kinetics.
- Study was administered to 1,000 U.S. respondents ages 23-72 who currently have health insurance with 53% having employer-provided insurance, 25% government-provided or subsidized insurance, and 19% privately purchased insurance. The sample was weighted to current U.S. Census data for age, gender, and region.
- Figures are statistically significant at the 95% confidence level. Margin of error is +/-3.1 percentage points.





# Section One: Healthcare Consumer Snapshot

## Overall, consumers feel knowledgeable about health insurance and are satisfied

Consumers may not have every aspect of health insurance coverage figured out, but, by and large, they are surprisingly confident about knowing how health insurance works. In fact, 44% give themselves a 4 out of 5 and another 14% consider themselves an expert.

### And how are these health insurers doing overall?

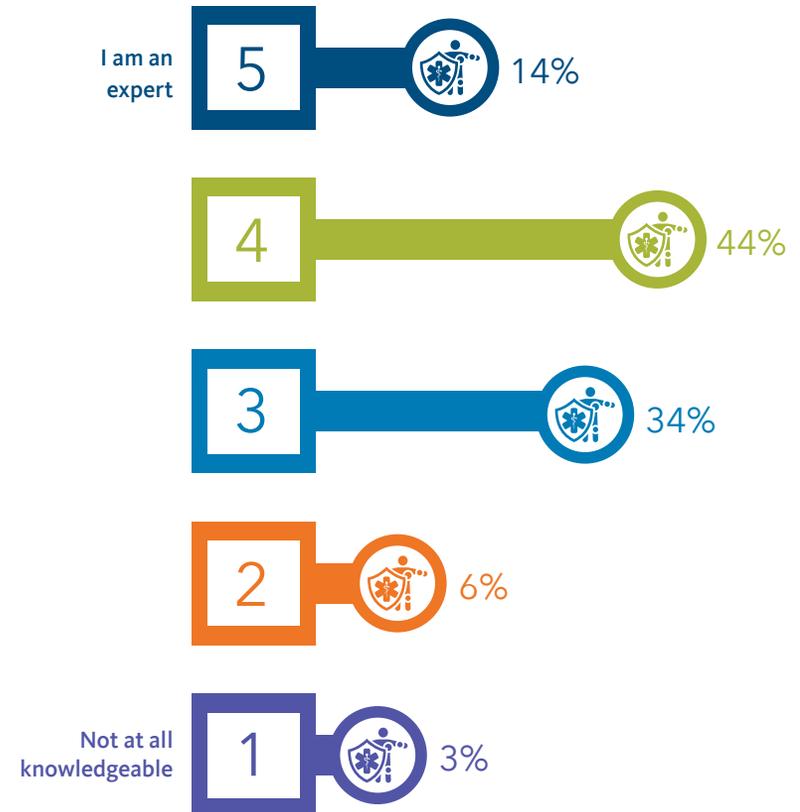
Quite well, in the estimation of their members: 68% of members say they are satisfied or very satisfied with their health insurance company overall.

# 68%



of members say they are satisfied or very satisfied with their health insurance company overall

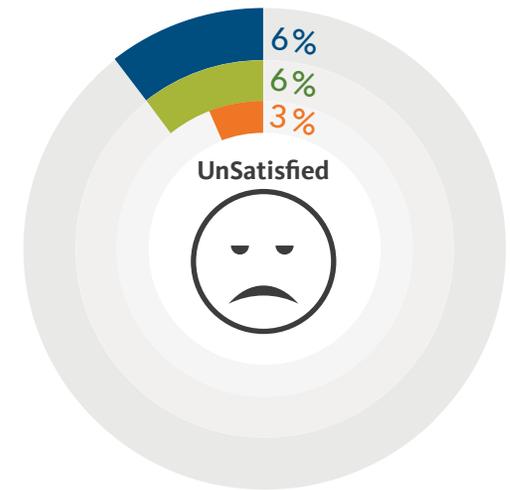
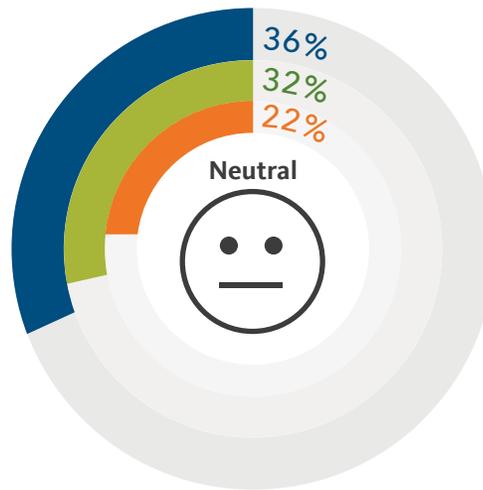
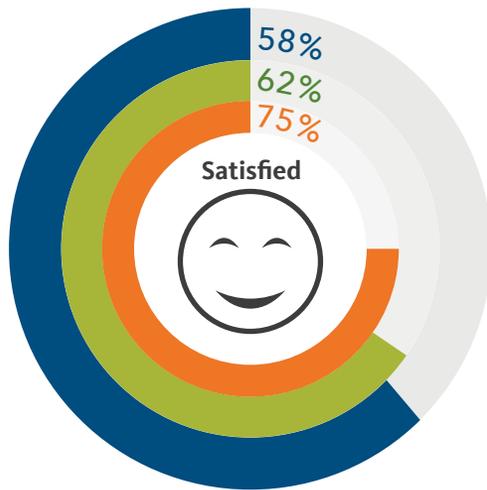
### LEVEL OF CONFIDENCE IN KNOWING HOW HEALTH INSURANCE WORKS



## Member satisfaction with insurer communications varies by age

When considering the content and quality of the communications from their current health insurer, most members are satisfied or very satisfied. However, Millennials, or those members aged 23-41, are the least satisfied of any generation. This group is much more likely than Baby Boomers to feel neutral about the communications, and twice as likely to be unsatisfied or very unsatisfied.

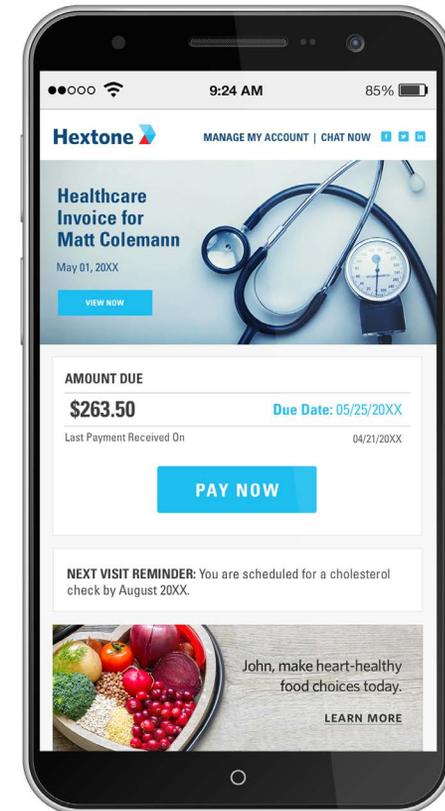
### LEVEL OF SATISFACTION WITH THE CONTENT AND QUALITY OF COMMUNICATIONS FROM CURRENT INSURER



## When it comes to paying insurance premiums, digital wins

Across generations, consumers most often prefer to pay their monthly health insurance premium with auto-draft through their bank. In fact, more than a quarter (26%) say this is their preference. Another 21% prefer to pay online each month through the insurer's website or app and 18% prefer to pay monthly through their bank's website or app.

### PREFERENCE FOR PAYING PREMIUMS



A photograph showing a doctor in a white coat and stethoscope on the left, looking towards a young girl on the right. The girl has dark hair with bangs and is wearing a white t-shirt and denim overalls. She is smiling slightly and holding a small, round object, possibly a toy or a medical instrument, in her hands. The background is bright and out of focus, suggesting a clinical setting with a window.

# Section Two: The Importance of Health Insurance Communications

## Communications can have a huge impact on member decisions

Even though consumers feel a reasonably high level of confidence in knowing how health insurance works, they still need and expect effective communication from their insurer. In fact, 93% of members say that the convenience and quality of the communications from a health insurer is definitely one of the most important factors when choosing an insurer or choosing to renew their health insurance membership.

### Communications are a good draw for consumers, but can they also be a deterrent?

The research found this to be a very real possibility. **Nearly half of all consumers would switch health insurers if their communications were difficult to understand or not delivered the way they prefer.**

