Maximizing the Value of Healthcare Insurance Communications

THE COMMUNICATIONS IMPERATIVE

Almost half of members (48%) who have experience with communications would switch insurance providers if they experienced challenges with their communications.

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THE MILLENNIAL GAP

Millennials are the least satisfied generation when it comes to quality of health insurance provider communications, but all generations see room for improvement.

85% of Boomers prefer print communications from their health insurers, followed closely by Gen Xers at 72%.

WEBSITES OFFER A PAPERLESS OPPORTUNITY

Of members indicated a desire to use an online portal, either their provider’s website/app (21%) or their bank’s website/app (18%), to pay their monthly health insurance premium.

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NEXT-GEN PERSONAL CLOUD STORAGE

One in four members are interested in working and receiving communications via the cloud. This number dramatically increases for millennials.

LEVEL OF SATISFACTION WITH PROVIDER COMMUNICATIONS

The research uncovered that half of consumers want the communication they receive from their insurer to be personalized or highly personalized.

For 1/3 of members, the quality and convenience of communications is definitely one of the most important factors in choosing or renewing with their health insurer.

For 85% of Boomers, the quality and convenience of communications is definitely one of the most important factors in choosing or renewing with their health insurer.

COMMUNICATIONS MATTER

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