

Rx for Insurer Communications

Maximizing the Value of Healthcare Insurance Communications

1. THE COMMUNICATIONS IMPERATIVE

Almost half of members (48%)

would switch insurance providers if they experienced challenges with their communications.



2. 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.



LEVEL OF SATISFACTION WITH PROVIDER COMMUNICATIONS

58% Millennials **62%** Gen Xers **75%** Boomers

3. PRINT AND DIGITAL MATTER



85% of Boomers

are receiving print communications from their healthcare insurers, followed closely by Gen Xers at 72%.



Millennials, on the other hand, primarily use email for health insurance provider communications and are far more likely than other generations to rank their provider's mobile app and text as a top way their health insurance provider communicates.

4. WEBSITES OFFER A PAPERLESS OPPORTUNITY



5. NEXT-GEN PERSONAL CLOUD STORAGE

1 in 4 members

are interested in receiving and archiving health insurance communications via the cloud. This number dramatically increases for Millennials.



6. GET PERSONAL



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

The 24% who want it highly personalized say this means **communications are customized as specifically as possible to their situation and needs.**



7. COMMUNICATIONS MATTER



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.



Visit [Broadridge Healthcare Communications Solutions](#) to learn how to maximize the value of your communications.