

# 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



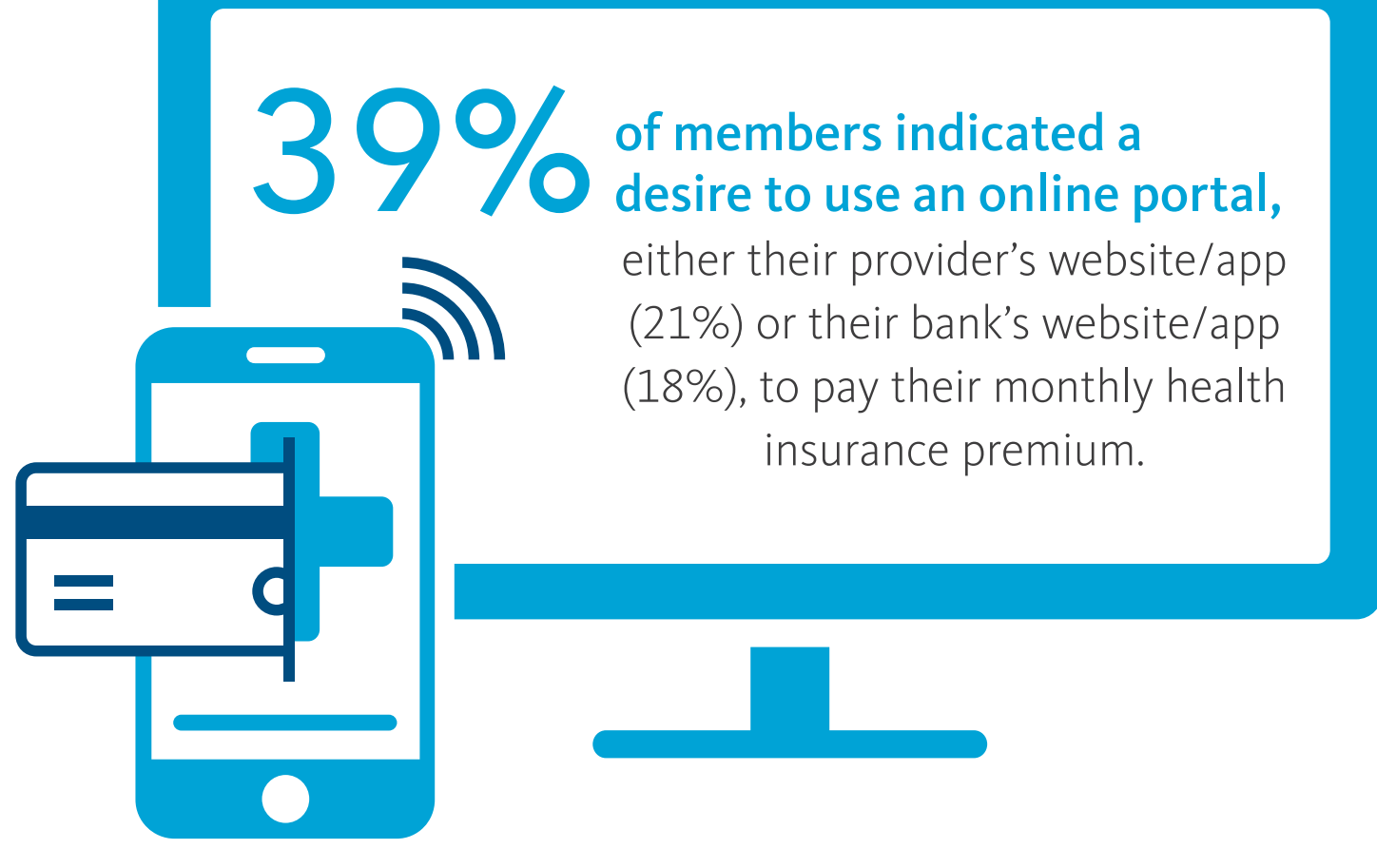
**85% of Boomers**

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



**39%** 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.

## 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.



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\*This infographic is based on research results from a new national study by Broadridge (Broadridge.com/healthcare) and The Center for Generational Kinetics (GenHQ.com). The study was administered to 1,000 U.S. respondents ages 23-72 who currently have health insurance. The sample was weighted to current U.S. Census data for age, gender, and region. The margin of error is +/-3.1 percentage points.