

# ACA: YEAR 2

## A CONSUMER TEMPERATURE CHECK

Survey results and strategic insights  
for health insurance marketers

competiscan



media logic®

## **It's been a year since the Affordable Care Act created a seismic shift in the health insurance marketplace... NOW WHAT?**

On the eve of the second ACA open enrollment, Competiscan and health care marketing agency Media Logic partnered to gauge consumer attitudes about their health insurance plans – yielding critical strategic insights for health insurance marketers.

We engaged people nationwide who had enrolled in a state or federal exchange last year to investigate a series of topics:

**Are consumers satisfied with the plans they chose?**

**Do they intend to “shop around” for 2015?**

**If so, how and where will they shop?**

**And what can marketers do to enhance retention and acquisition?**



**READ ON TO SEE  
THE FINDINGS.**

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How satisfied are you with your current health plan?

**61% ARE  
SATISFIED  
WITH THEIR CURRENT  
HEALTH PLAN**



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Do you plan to shop for a new plan this coming enrollment period?

**3 OUT OF 5**  
**PLAN TO OR MAY SHOP**  
**FOR A NEW PLAN**

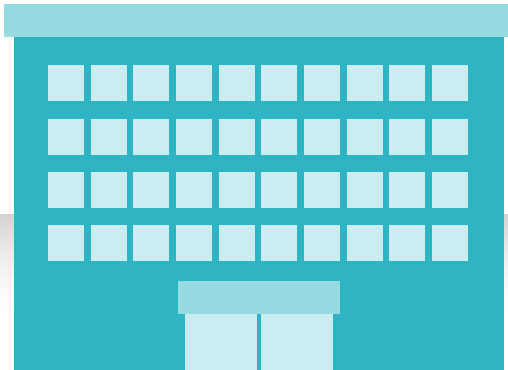


▶ **Even among the “satisfied” or “very satisfied” respondents, 45% plan to or may shop. Member retention will be a challenge.**

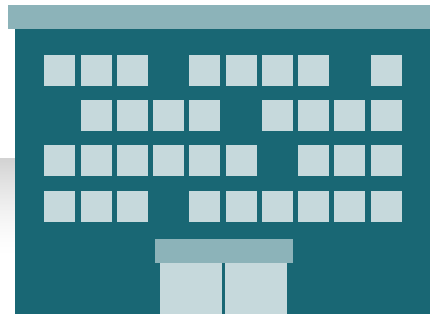
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When you shop, what are you most likely to choose?

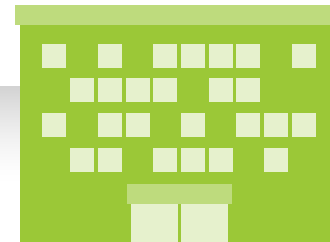
**40.3%**  
DIFFERENT PLAN  
FROM SAME INSURER



**33.9%**  
SIMILAR PLAN  
FROM DIFFERENT INSURER



**25.8%**  
DIFFERENT PLAN  
FROM  
DIFFERENT INSURER

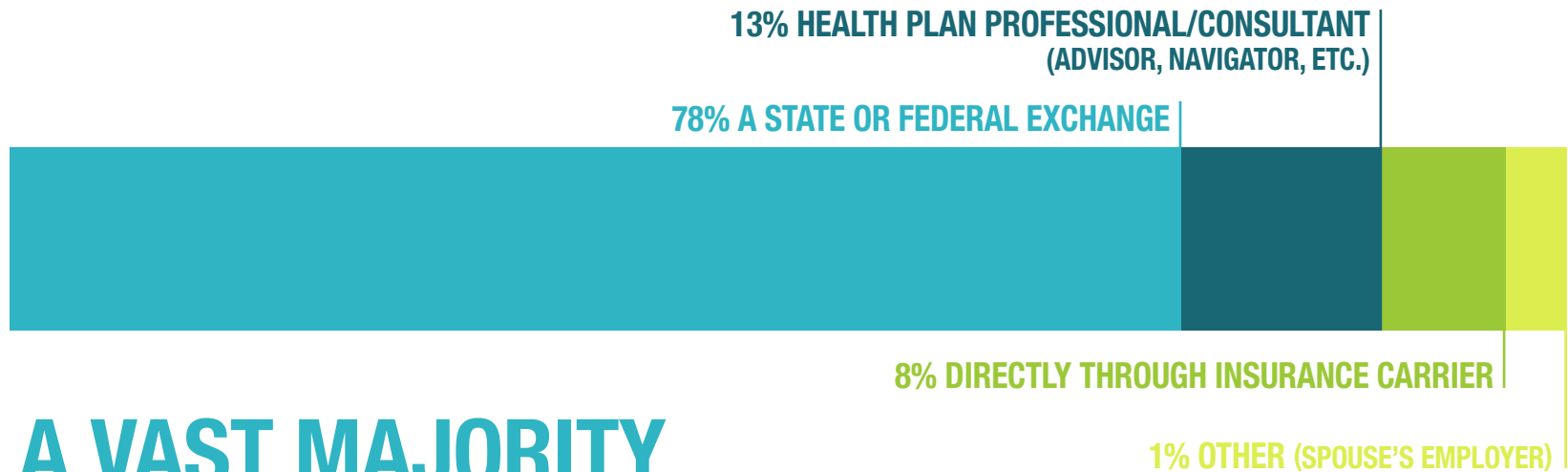


**NEARLY 60% OF SHOPPERS  
PLAN TO CHOOSE A NEW INSURER**

► Many consumers will be “in play.”

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How did you sign up for your current health plan?

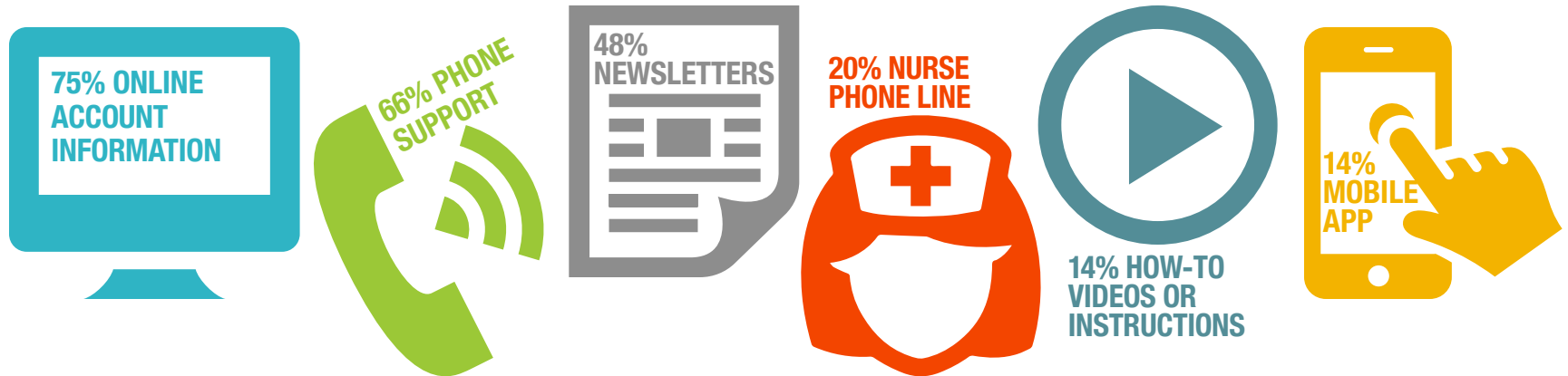


**A VAST MAJORITY  
“HELPED THEMSELVES,”  
BUT SOME SOUGHT HELP**

► **Are you doing all you can to support your brokers, navigators and sales teams?**

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Which of the following health plan resources have you used?

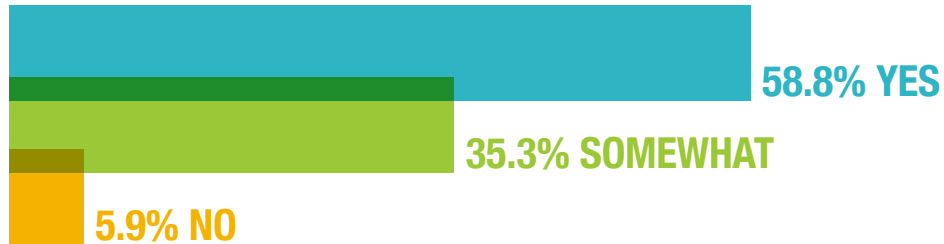


## CONSUMERS ARE WILLING TO ENGAGE WITH INSURERS IN A VARIETY OF WAYS

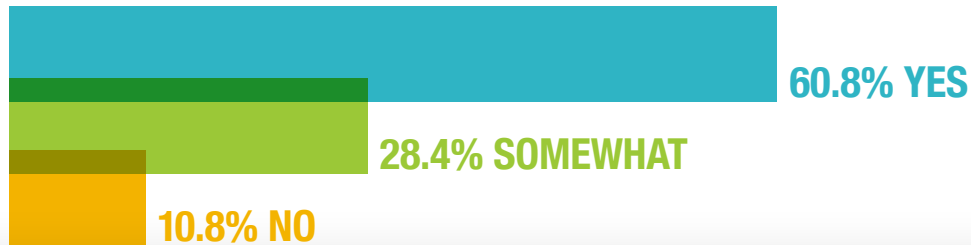
- ▶ Consider expanding your member support communications and tools.

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Do you understand how to access the benefits and coverage you have through your health insurance plan?



If your plan has a deductible, are you familiar with how it works?

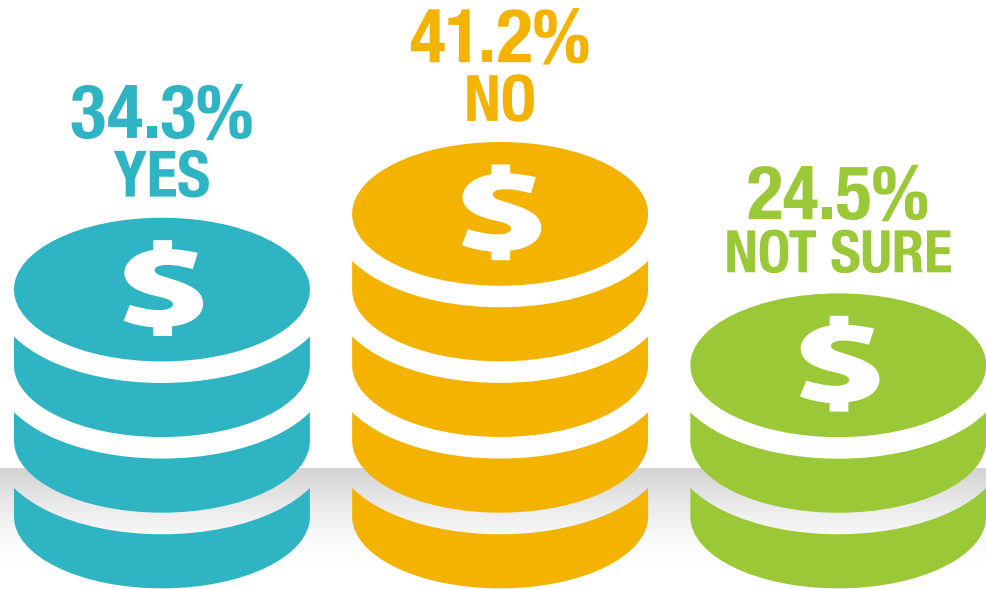


► **Around 40% of consumers don't have a strong understanding of their health plan. This is an opportunity for insurers who provide better tools and support.**

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If your plan has an annual deductible, did you meet it?



OF THOSE WHO DID NOT MEET THEIR DEDUCTIBLE,  
**78%** “MIGHT” OR “WILL” SHOP  
FOR A NEW PLAN

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Please check the top 3 ways you research a new plan:



- ▶ Is your website working hard enough?
- ▶ Word of mouth is key. Consider testimonials in your marketing.
- ▶ Is direct mail a major part of your media mix?
- ▶ Consider providing ratings on your website.

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Please rank the following health plan features in order of preference (starting with 1 for the most important feature):

	1	2	3	4	5	RATING AVERAGE
MONTHLY PLAN COST (PREMIUM)	65	25	8	4	0	1.52
OUT-OF-POCKET COSTS (DEDUCTIBLES OR COPAYS)	20	58	14	7	3	2.17
PROVIDER/PHYSICIAN/DOCTOR NETWORK	11	9	33	43	6	3.24
NAME AND REPUTATION OF INSURANCE COMPANY	5	8	34	23	32	3.68
CUSTOMER SERVICE	1	2	13	25	61	4.40

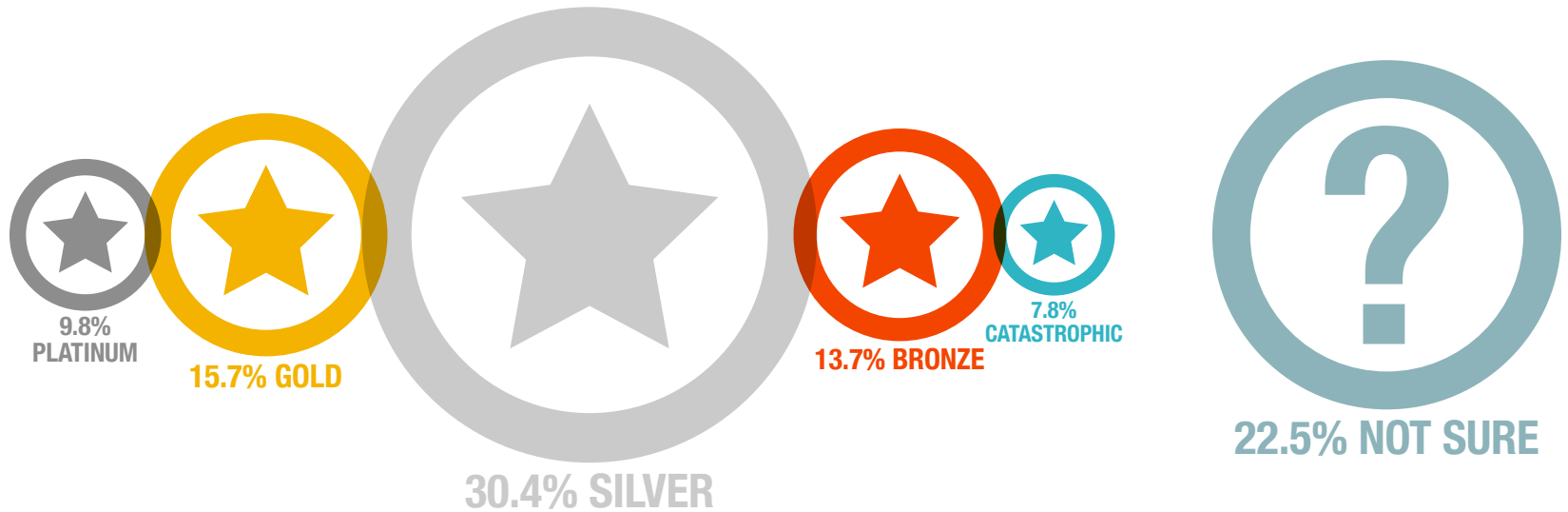
# IN YEAR ONE, COST IS KING

► But, as more people use their benefits, will that change?

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What health plan metal level did you purchase?

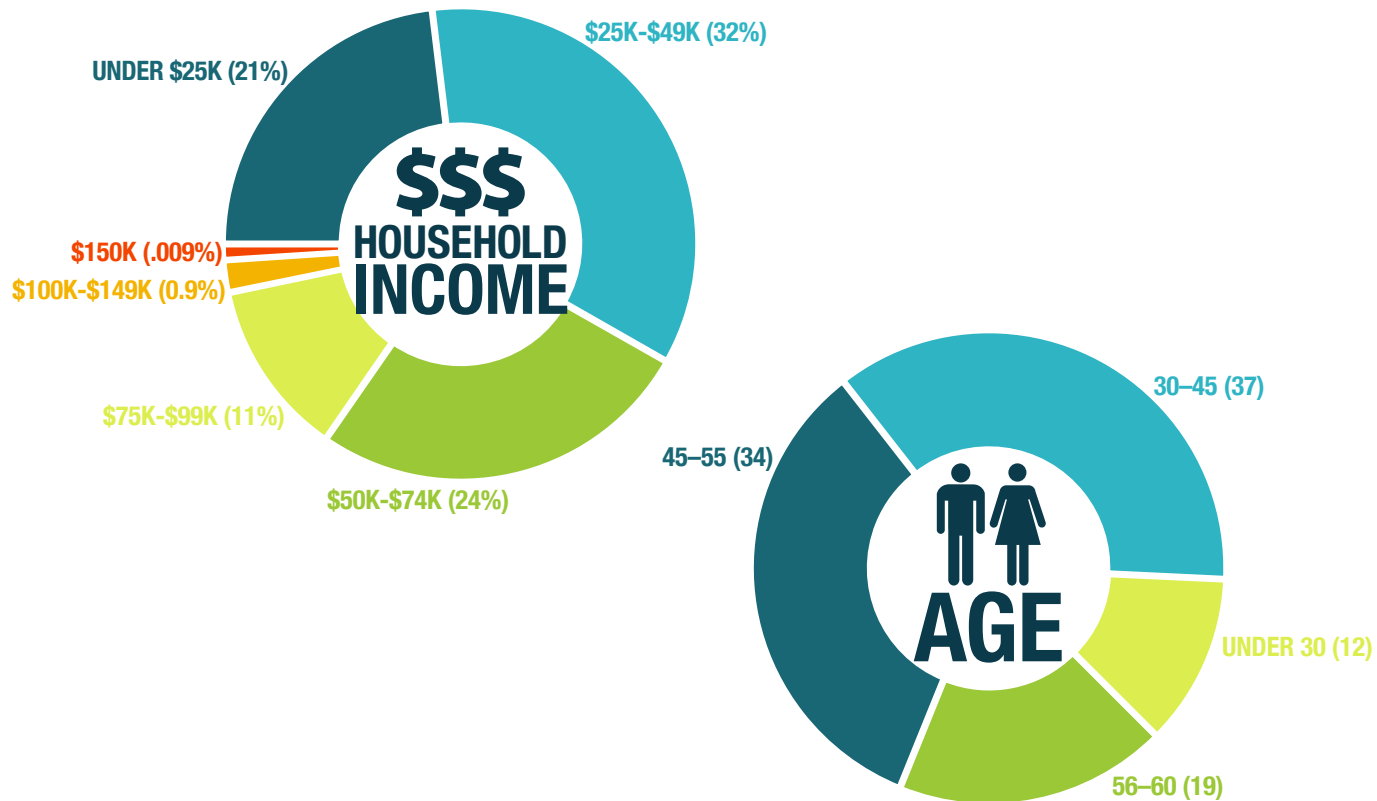


▶ Many insurers use alternate names for their plans, so it is not that surprising that people may not be aware of their metal level.

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## Methodology / Demographics

The survey was designed and analyzed by researchers at Competiscan and Media Logic and was conducted from October 7-17, 2014 among a nationally represented sample of 102 adults ages 27 through 60 who had purchased health insurance through a federal or state exchange during the initial ACA open enrollment period.



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## About Competiscan

Founded in 2006, Competiscan provides its valued clients insights into the direct marketing strategies of competitors. Competiscan and its powerful web-based search utility monitors direct mail, email, mobile, online banners, print and social networking communications targeted at consumers, businesses, financial advisors, insurance producers and providers over time. As the market leader, Competiscan's clients are better informed, leading to more effective communications and marketing with the ultimate goal of staying ahead of the competition. Visit [www.competiscan.com](http://www.competiscan.com) for more information.

## About Media Logic

Media Logic is a national leader in health care marketing – providing strategic, breakthrough solutions that drive business. Media Logic offers deep experience in branding and lead generation, and it is expert at turning research and segmentation data into actionable plans. Leveraging more than two decades of health plan marketing knowledge, Media Logic understands the nuances of group, Medicare and individual exchange prospects. From traditional ad campaigns to retention efforts to content marketing, everything Media Logic does is focused on generating results for clients... giving them an edge in a competitive, constantly changing environment. Visit [www.medialogic.com](http://www.medialogic.com) for more information.

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