

Customer and Awareness Surveys

2018





Survey Methodologies

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- ➔ Used similar methodologies to that of 2017
- ➔ Conducted 3 surveys:

Survey	Mode	# of Completes	Dates
New and Returning Customer Survey	Online	880	Feb/Mar 2018
Lapsed Customer Survey	Online	1,139	March 2018
Awareness Survey	Phone	1,202	Apr/May 2018

- ➔ Goals:
 - > Understand enrollment process
 - > Understand reasons for leaving Connect for Health Colorado
 - > Understand awareness and opinions of the Marketplace



INSIGHTS LOADING...

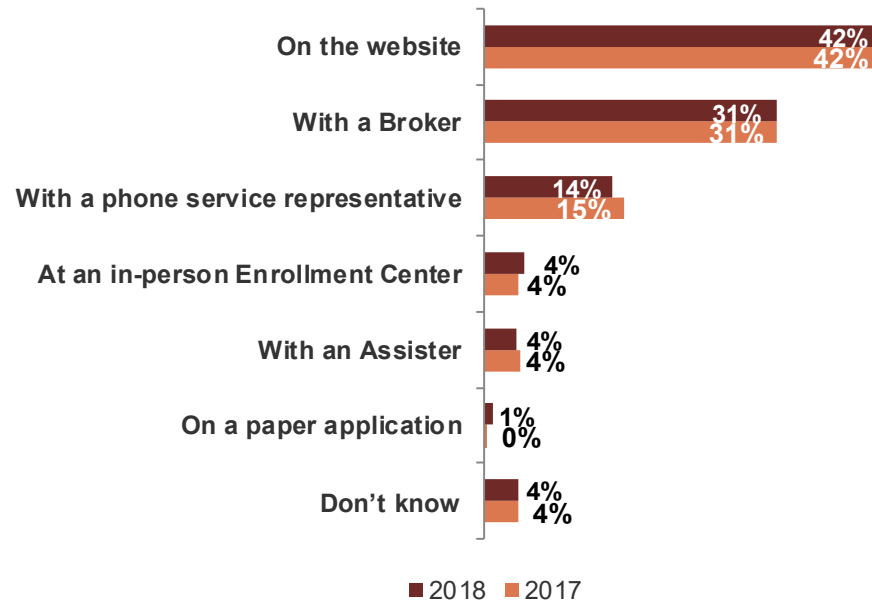


Key Findings

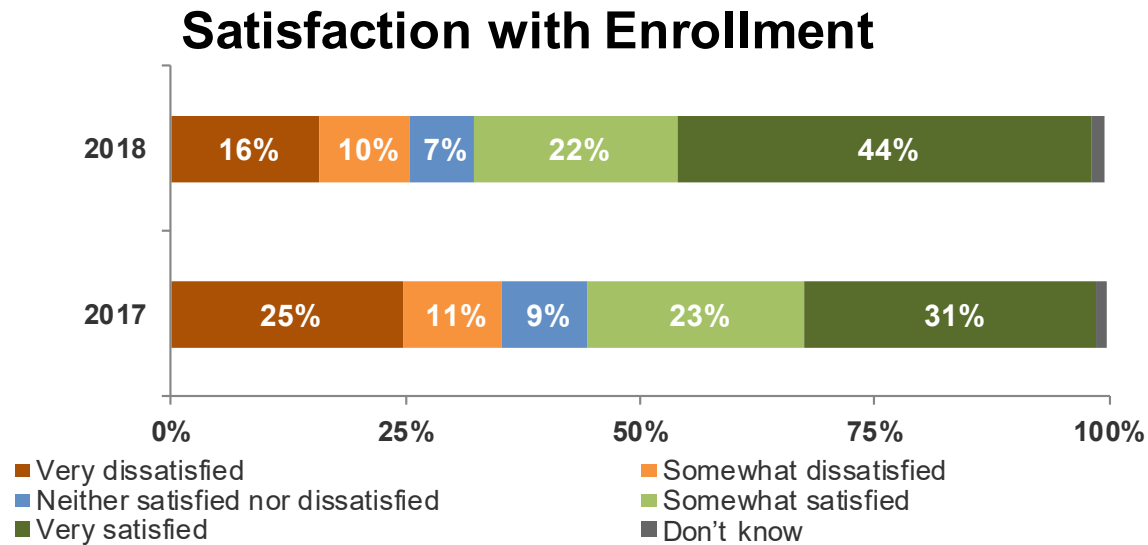
New & Returning Customers

Customers in 2018 showed a similar pattern of enrollment to those of 2017

How Customers Enrolled

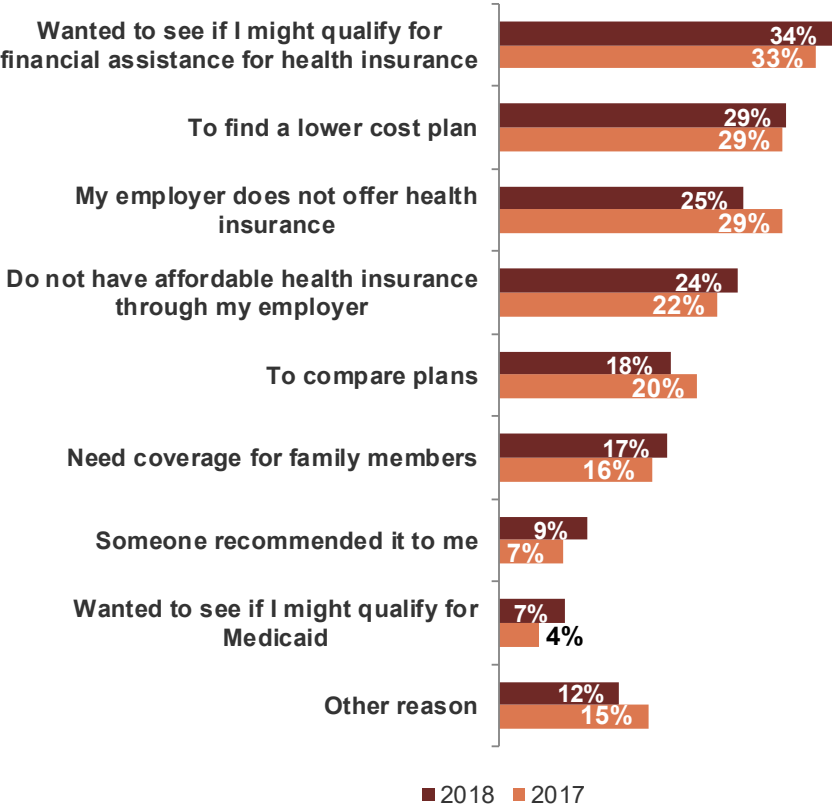


Customers were more satisfied with their enrollment for 2018, compared to that of 2017



The top 3 reasons for using the Marketplace remained the same for 2018

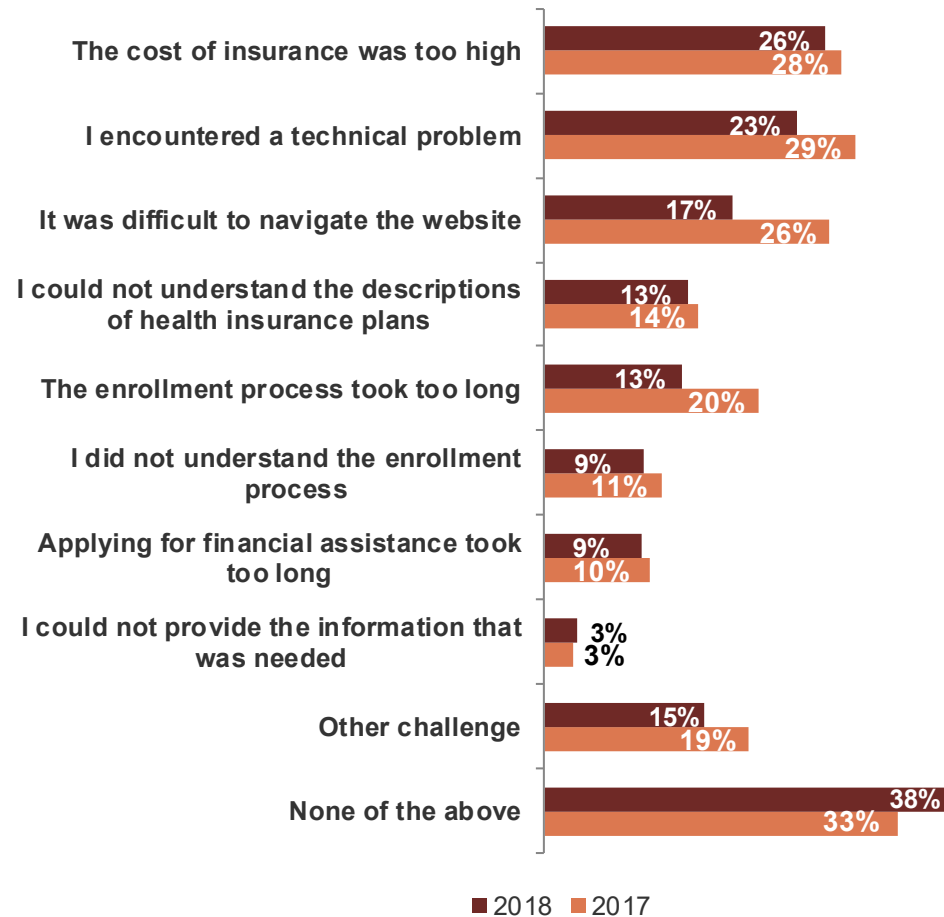
Reasons for Using Marketplace



Q6. [modified in 2018] Why did you choose to use Connect for Health Colorado to shop for health insurance? Please check all that apply. [Randomize]

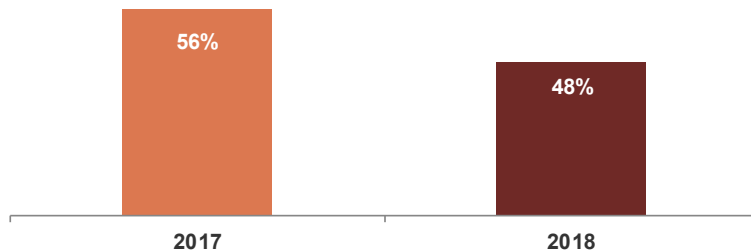
Customers faced fewer challenges during enrollment for 2018

Challenges During Enrollment

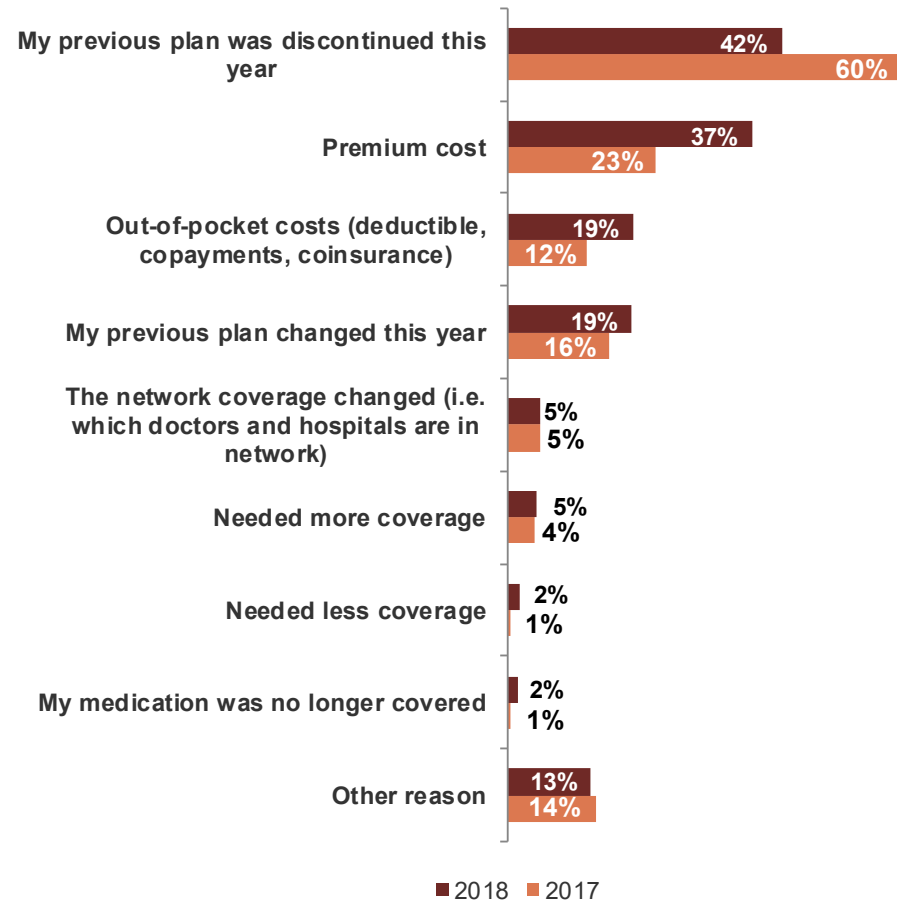


Fewer returning customers changed their plan for 2018

Yes, I changed my plan this year

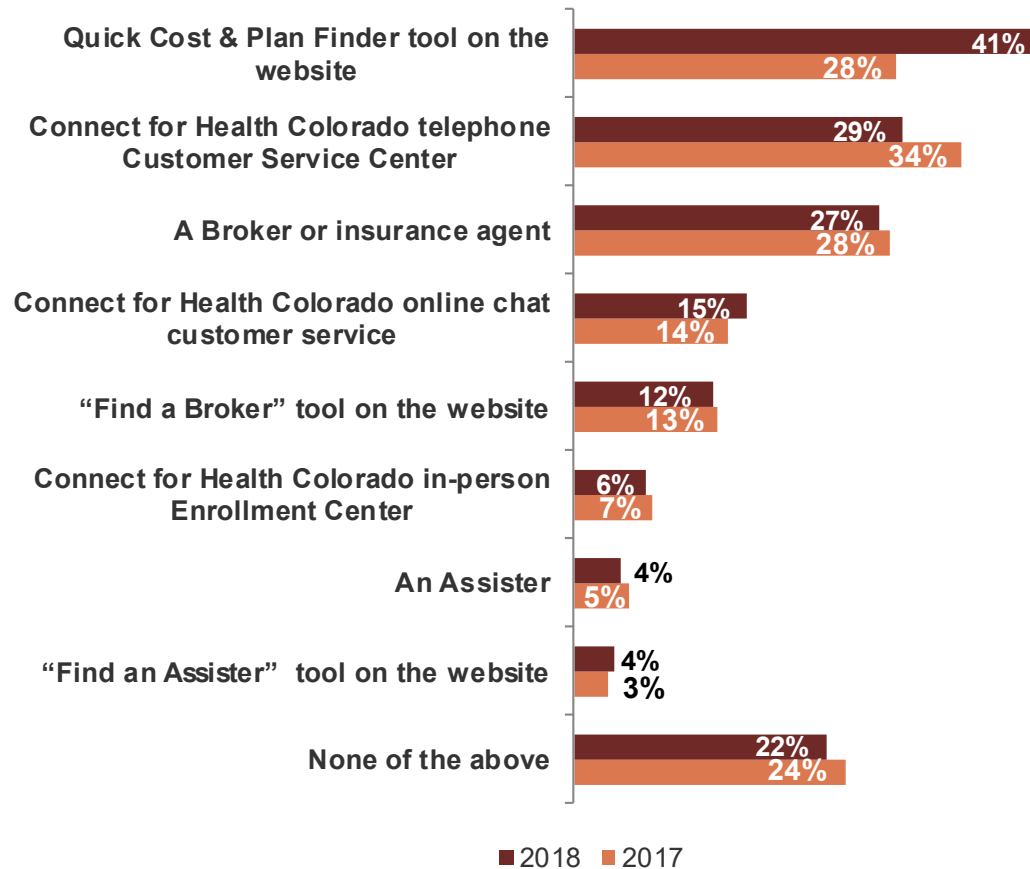


Reasons for Changing Plan

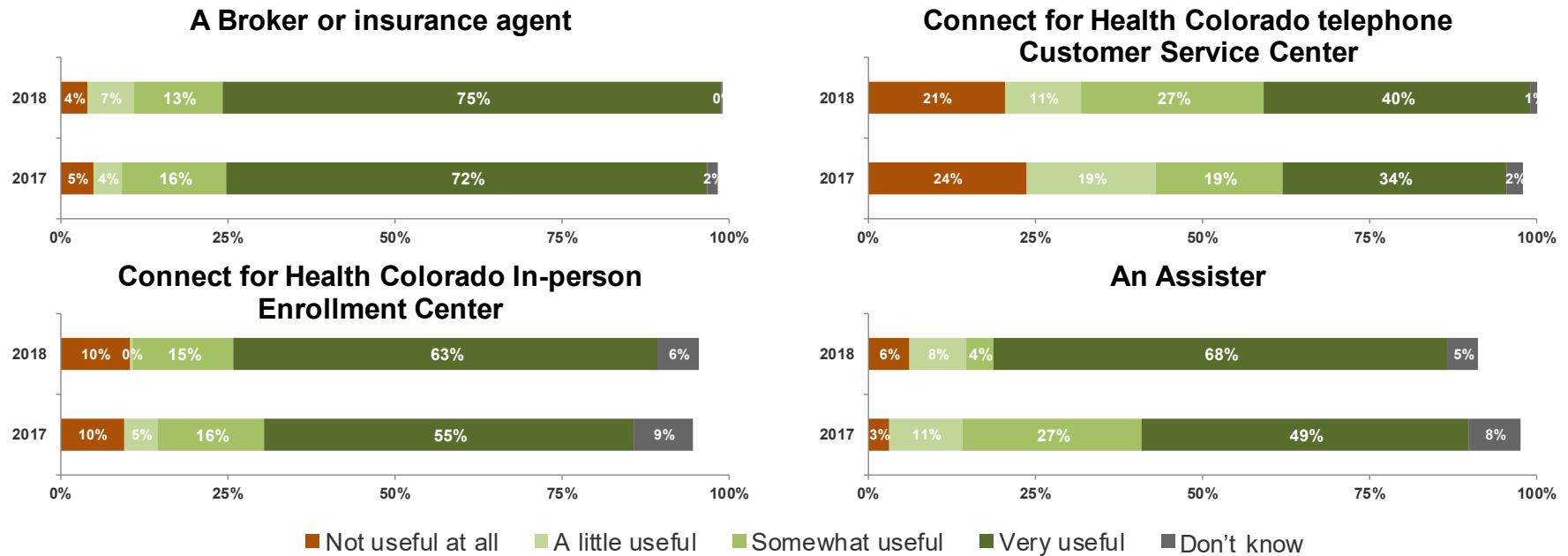


More customers used the Quick Cost & Plan Finder tool for 2018

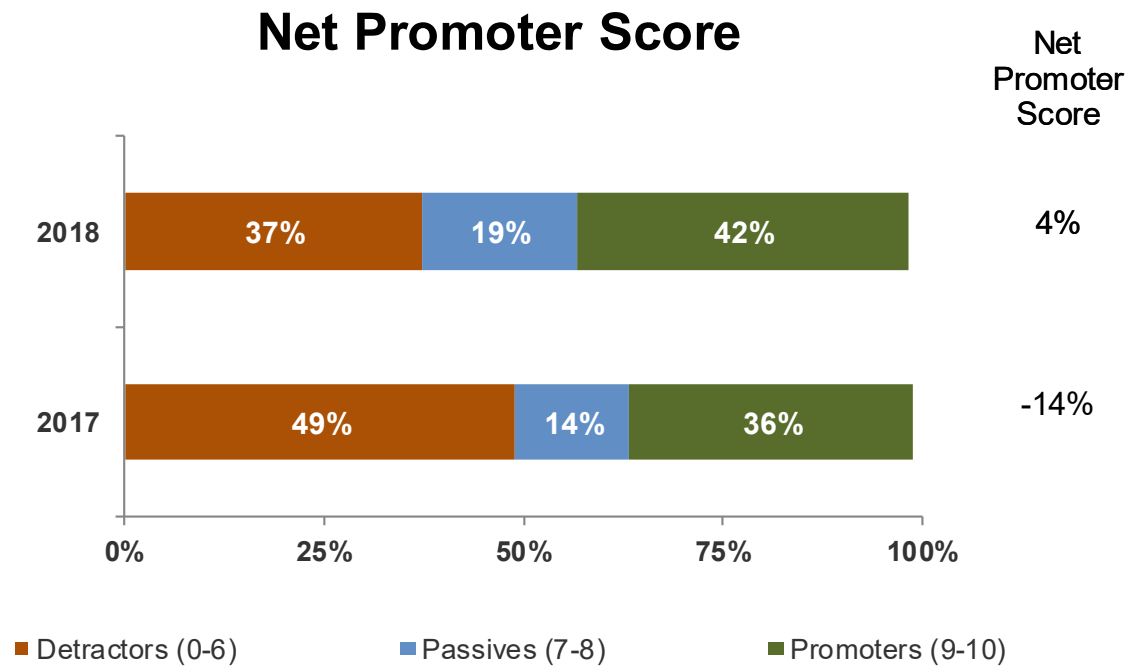
Tools and Assistance Used During Enrollment



Ratings of the telephone customer service center increased in 2018

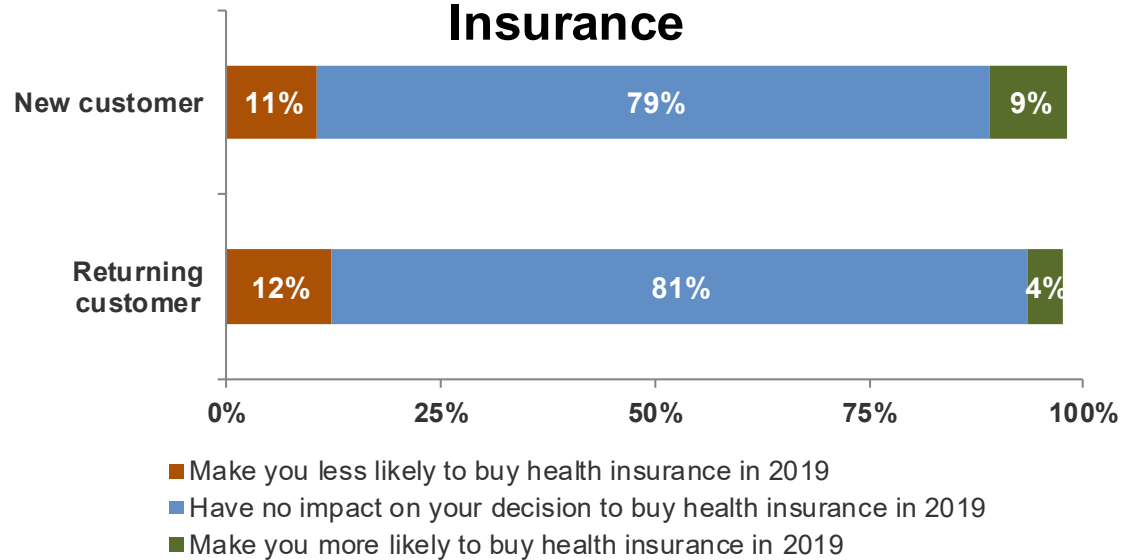


Connect for Health Colorado's Net Promoter Score increased in 2018



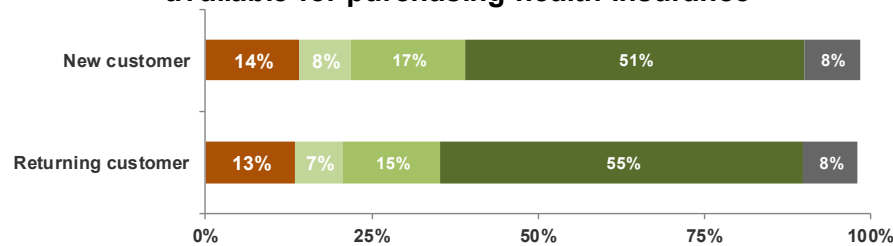
Most customers believed that changes to the health insurance law would have no impact on their decision to purchase it in the future

Impact of Changes to Health Insurance Law on Likelihood of Purchasing Health Insurance

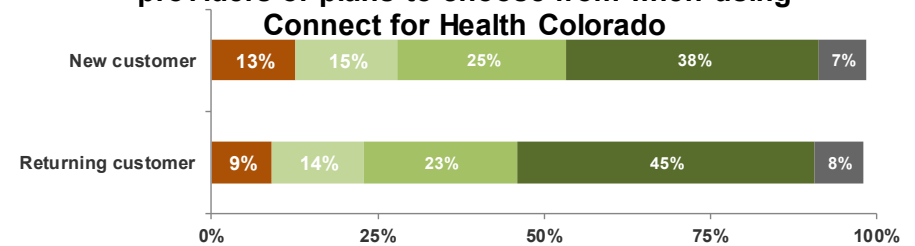


Customers worried most about their health insurance costs becoming unaffordable in 2019

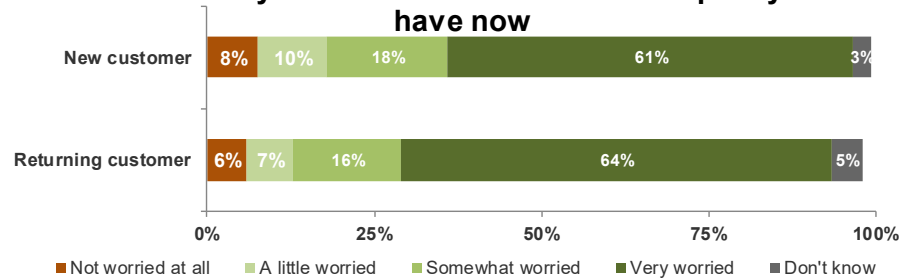
That financial assistance will no longer be available for purchasing health insurance



That you will have fewer health insurance providers or plans to choose from when using Connect for Health Colorado

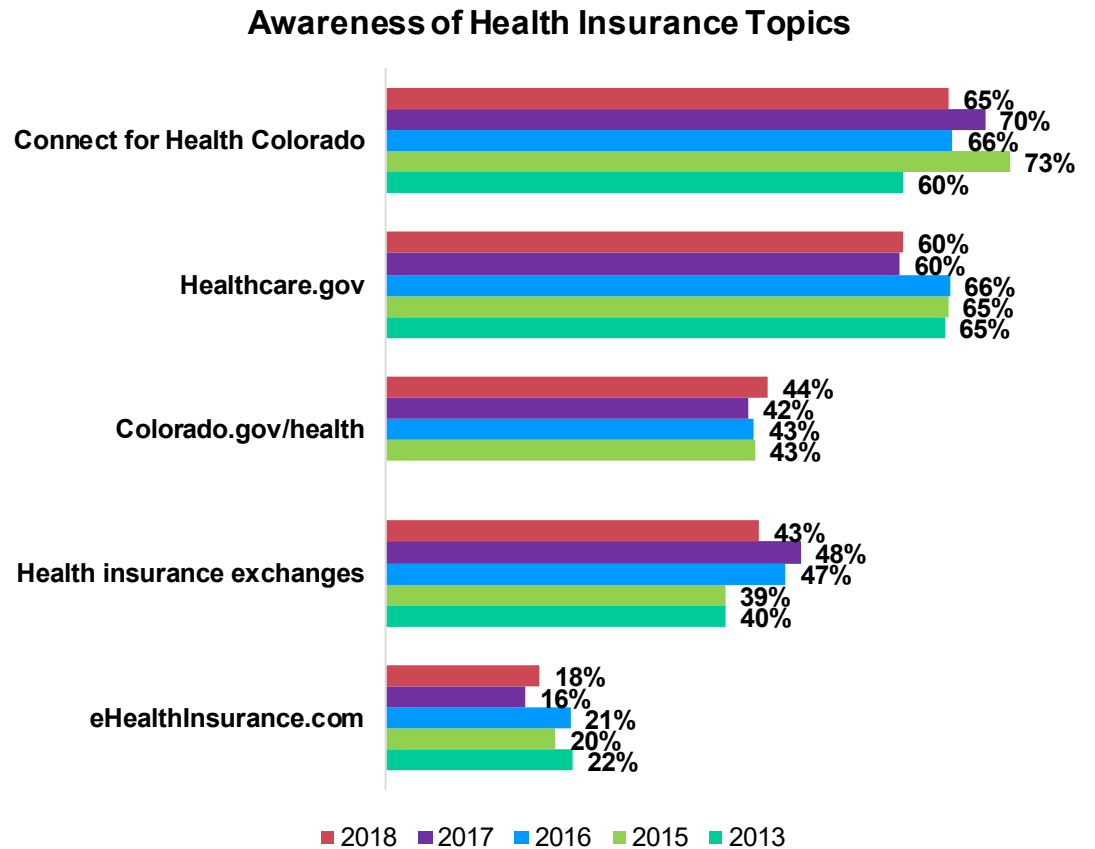
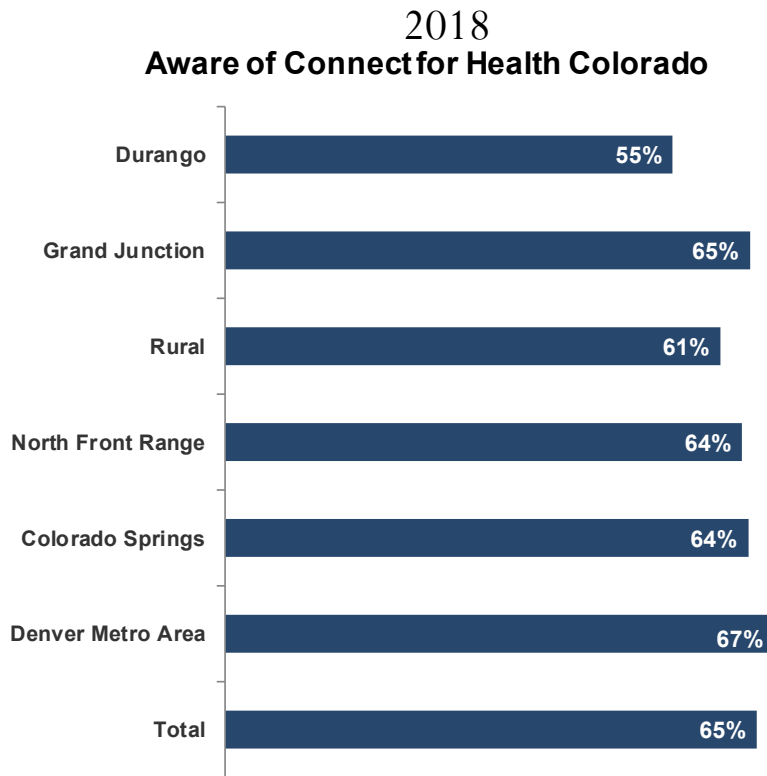


That your health insurance costs will increase so much that you won't be able to afford the plan you have now



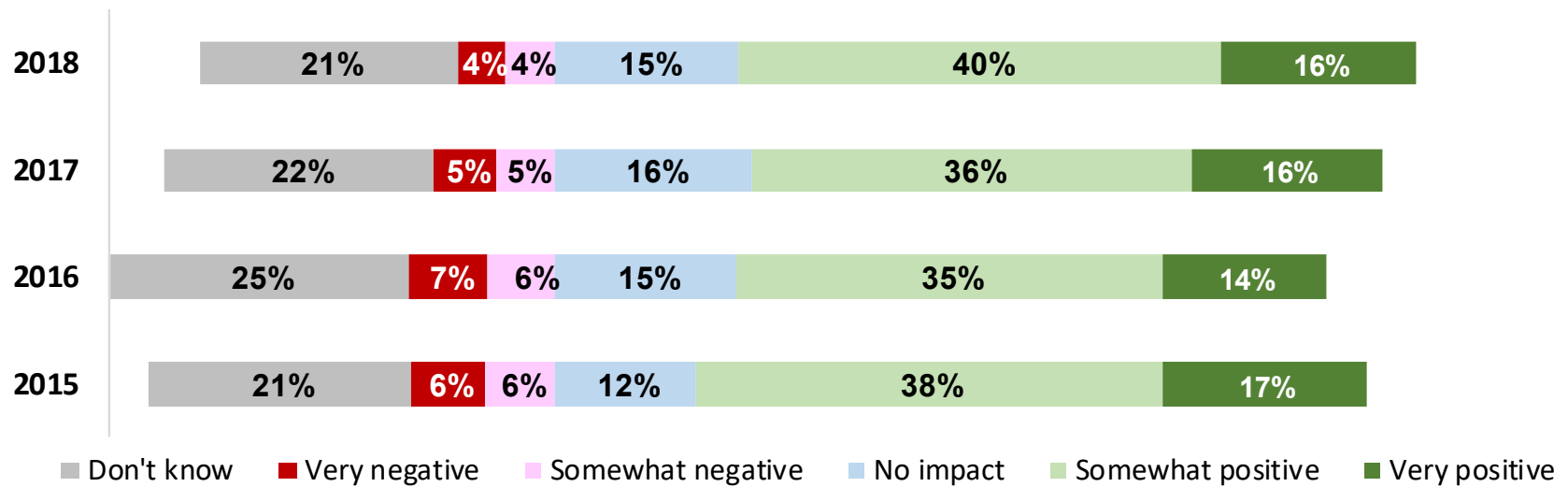
Awareness in General Population

Sixty-five percent of respondents had heard of Connect for Health Colorado

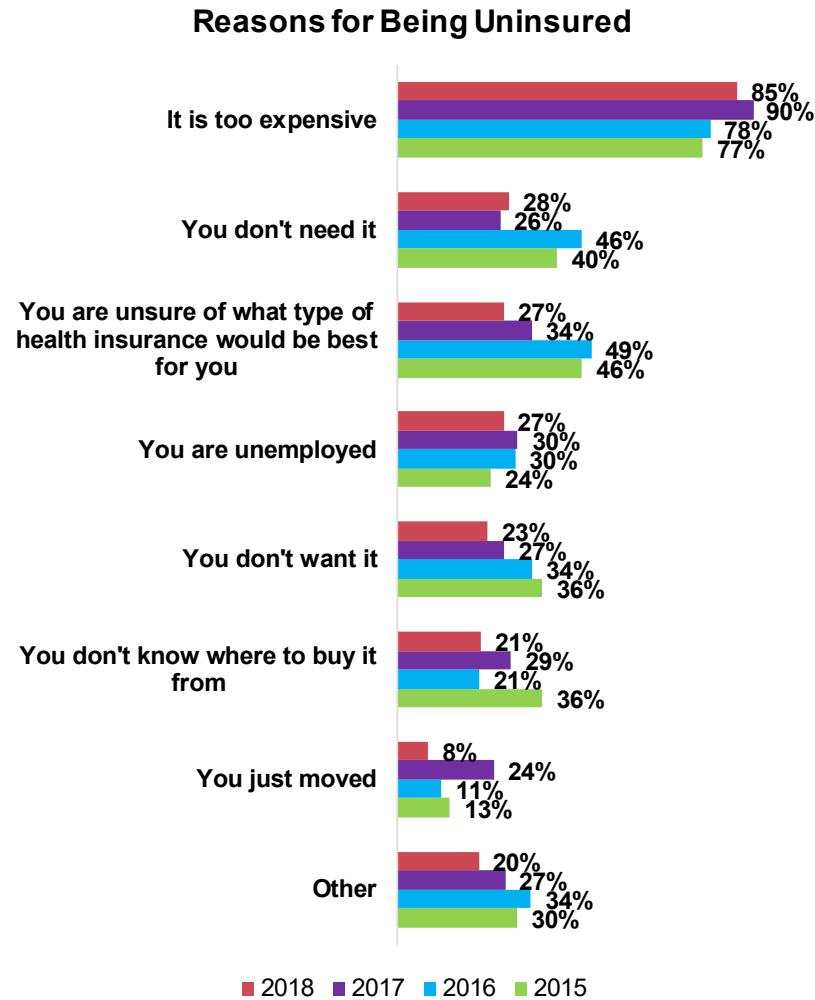


Most respondents continued to believe that Connect for Health Colorado has had a positive impact on Coloradans

Impact of Connect for Health Colorado on Coloradans

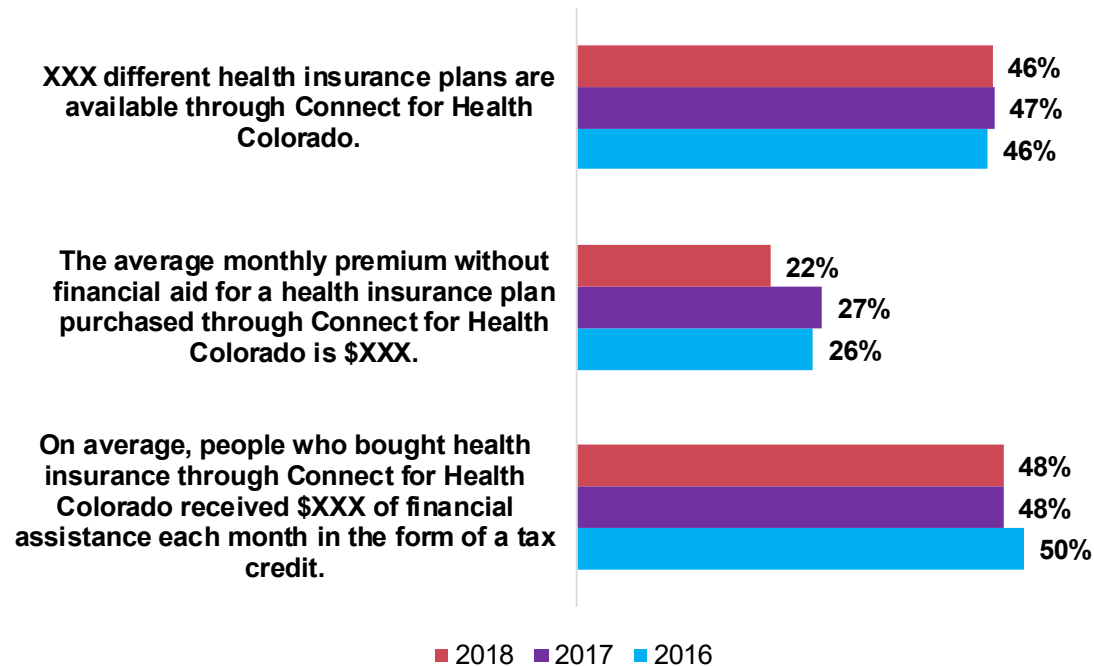


Uninsured respondents were more likely to cite expense as a reason for not having insurance, compared to 2015 and 2016



As the average premium has increased over time, it has become a less persuasive reason to use the Marketplace

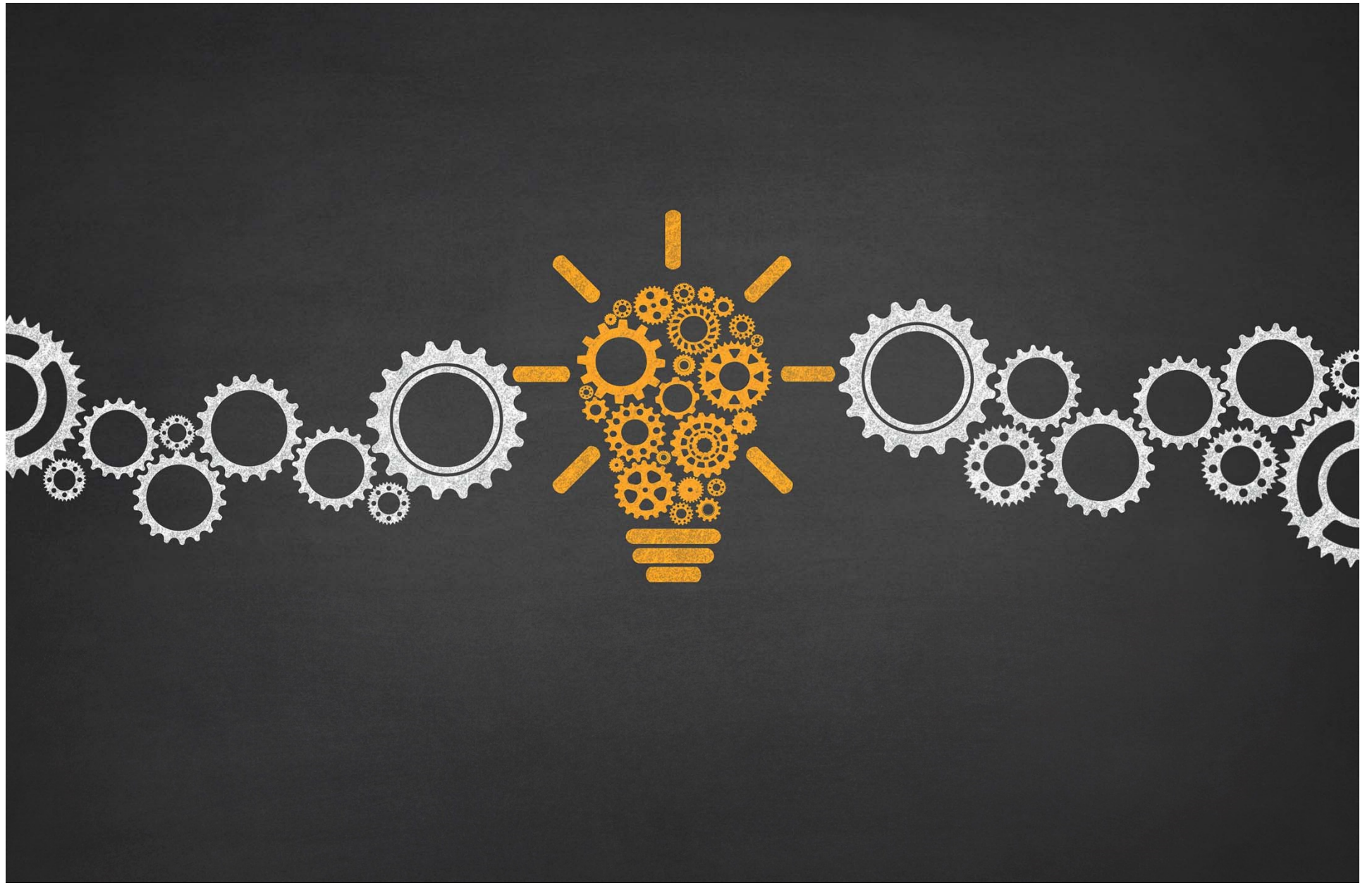
Percentage of Respondents Who Are More Likely to Use the Marketplace After Hearing Statement



Figures in statements are represented with "XXX" as they changed each year to reflect up-to-date figures.



Q16. (same as 2016) For the following facts about Connect for Health Colorado, please tell me if that fact would make you more likely to purchase health insurance through them, less likely to purchase health insurance through them, or would have no impact



Summary

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- ➔ Current and lapsed customers appeared to have an improved experience with the Marketplace in 2018.
 - > New and returning customers were happier with the Marketplace and had a smoother enrollment process.
 - > Returning customers especially reported a better enrollment experience in 2018, possibly due to fewer of them changing plans because a plan was discontinued.
 - > Ratings of different tools and assistance improved.
 - > Lapsed customers were less likely to have left due to dissatisfaction in 2018.
- ➔ Cost continues to be a big issue.
 - > It is the most common reason for being uninsured.
 - > It is the biggest worry that current and lapsed customers have about their health insurance in 2019.

Summary

- ➔ Awareness of the Marketplace decreased in 2018 in the general population.
 - > External factors, such as less national debate about the Affordable Care Act (compared to 2017) and a shorter enrollment period, may have impacted awareness.
 - > A similar decrease happened for awareness of health insurance exchanges.
- ➔ However, Coloradans continue to think that the Marketplace has had a positive impact on Coloradans.
 - > Few people have a negative opinion of Connect for Health Colorado.



About Corona Insights

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