

Customer and Awareness Surveys

2018





Survey Methodologies

Survey Methodologies

➔ 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

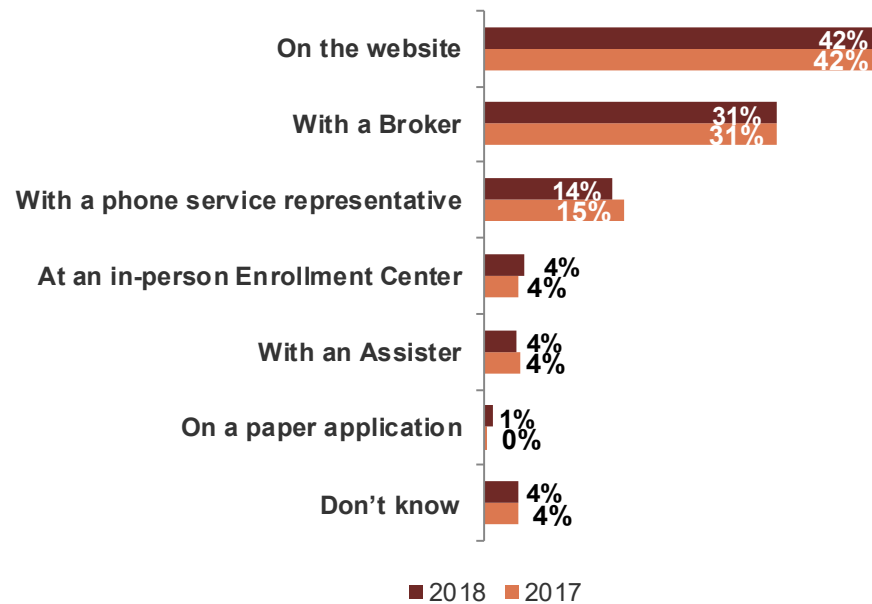


Key Findings

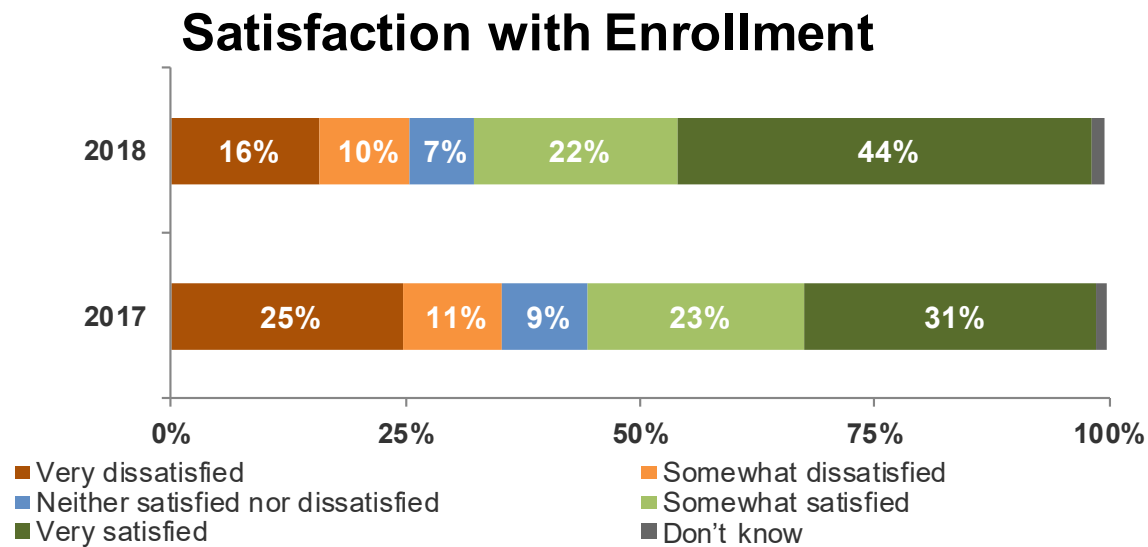
New & Returning Customers

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

How Customers Enrolled

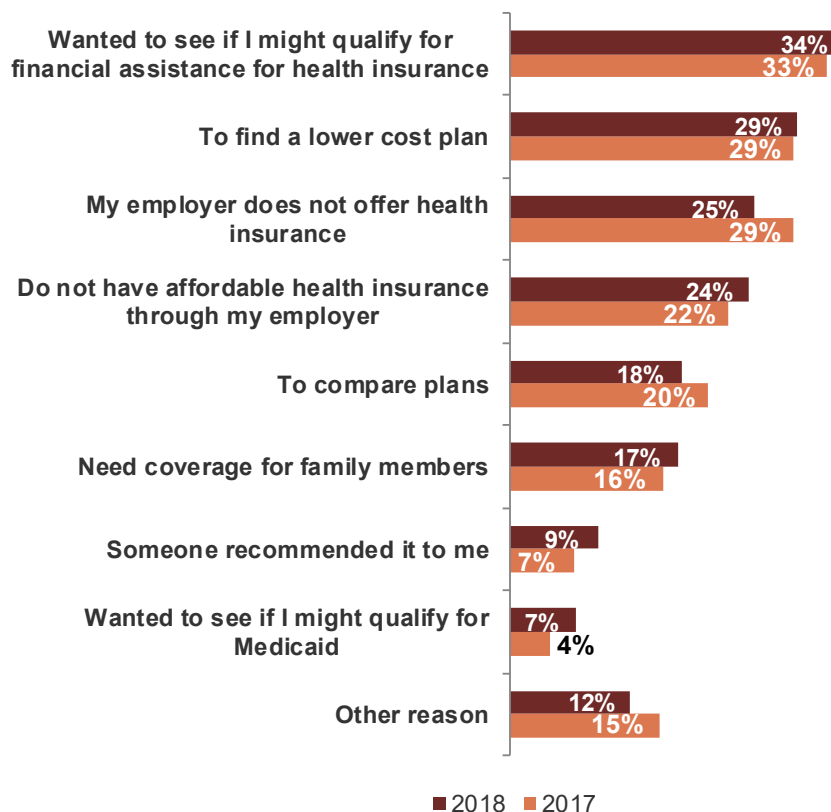


Customers were more satisfied with their enrollment for 2018, compared to that of 2017



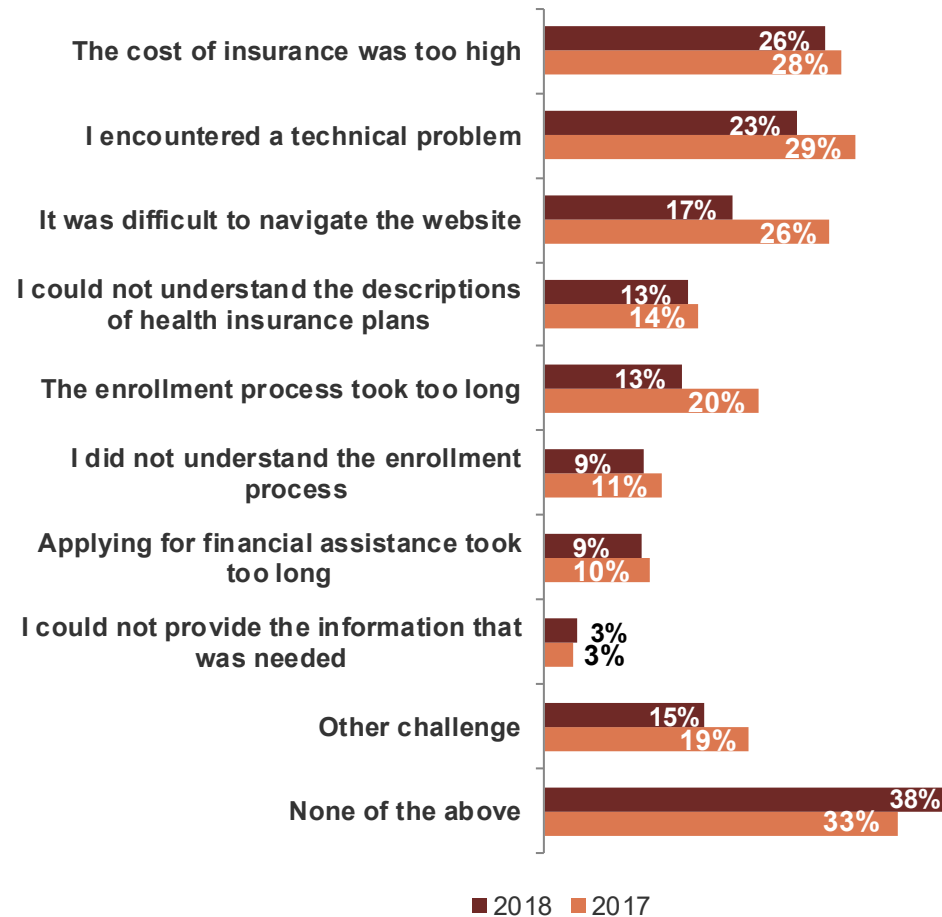
The top 3 reasons for using the Marketplace remained the same for 2018

Reasons for Using Marketplace



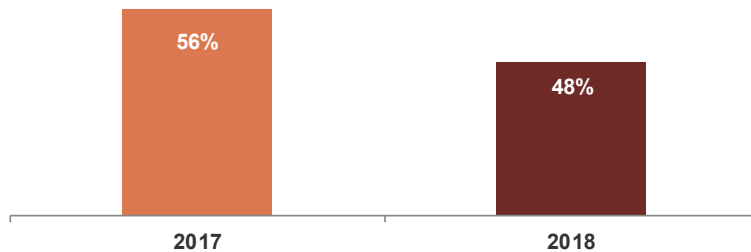
Customers faced fewer challenges during enrollment for 2018

Challenges During Enrollment

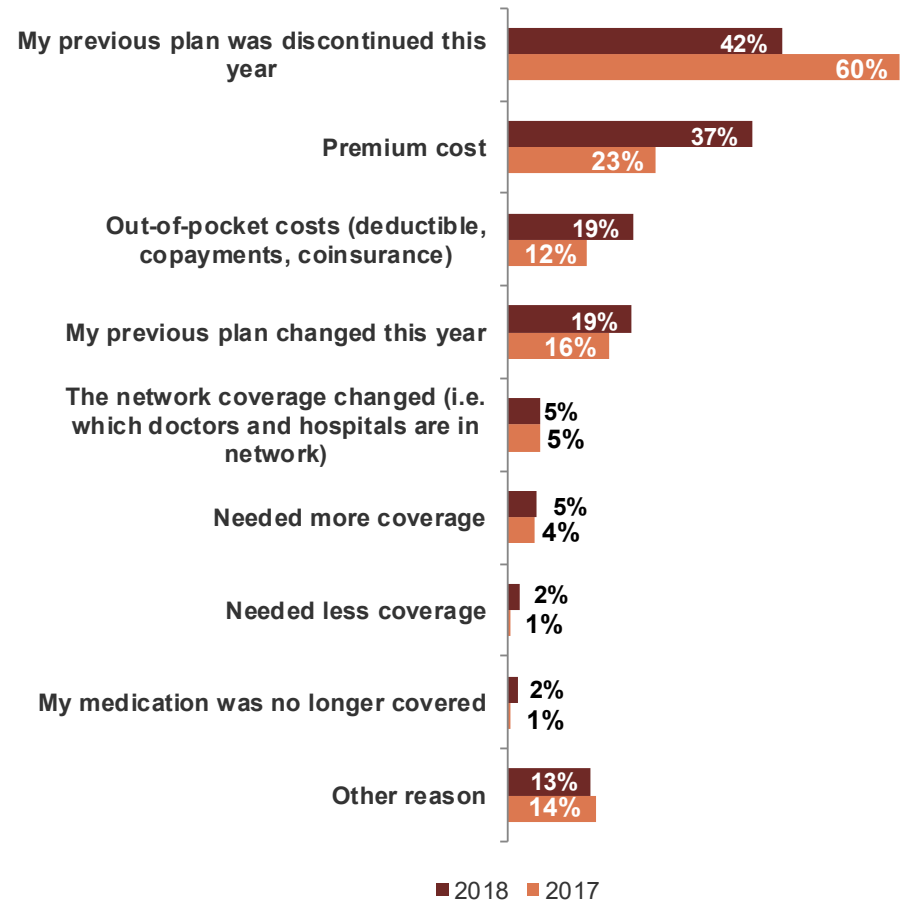


Fewer returning customers changed their plan for 2018

Yes, I changed my plan this year

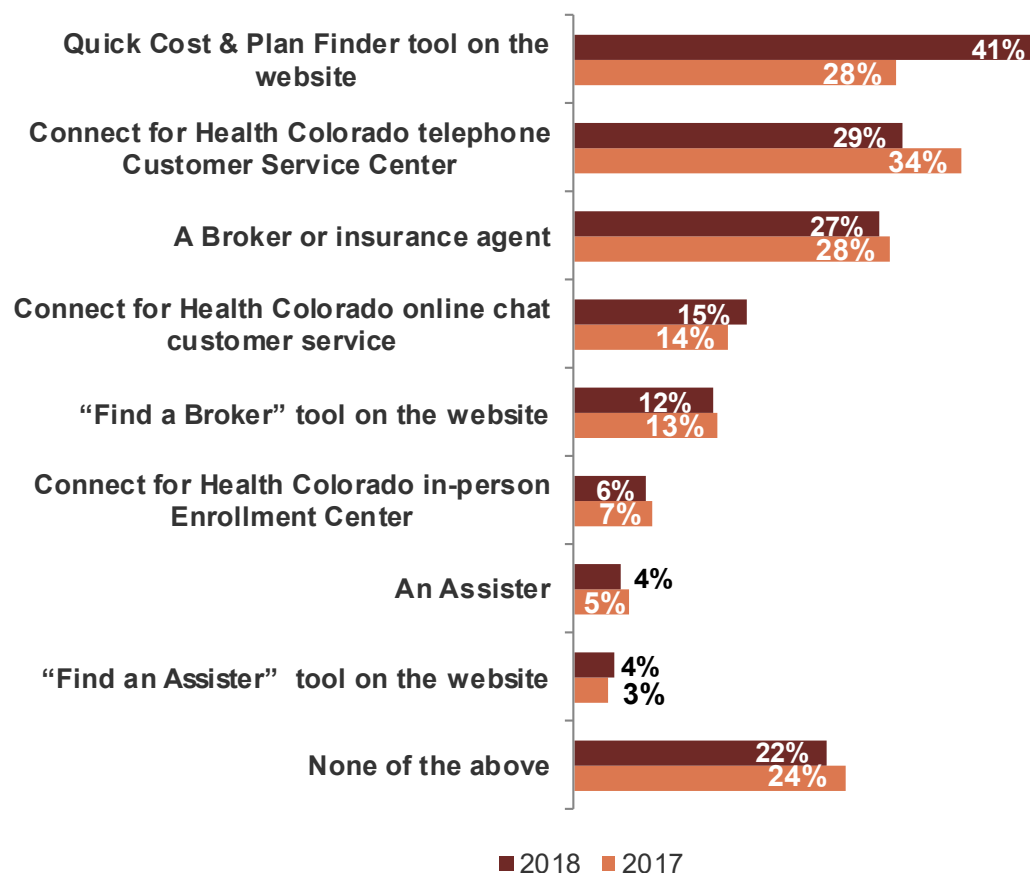


Reasons for Changing Plan

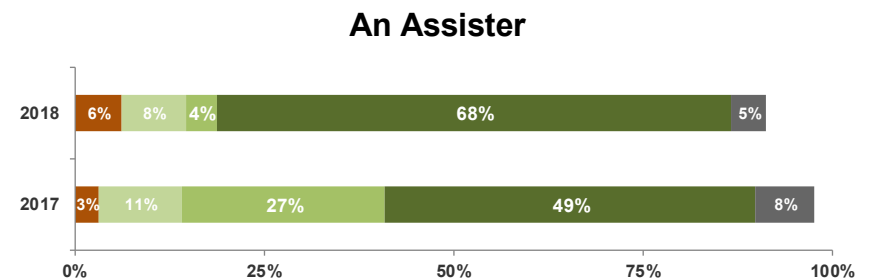
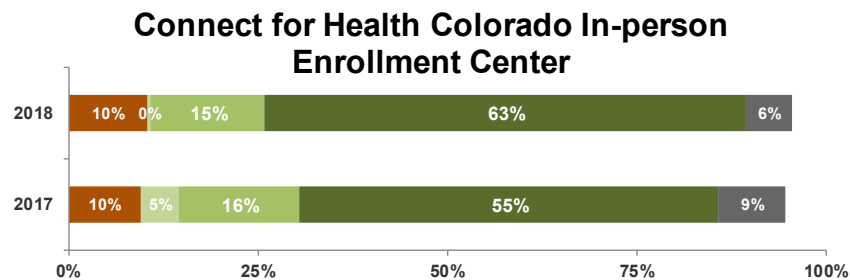
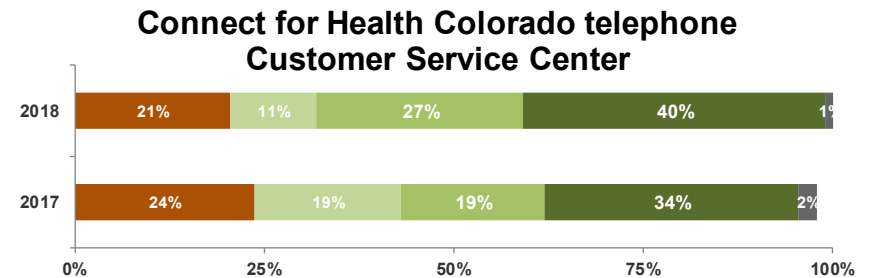
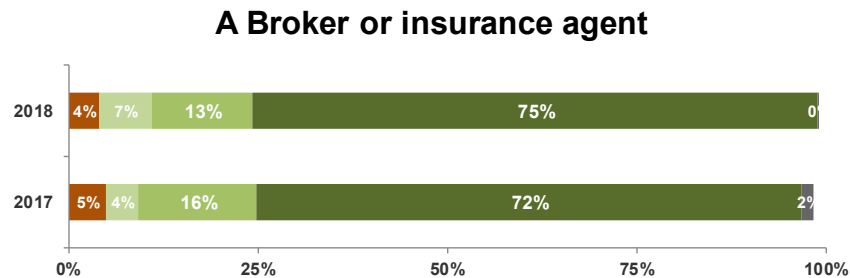


More customers used the Quick Cost & Plan Finder tool for 2018

Tools and Assistance Used During Enrollment



Ratings of the telephone customer service center increased in 2018



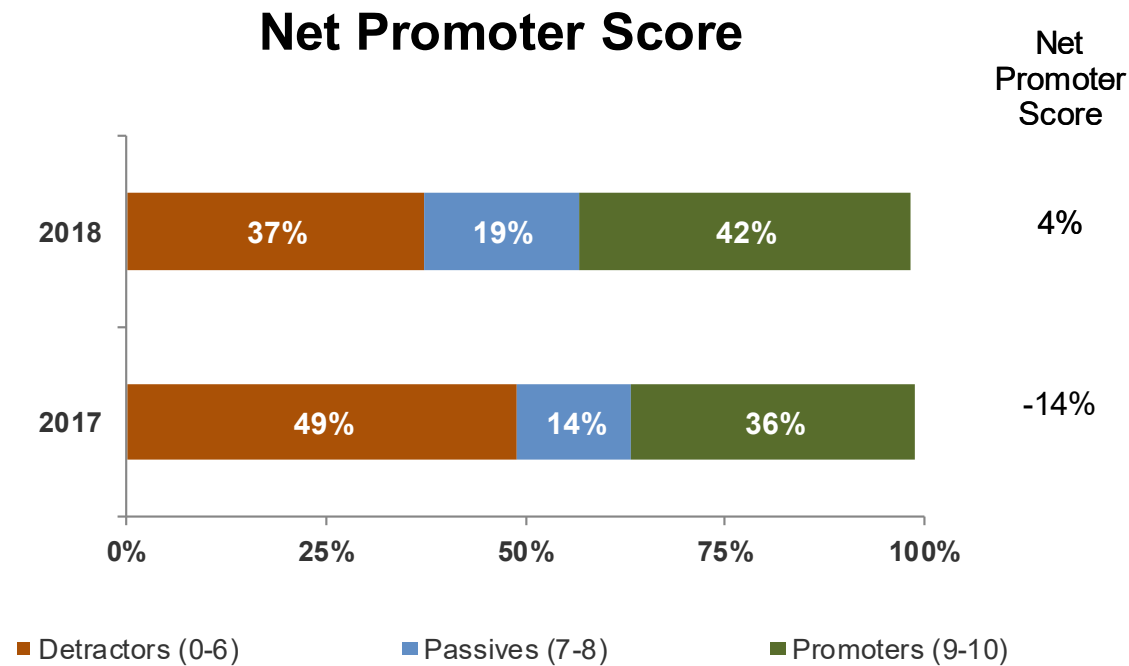
■ Not useful at all ■ A little useful ■ Somewhat useful ■ Very useful ■ Don't know



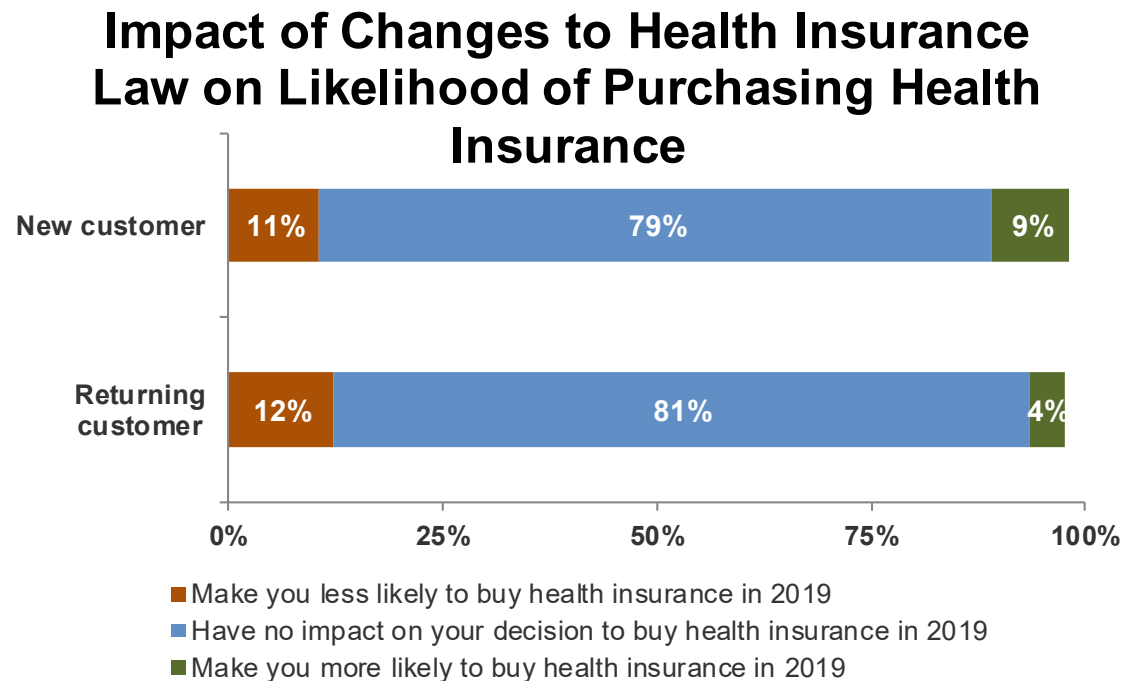
Q12. How useful were the following when choosing a health insurance plan? [Only show items that they used in Q12]

Connect for Health Colorado 2018 Surveys

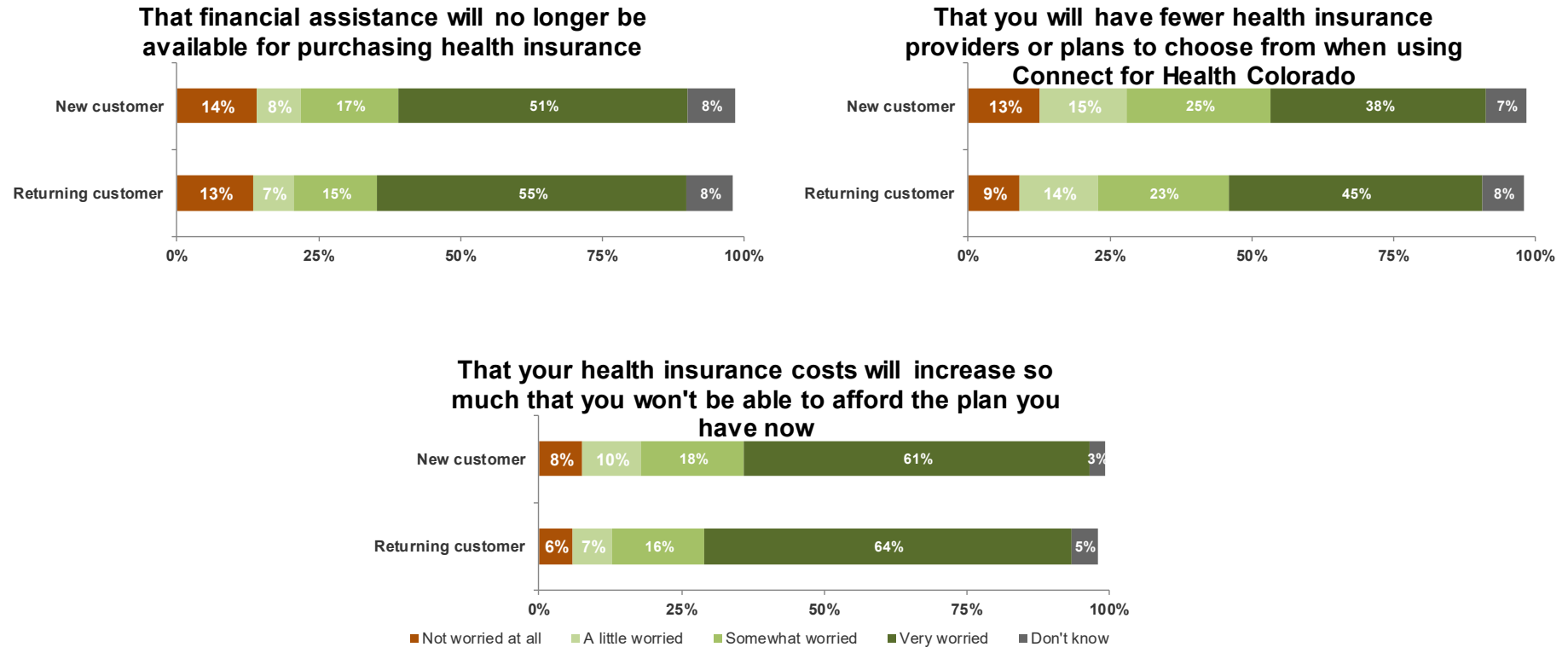
Connect for Health Colorado's Net Promoter Score increased in 2018



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



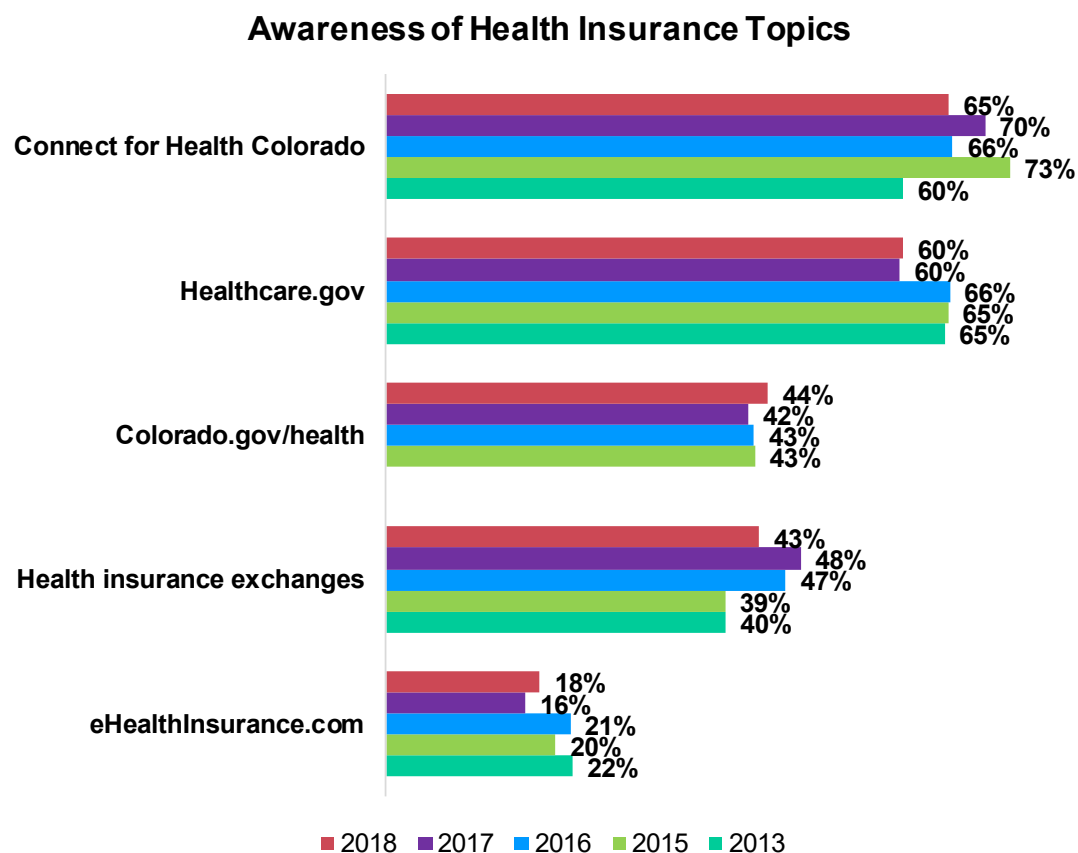
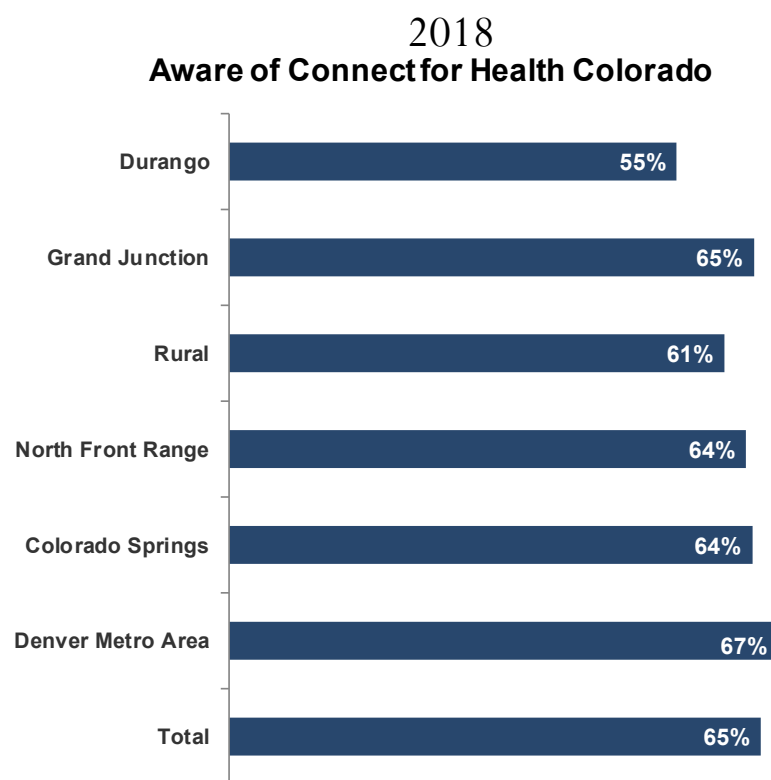
Customers worried most about their health insurance costs becoming unaffordable in 2019



Q21. [new in 2018] When thinking about purchasing health insurance in 2019, how worried are you, if at all, about the following?
[RANDOMIZE]

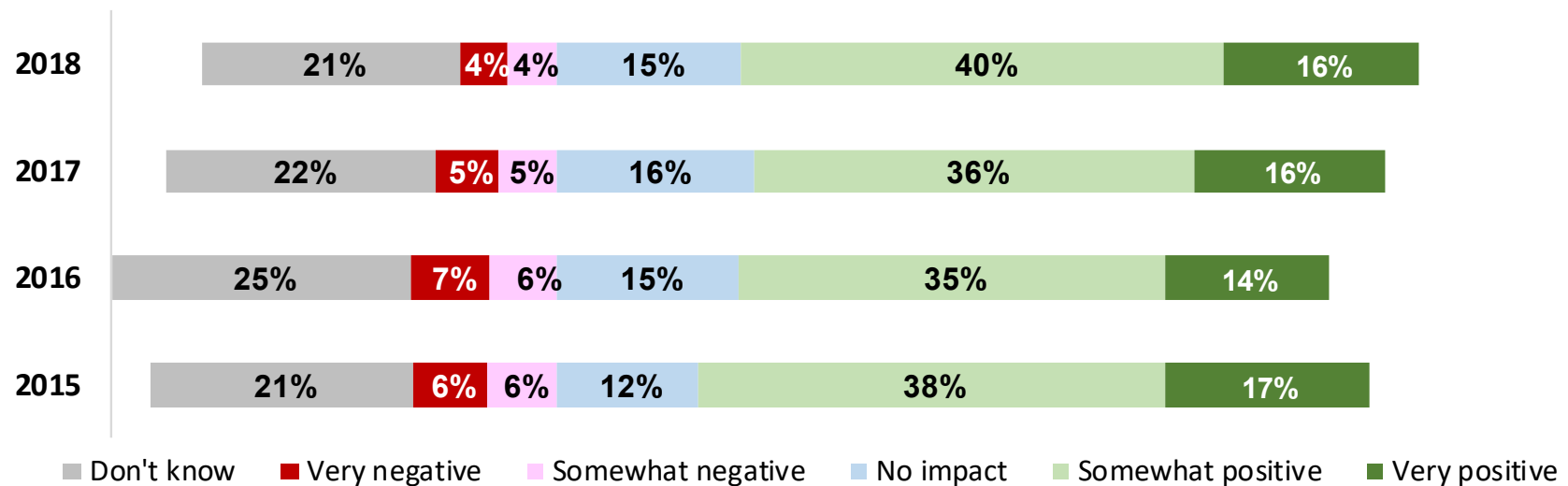
Awareness in General Population

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

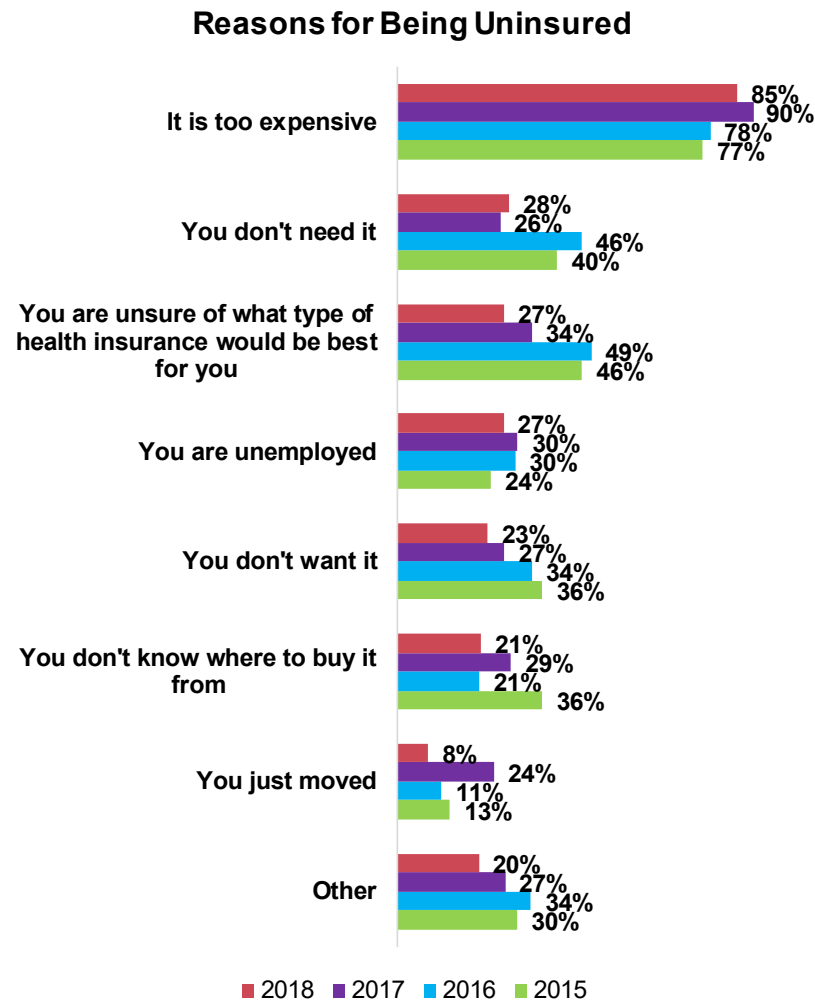


Most respondents continued to believe that Connect for Health Colorado has had a positive impact on Coloradans

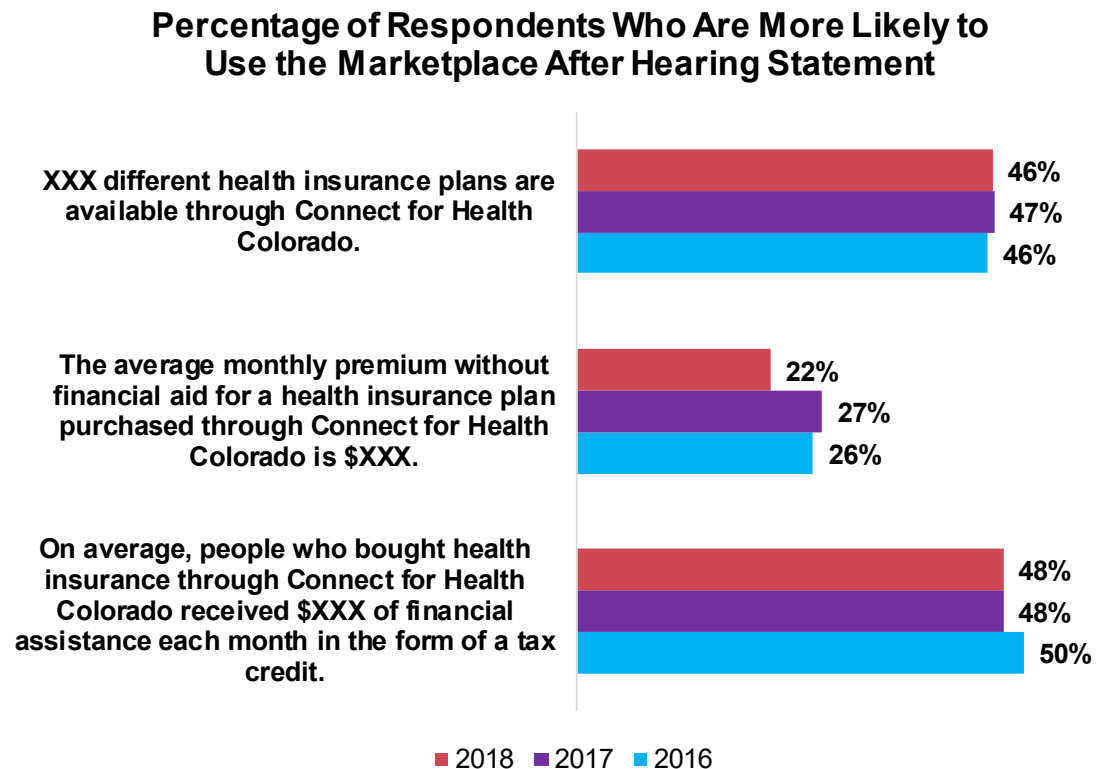
Impact of Connect for Health Colorado on Coloradans



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



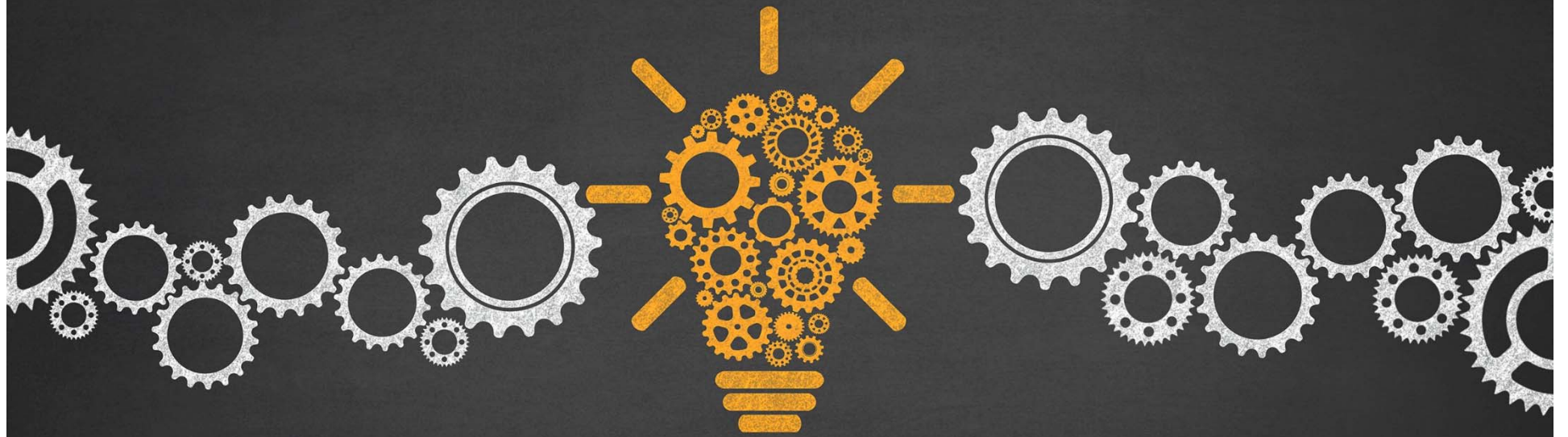
Figures in statements are represented with “XXX” as they changed each year to reflect up-to-date figures.



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

Connect for Health Colorado 2018
Surveys

20



Summary

Summary

- ➔ 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

Our founder named the company Corona because the word means “light.” It’s the knowledge that surrounds and illuminates an issue; exactly what we provide. Our firm’s mission is to provide accurate and unbiased information and counsel to decision makers. We provide market research, evaluation, and strategic consulting for organizations both small and large.

Learn more at www.CoronaInsights.com

1580 Lincoln Street
Suite 510
Denver, CO 80203
Phone: 303.894.8246

