



2022

NEW AND RETURNING CUSTOMER SURVEY



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Overview and Methodology

- > The purpose of the survey was to better understand what the enrollment process is like for returning and new customers of Connect for Health Colorado.
- > This was an online survey sent to a random sample of customers.
- > Customers completed the survey between February 18th and March 18th, 2022.

	Number of Surveys	Adjusted Margin of Error
Overall	698	± 5.5%
New customers	362	± 5.9%
Returning customers	336	± 6.6%

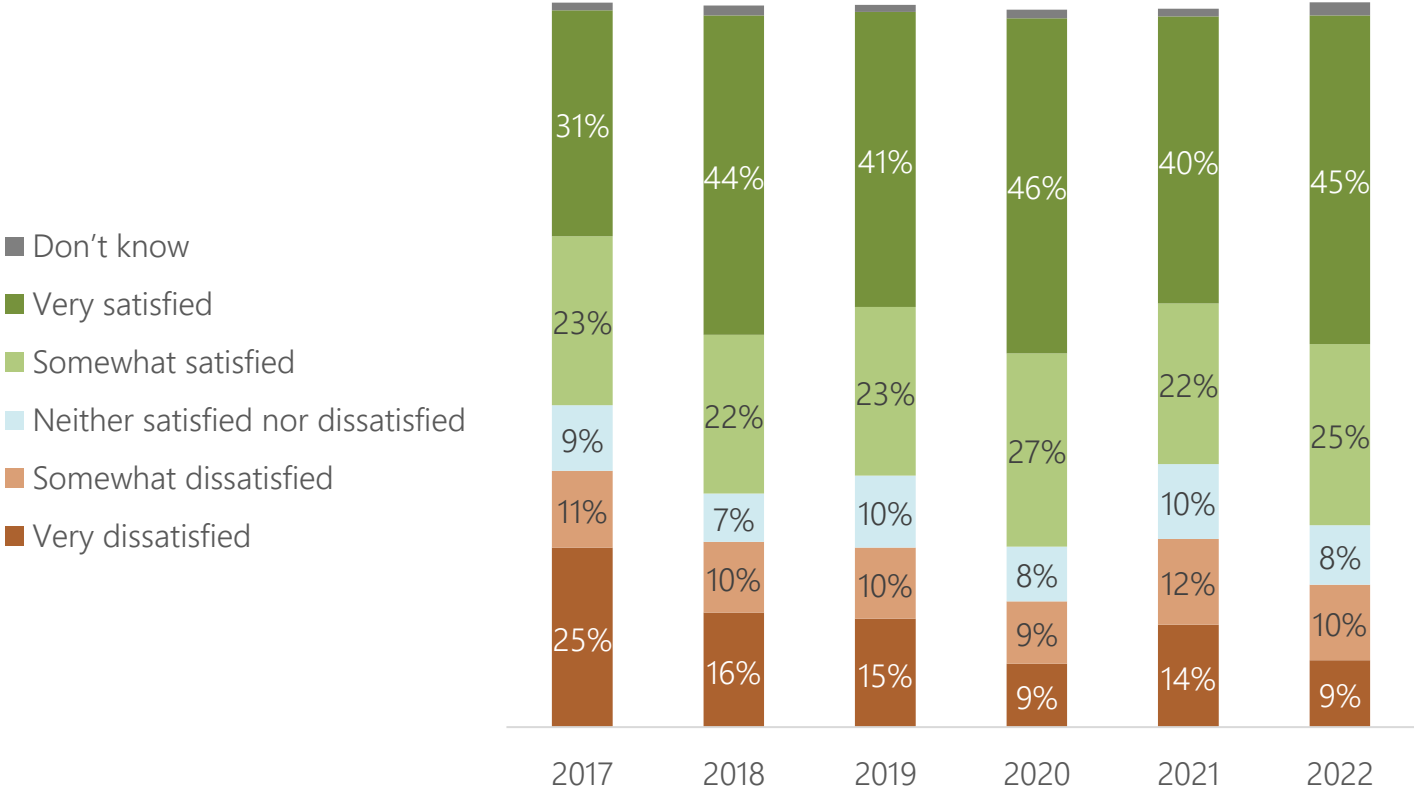
KEY FINDINGS



Customers in 2022 were as satisfied with their enrollment as most previous years

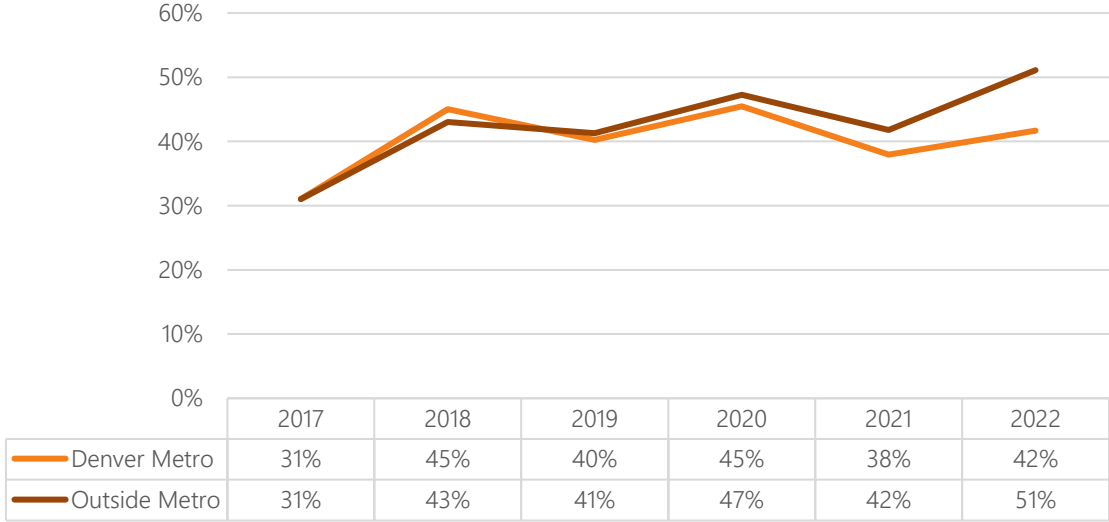
- > Most customers are returning customers, so their opinions have a bigger impact on the overall results.
- > In 2022, returning customers were as satisfied as previous years. New customers in 2022 were slightly more satisfied with enrollment compared to previous years.

Satisfaction With Enrollment

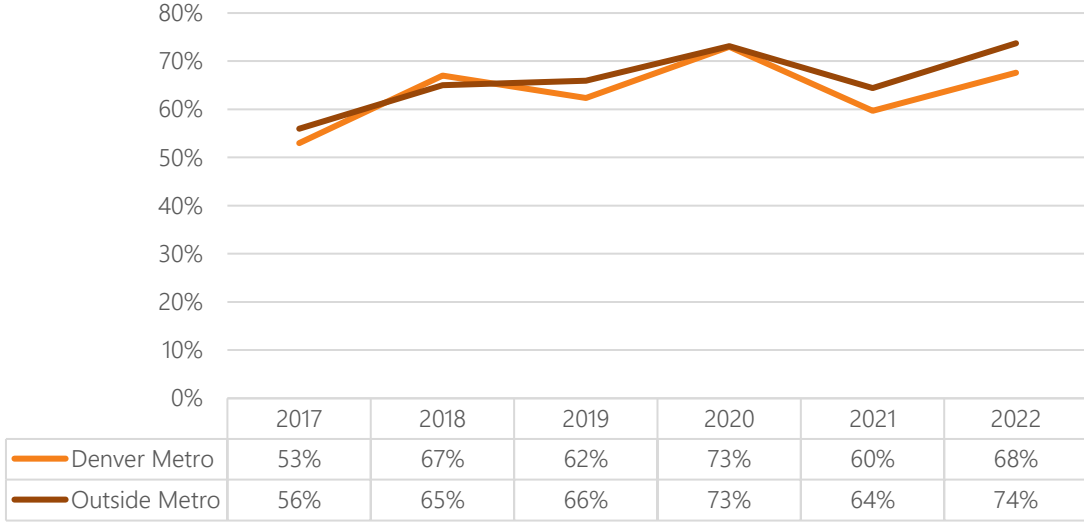


Changes in satisfaction with enrollment have been similar both inside and outside of the metro over the years

Percentage who are "Very Satisfied"



Percentage who are Very or Somewhat Satisfied

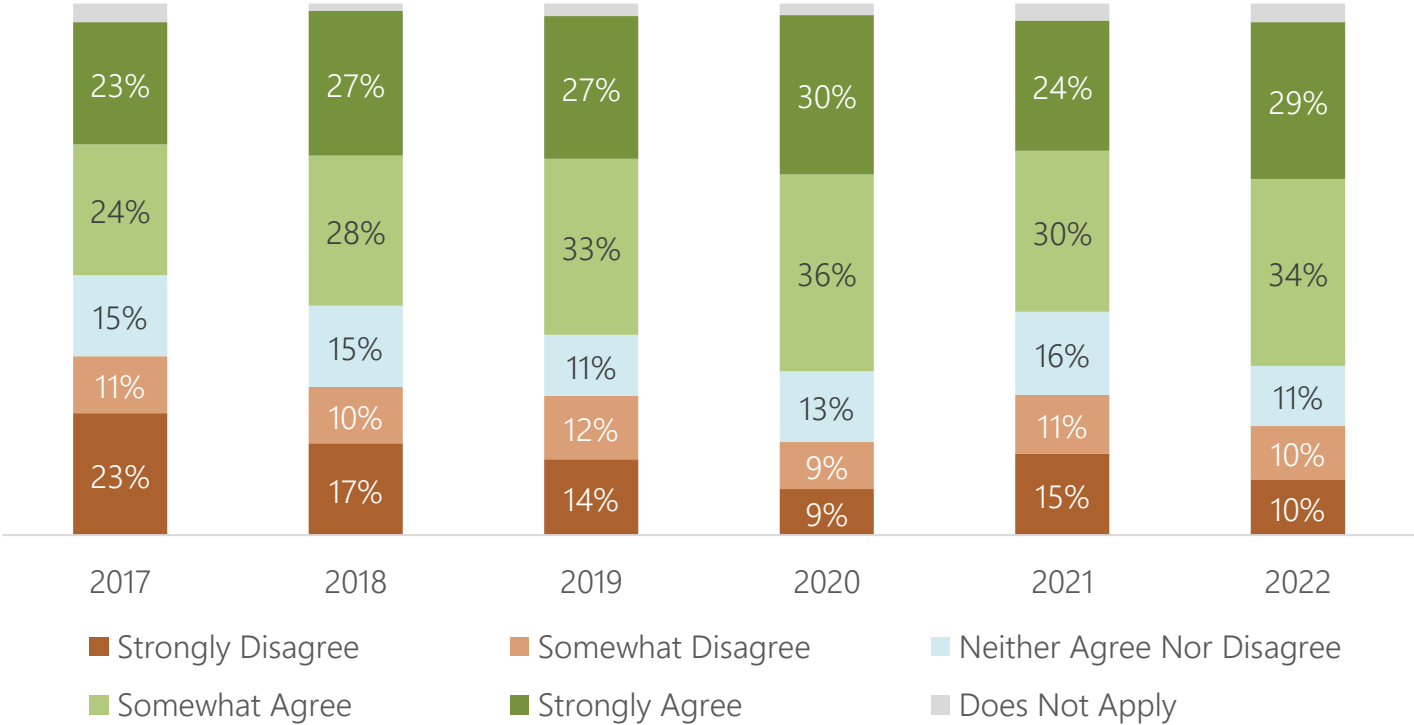


- > Satisfaction increased a little more sharply from 2021 to 2022 outside of the metro area, compared to Denver metro. However, this was not a statistically significant change.

Customers in 2022 were slightly more likely to believe that enrollment was easy compared to previous years

- > This was especially true for new customers in 2022.

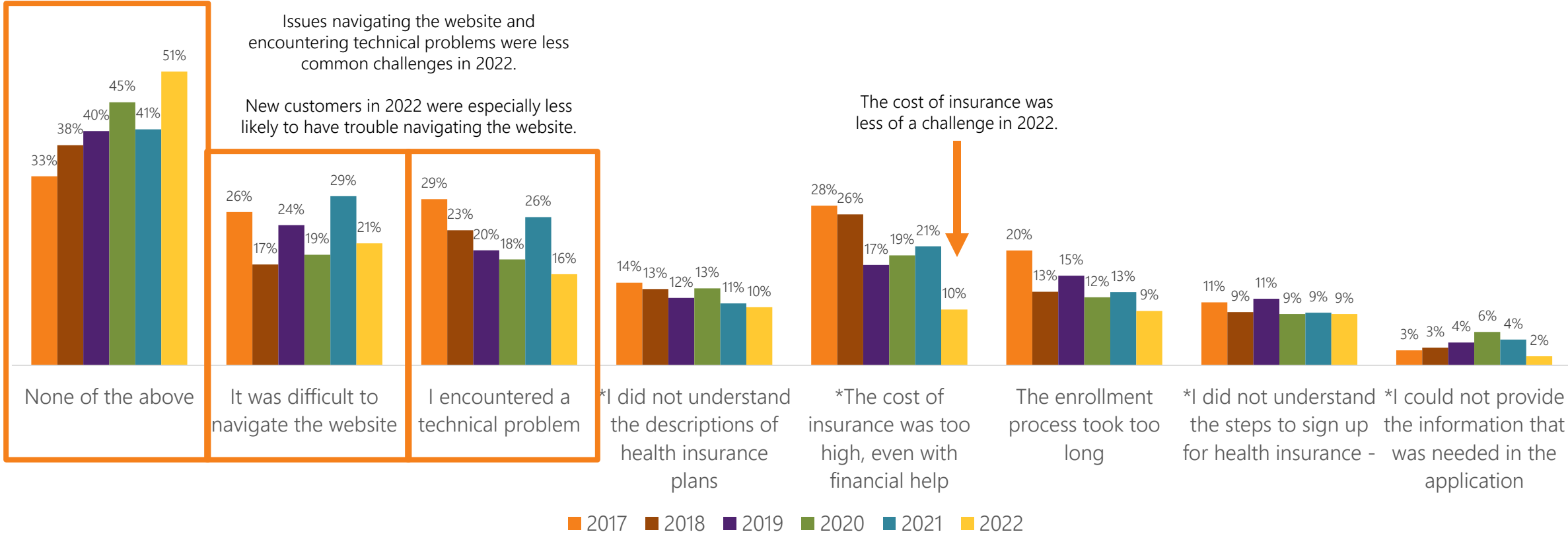
Overall, enrolling in a health insurance plan through Connect for Health Colorado was easy



Q12. [modified 2019] Please rate how much you agree or disagree with the following statements about your Connect for Health Colorado enrollment experience. [Randomize]

Compared to 2021, customers in 2022 experienced fewer challenges while enrolling

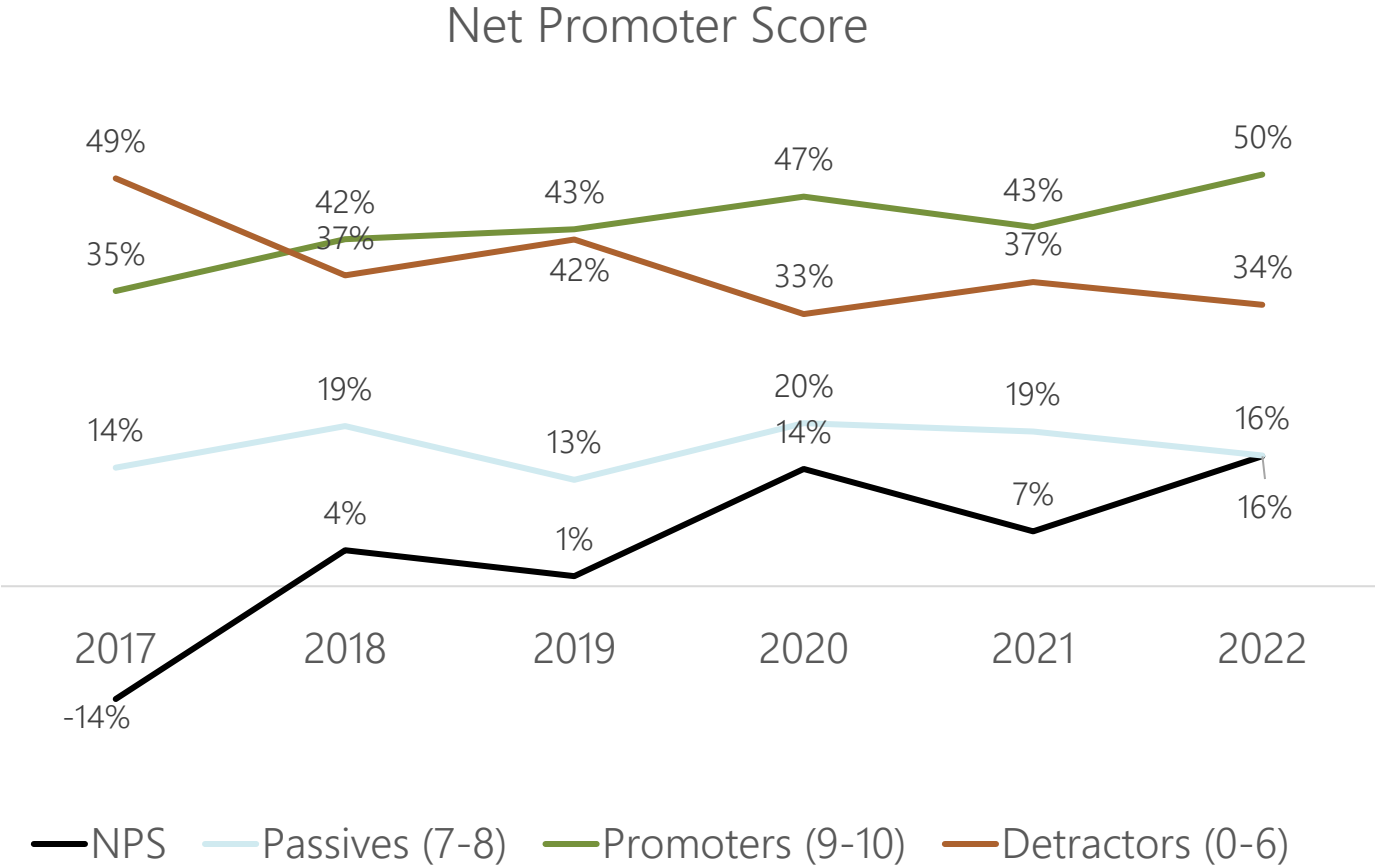
Challenges During Enrollment



Q10. [modified 2019] Did you experience any of the following challenges when enrolling in a health insurance plan through Connect for Health Colorado? Please check all that apply. [Randomize]

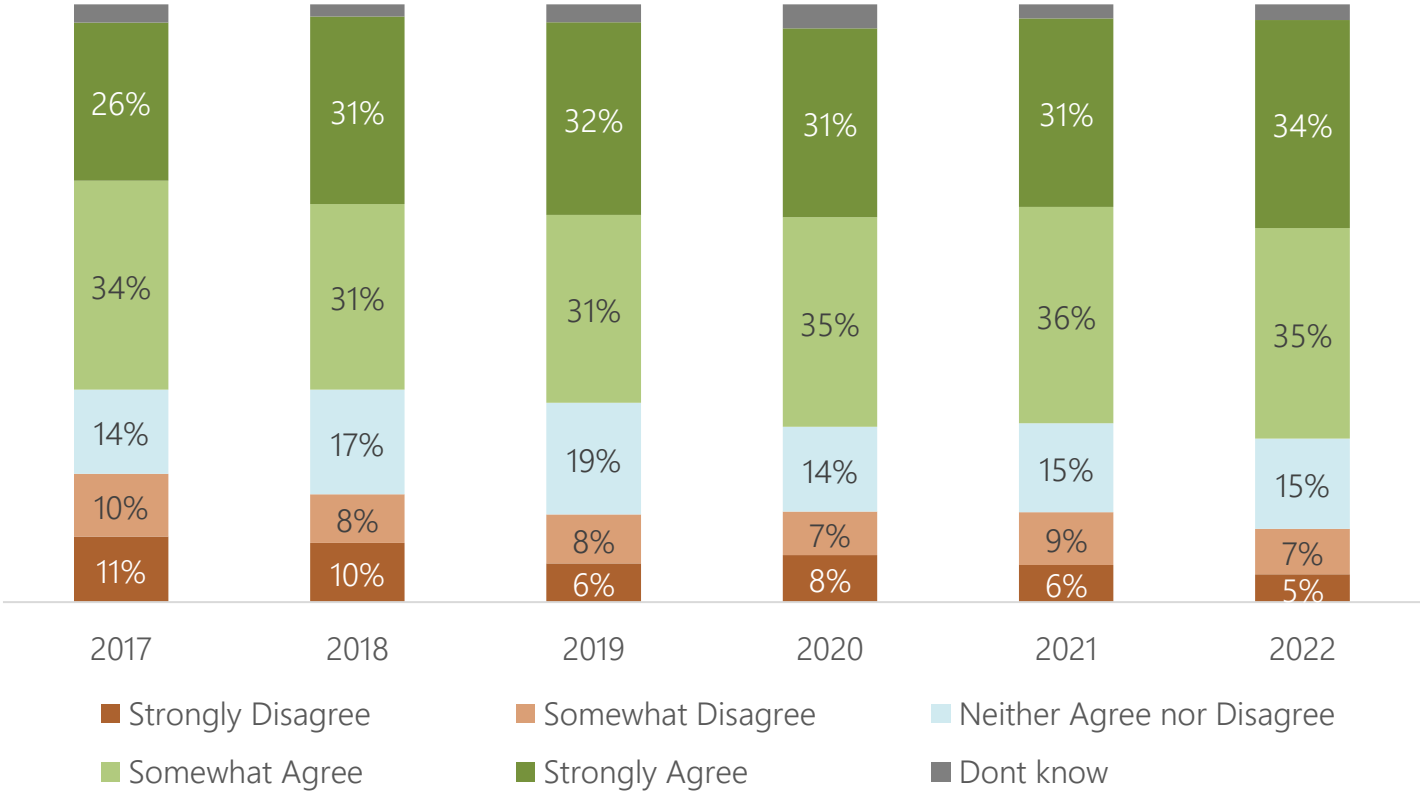
The Net Promoter Score increased in 2022

- > The Net Promoter Score (NPS) is a business metric typically used to assess customer loyalty. To calculate the NPS, the percentage of detractors are subtracted from the percentage of promoters.
- > Both new and returning customers were slightly more likely to be promoters in 2022, compared to 2021.



Customers in 2022 were slightly more likely to believe that they selected the best health insurance plan for their needs, compared to previous years

I selected the best health insurance plan for my needs

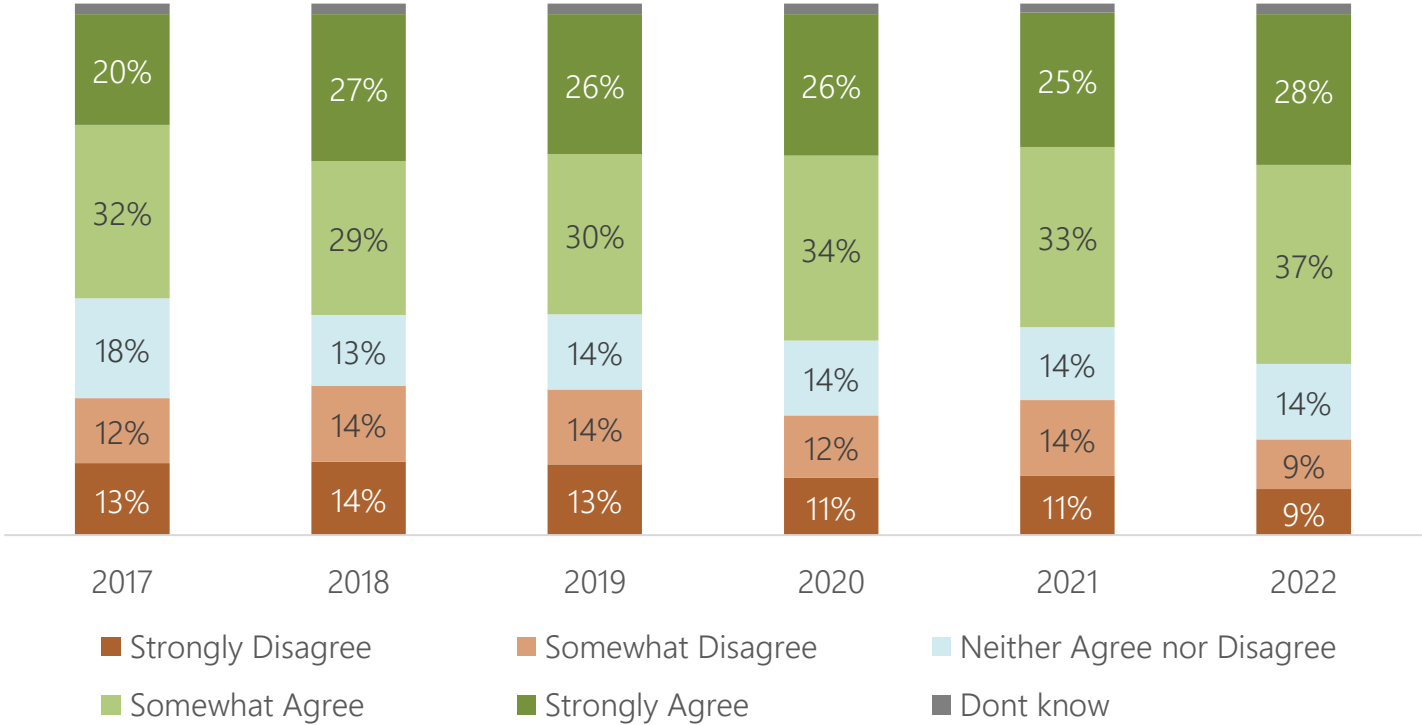


> This was mostly due to returning customers believing that they had selected the best plan.

Q17. Please rate how much you agree or disagree with the following statements. [Randomize]

Customers in 2022 were slightly more satisfied with the plan that they enrolled in compared to previous years

I am satisfied with the health insurance plan that I enrolled in

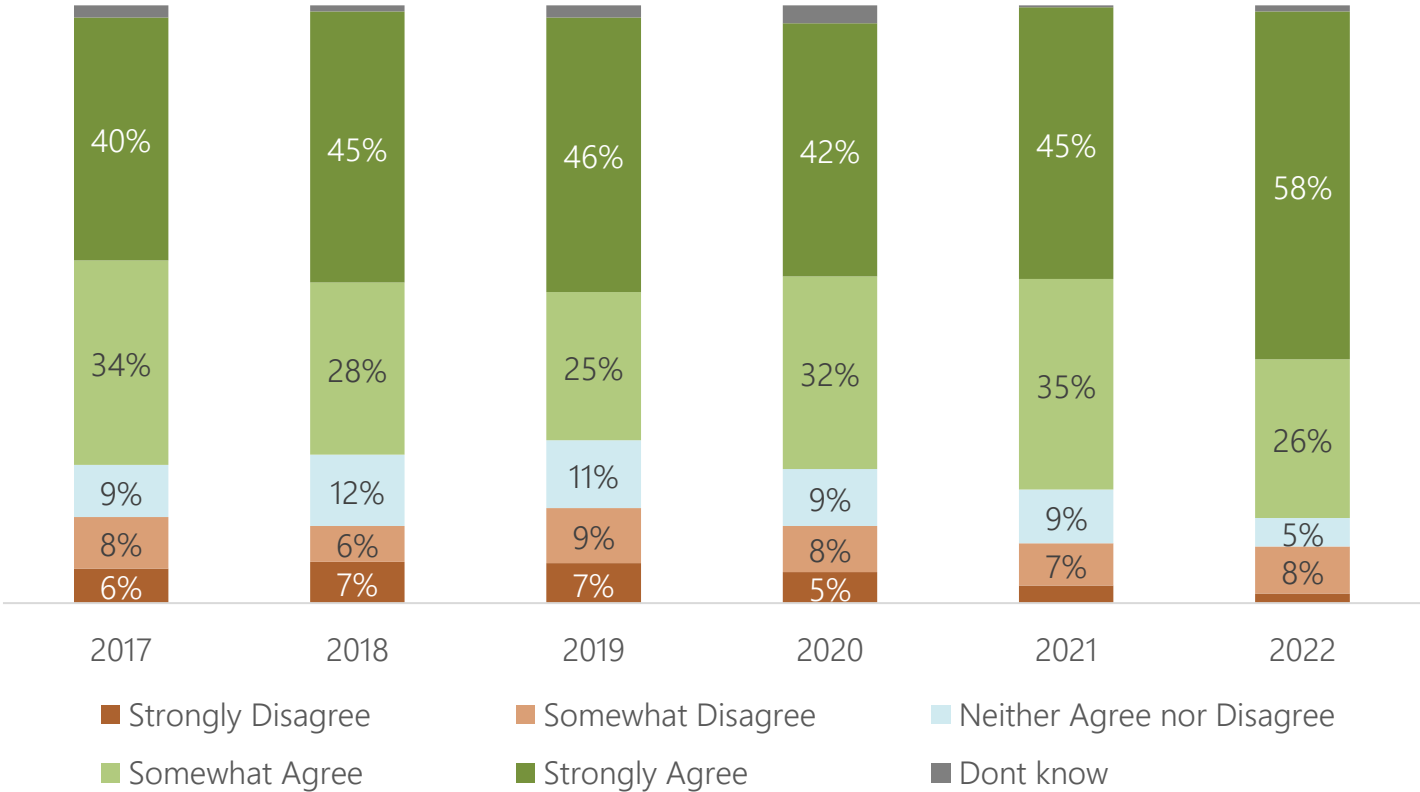


Q17. Please rate how much you agree or disagree with the following statements. [Randomize]

Customers in 2022 were more certain that they would be able to pay their monthly premium, compared to previous years

I will be able to pay my plan's monthly premium

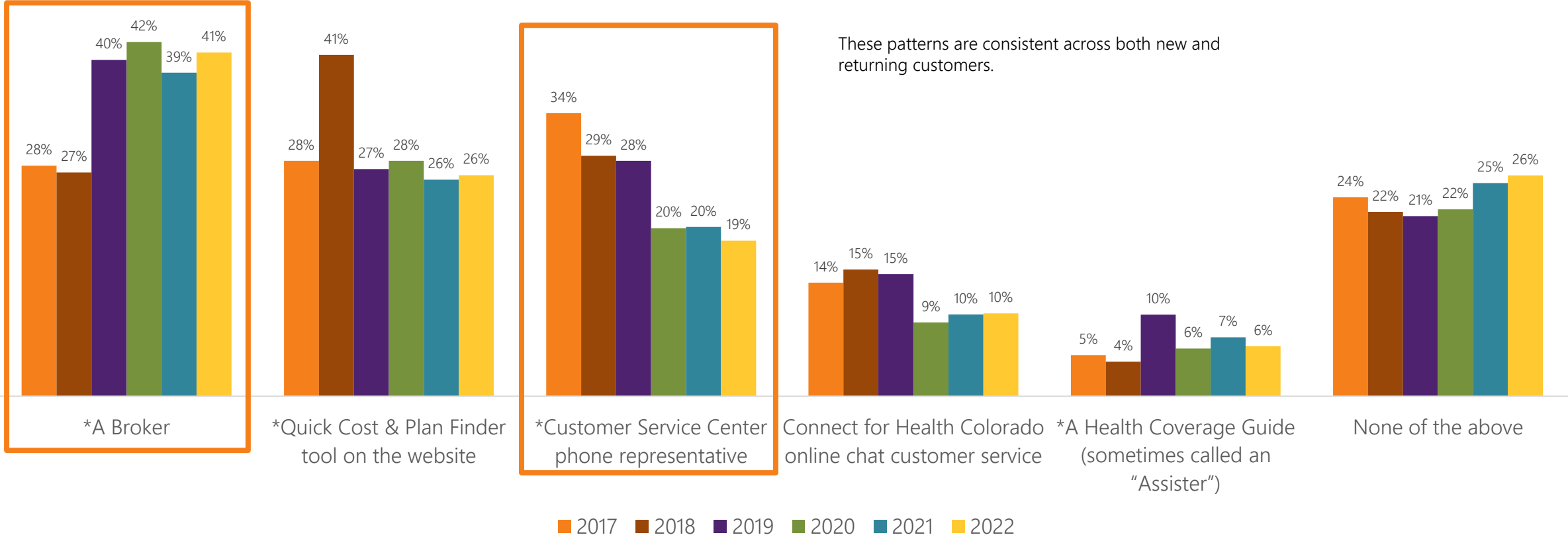
> This was true for both new and returning customers in 2022.



Q17. Please rate how much you agree or disagree with the following statements. [Randomize]

Use of a Broker has increased over time, while use of a phone service representative has decreased over time

Tools and Assistance Used During Enrollment

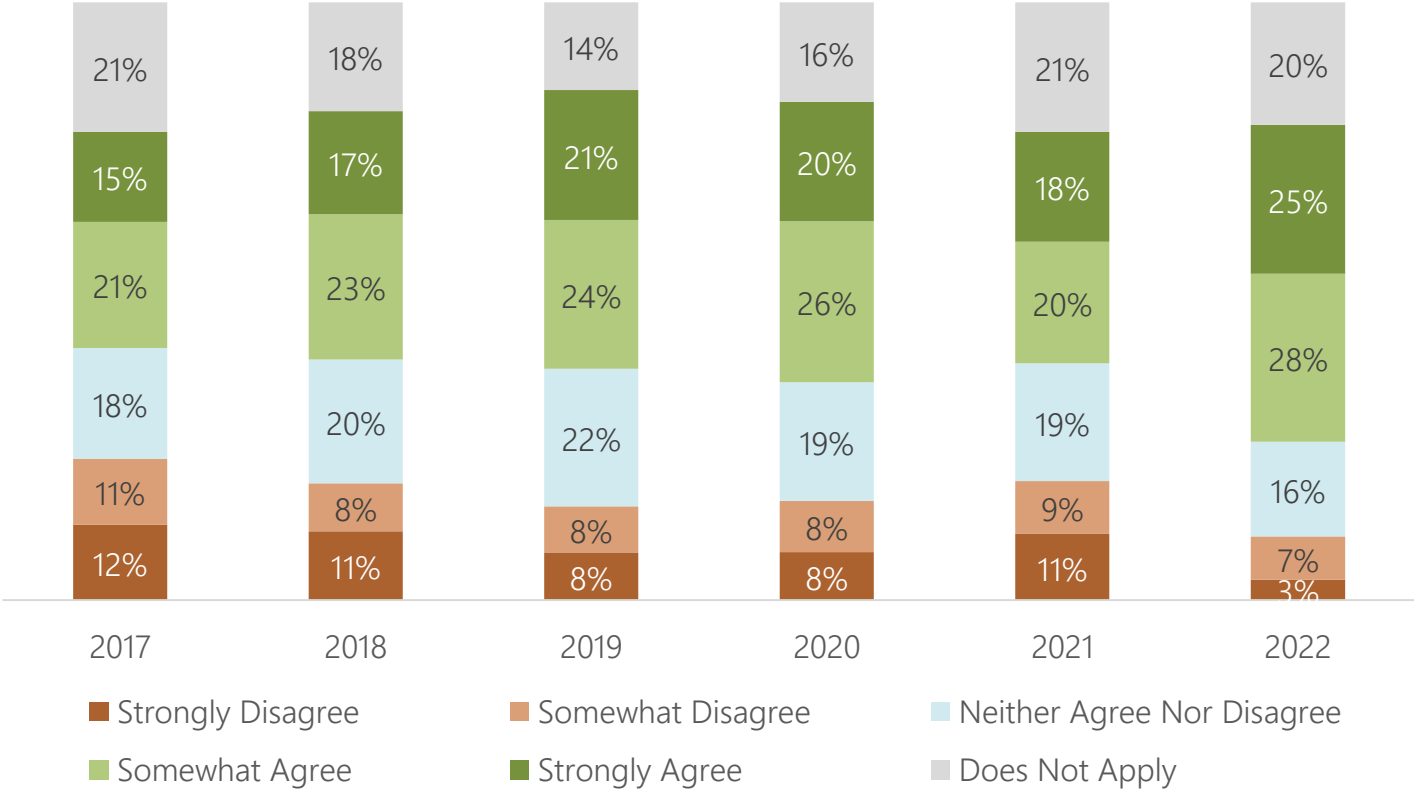


Q13. [modified 2019] Did you use any of the following resources to help you pick your health insurance plan? Please check all that apply.

Customers in 2022 were more likely to think applying for financial assistance was easy, compared to previous years

> This was true for both new and returning customers.

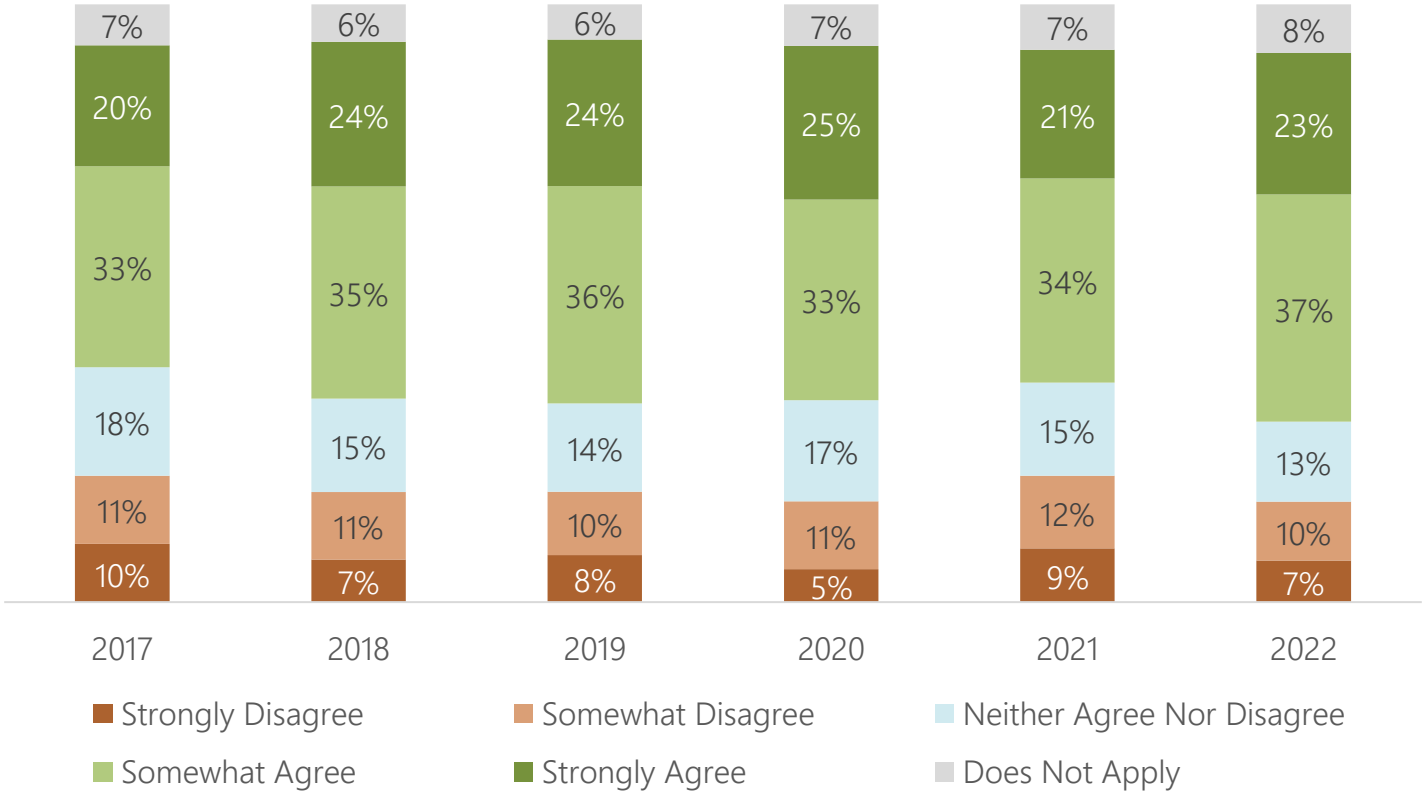
Applying for financial assistance was easy



Q12. [modified 2019] Please rate how much you agree or disagree with the following statements about your Connect for Health Colorado enrollment experience. [Randomize]

Customers in 2022 were as likely to find comparing plans on the website easy, compared to 2021

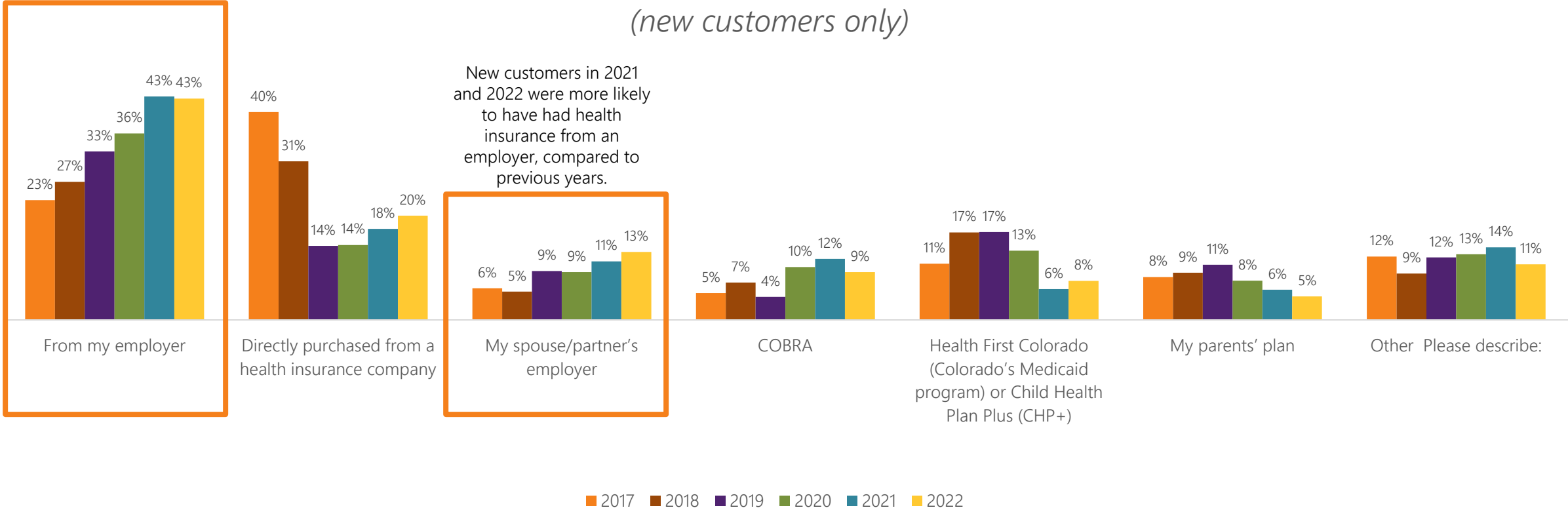
Comparing plans on the website was easy



Q12. [modified 2019] Please rate how much you agree or disagree with the following statements about your Connect for Health Colorado enrollment experience. [Randomize]

Like 2021, new customers in 2022 who had health insurance prior to enrollment typically were insured through an employer

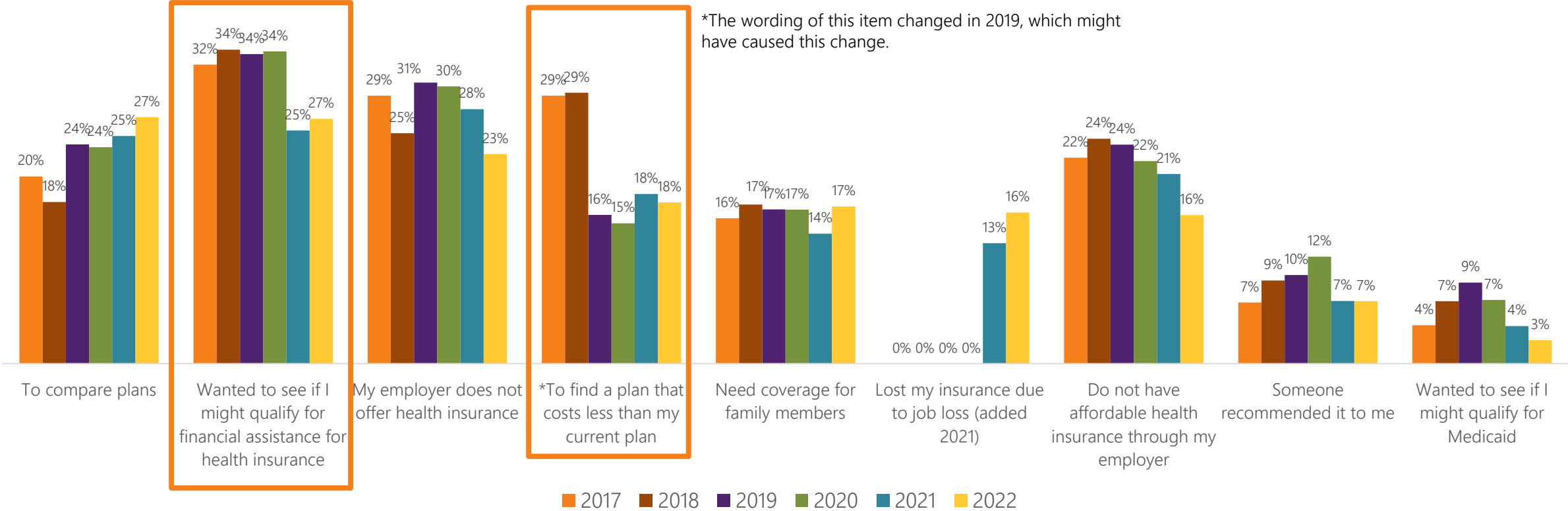
Top 7 Types of Health Insurance Prior to Enrollment (new customers only)



Q9. [if had health insurance] [modified 2019] How were you insured in the previous year? Please check all that apply.

Like 2021, customers in 2022 were less likely to report using the Marketplace to see if they qualify for financial assistance

Reasons for Using Marketplace

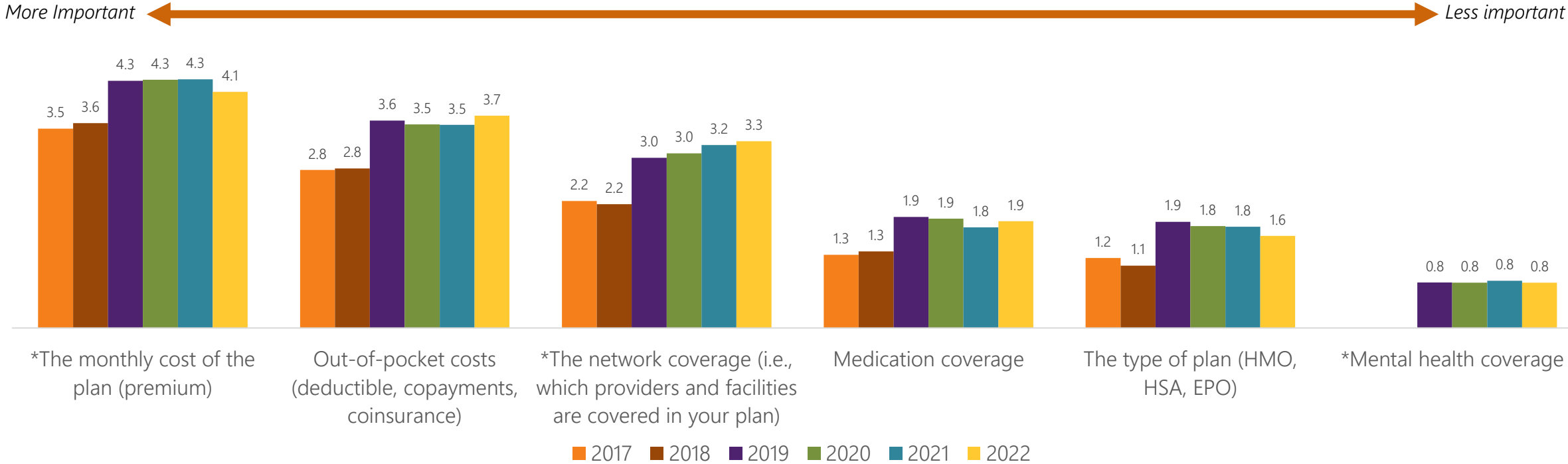


Q7. [modified in 2021] Why did you shop for health insurance through Connect for Health Colorado? Please check all that apply. [Randomize]

Cost continues to be the most important factor when choosing a health insurance plan in 2022

Importance Ranking of Factors When Choosing a Health Insurance Plan
(Reverse scored so higher numbers = more important)

Mental health coverage was added to the survey in 2019, and the ranking of that item has been similar across years.



Q14. [modified 2019] Please rank how important the following were when selecting your health insurance plan, where 1=the most important factor when selecting health insurance, 2=the second most important factor, etc.

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