

ACA YEAR 2: CONSUMERS READY TO SHOP

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. Below are just a few of the findings.

AMONG CONSUMERS WHO ENROLLED IN A STATE OR FEDERAL EXCHANGE LAST YEAR...

61% ARE SATISFIED WITH THEIR HEALTH PLANS



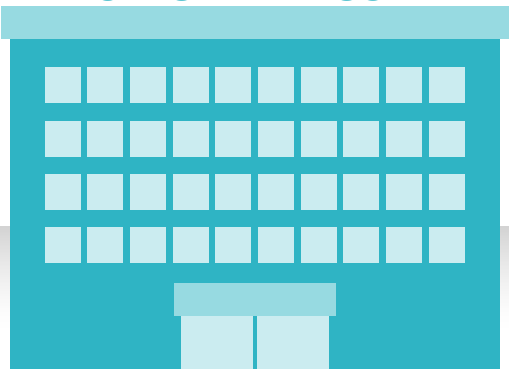
but...

61% PLAN TO OR MAY SHOP FOR A NEW HEALTH PLAN



What are they planning to shop for?

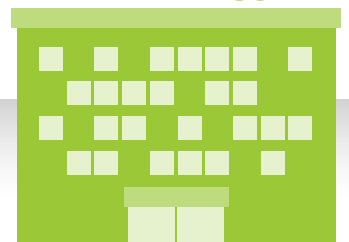
40% DIFFERENT PLAN FROM SAME INSURER



34% SIMILAR PLAN FROM DIFFERENT INSURER



26% DIFFERENT PLAN FROM DIFFERENT INSURER



WANT TO LEARN MORE? GET THE FULL REPORT OF FINDINGS!

A detailed report will be distributed to Competiscan clients and Media Logic's Health Care Newsletter subscribers in the next few weeks.

METHODOLOGY:

The survey was designed and analyzed by researchers at Competiscan and Media Logic and was conducted from October 7-17, 2014 among a nationally representative 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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