



Washington Health Benefit Exchange

Consumer Survey Results

Exchange Board Meeting
January 22, 2014

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Consumer Survey Methodology

- Performed in September and October 2014
- Survey 8,116 individuals representative of:
 - QHP enrollees
 - Medicaid enrollees
 - Non-enrollees/Disenrolled
- Survey completed via online survey or telephone



Key Insights from Survey Results

The survey results provided a number of key insights including:

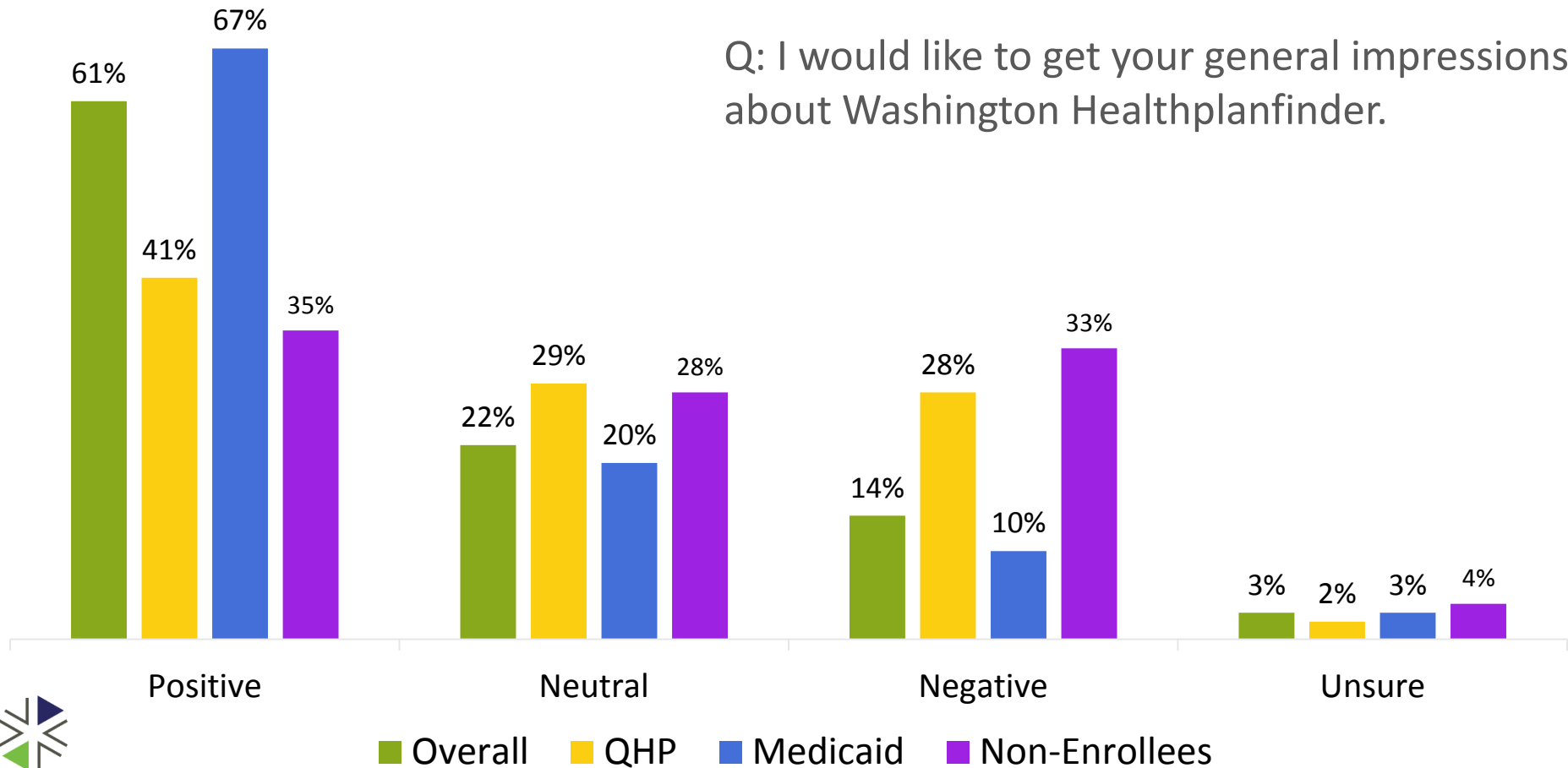
- Validating what we've heard about the user experience
- Identifying areas for improvement, including system improvements
- Capturing overall value proposition for consumers on the Exchange
- Highlighting the importance of improving the customer experience and retaining existing enrollees
- Understanding what will drive choice in the future



Overall Experience with HPF

Consumer experience was fairly positive, but we have improvements to make.

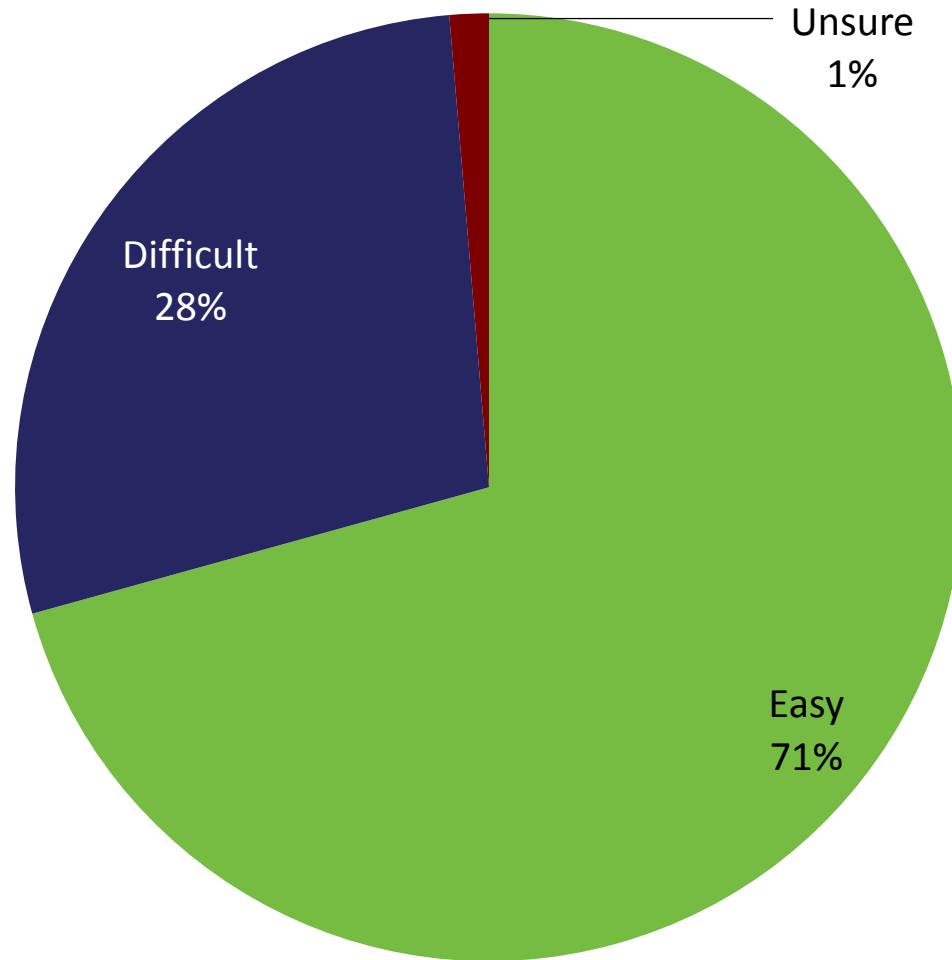
Q: I would like to get your general impressions about Washington Healthplanfinder.



Application Process

Technical issues affected ease of use during first open enrollment period.

Q: I would like you to think about your experience with the application process. How easy was this process?



Making HPF More Helpful

Solving technical problems and having more customer service representatives were the biggest areas for improvement.

What could have been done to make Healthplanfinder more helpful?

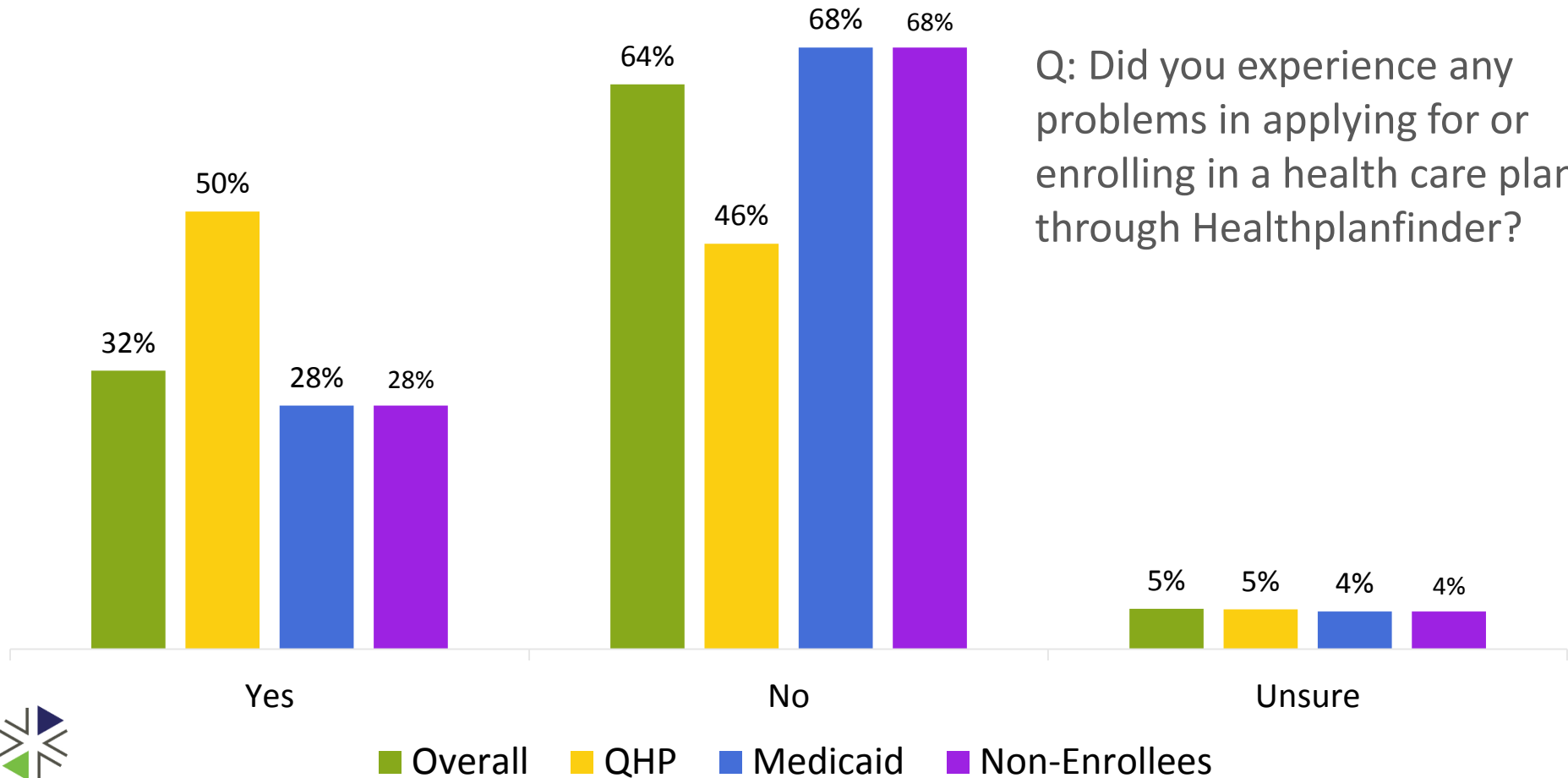
Technical issues with website	29%
Unanswered phone calls and emails, should have more staff	23%
Customer Service reps not helpful	14%
Unclear information, unsure of process	13%
Other	10%



Experience Problems with Applying/Enrolling through HPF

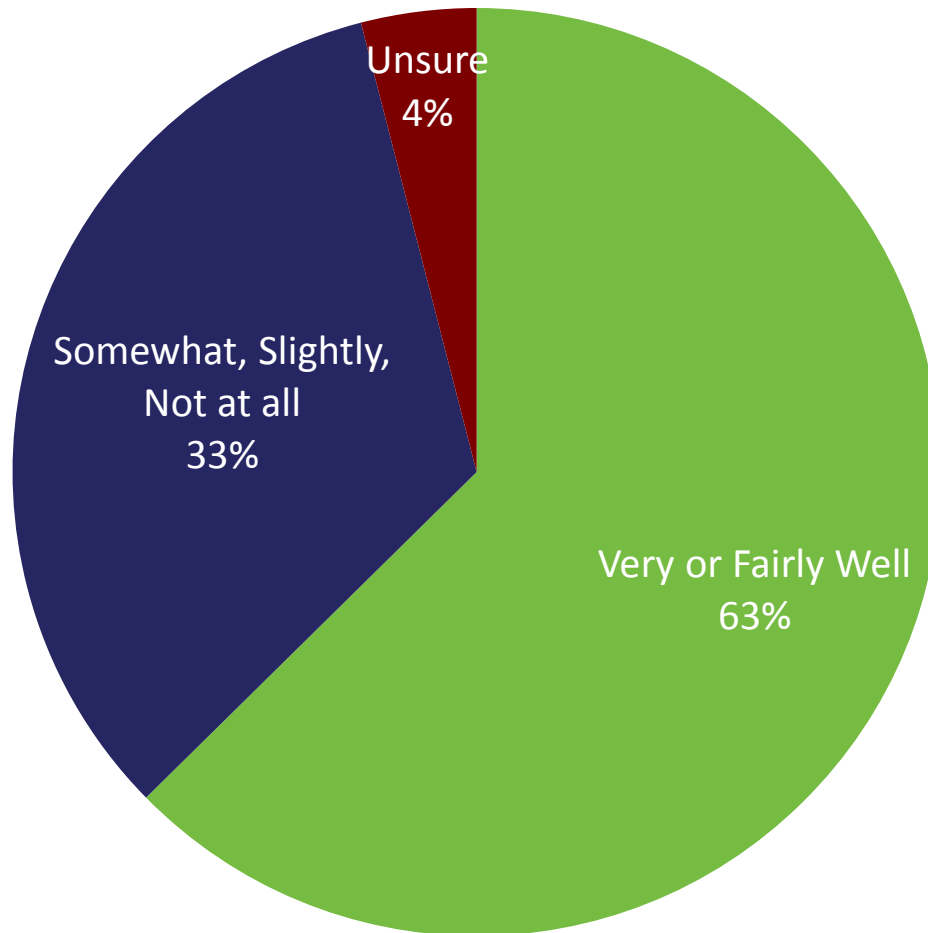
One-third experienced problems, mainly due to system issues

Q: Did you experience any problems in applying for or enrolling in a health care plan through Healthplanfinder?



How Well Did HPF Explain Insurance Terms

We offered useful information, but we need to further our health literacy efforts.

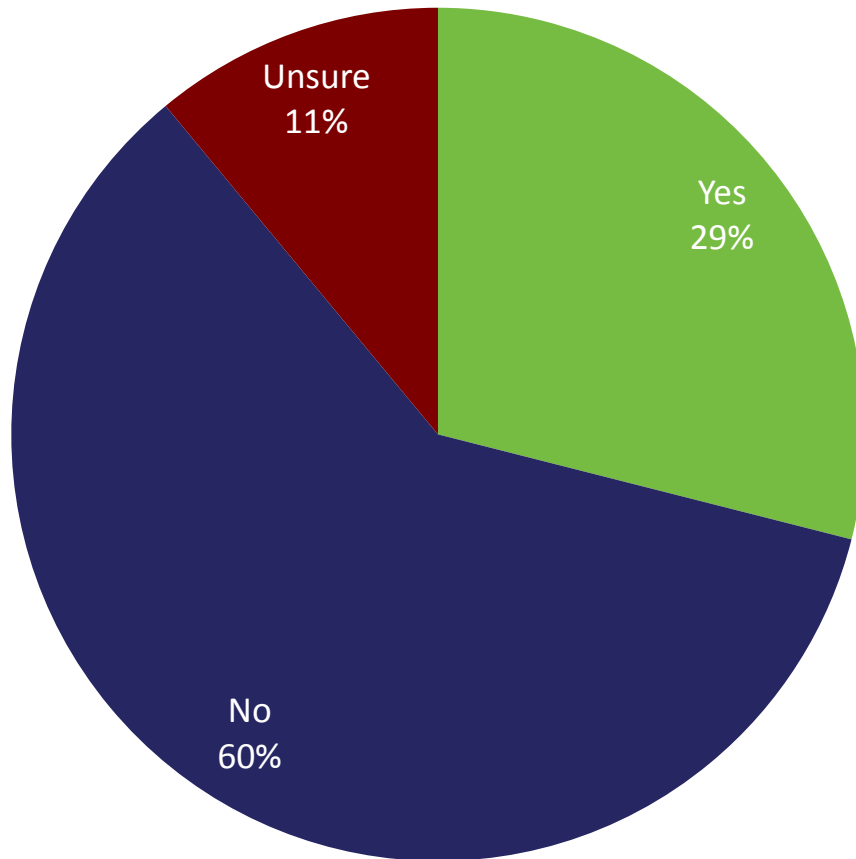


Q: How well did Washington Healthplanfinder explain health insurance terms such as premiums, deductible and co-pays?



Problems Renewing Medicaid Coverage

While we had early issues with Medicaid renewals, most surveyed did not experience issues.



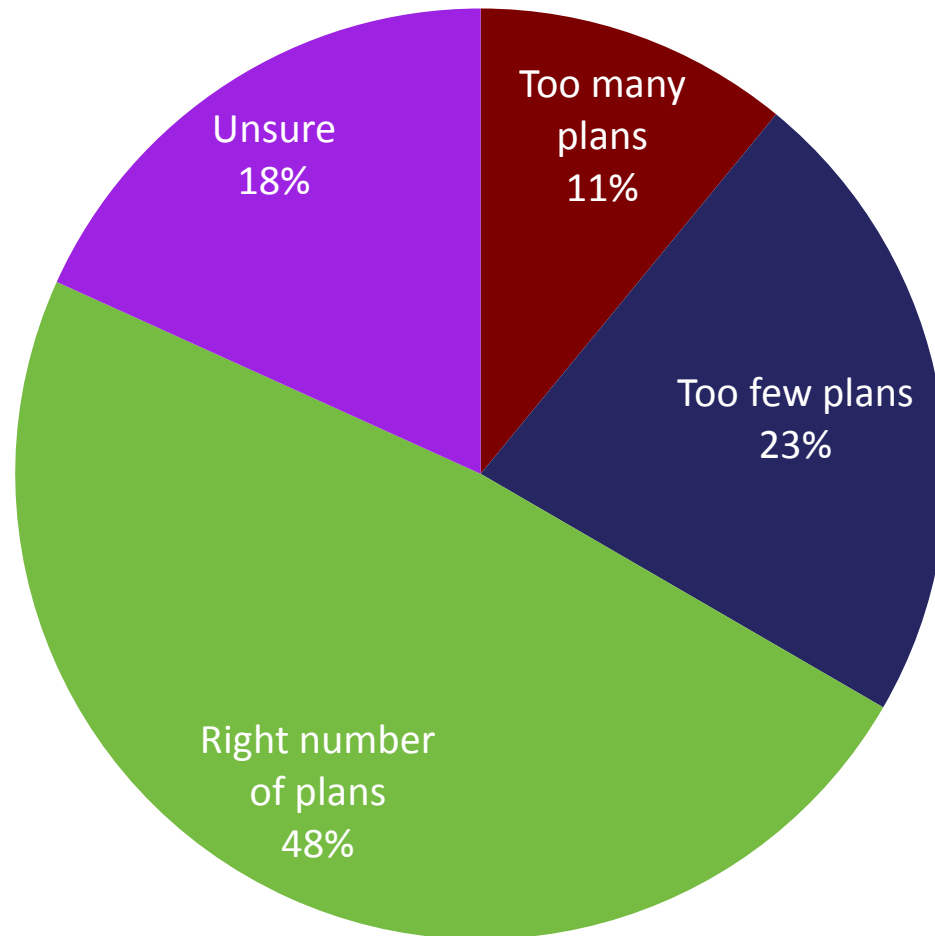
Q: Did you have problems renewing your, or your family's, Washington Apple Health Medicaid plan through Healthplanfinder?



Number of Plans Offered

Most thought that the right number of plans were offered.

Q: Thinking about the number of health insurance plans offered through Healthplanfinder, would you say there were too many plans, too few plans, or the right number of plans?



Most Important Factor in Choosing Plan

Price was the most important factor in choosing a plan.

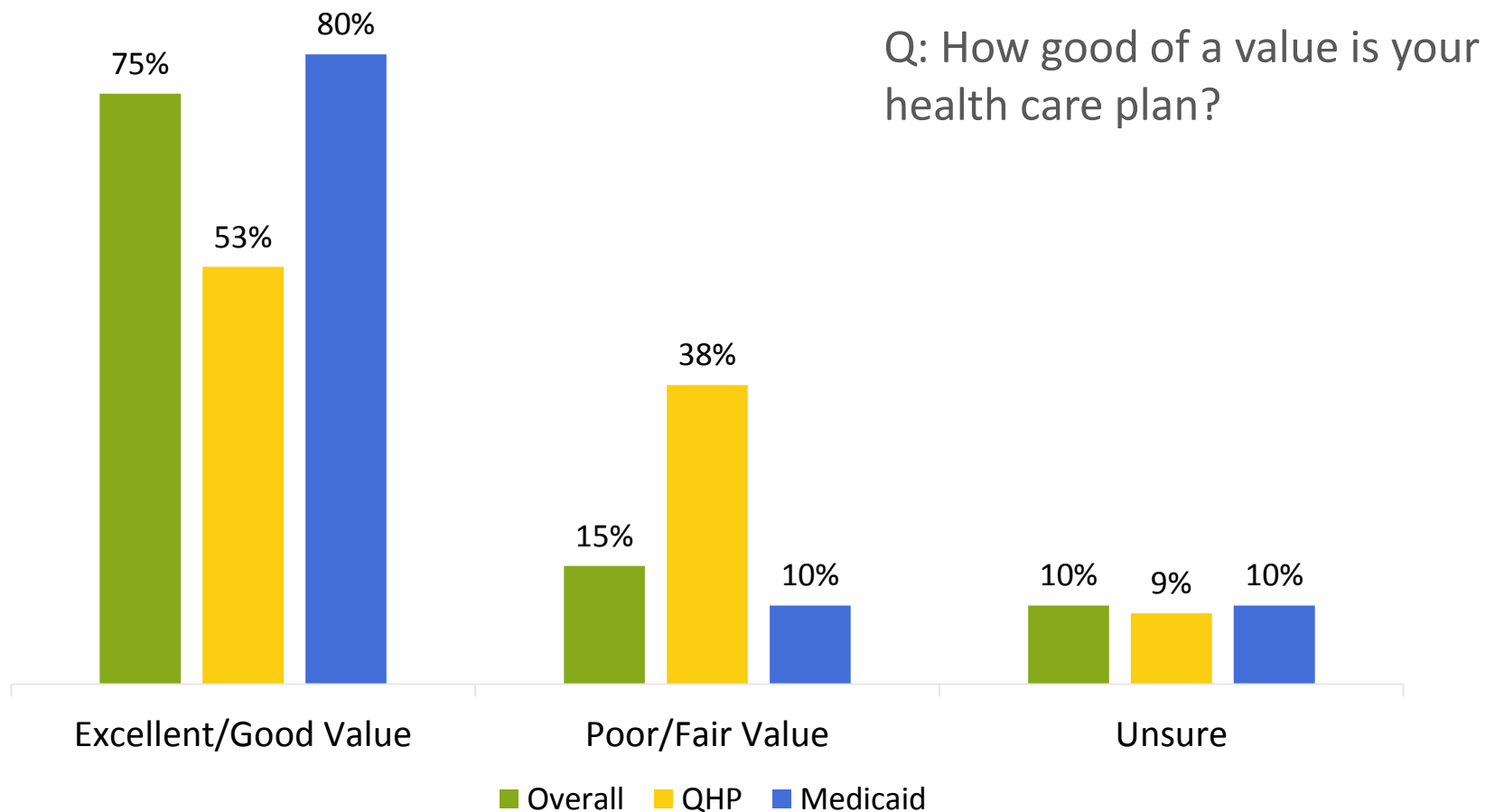
Q: What was the most important factor in choosing your health care plan?

Price	52%
The services covered by the health care plan	20%
Whether my doctor, hospital or clinic was covered	17%



Value of Health Plan

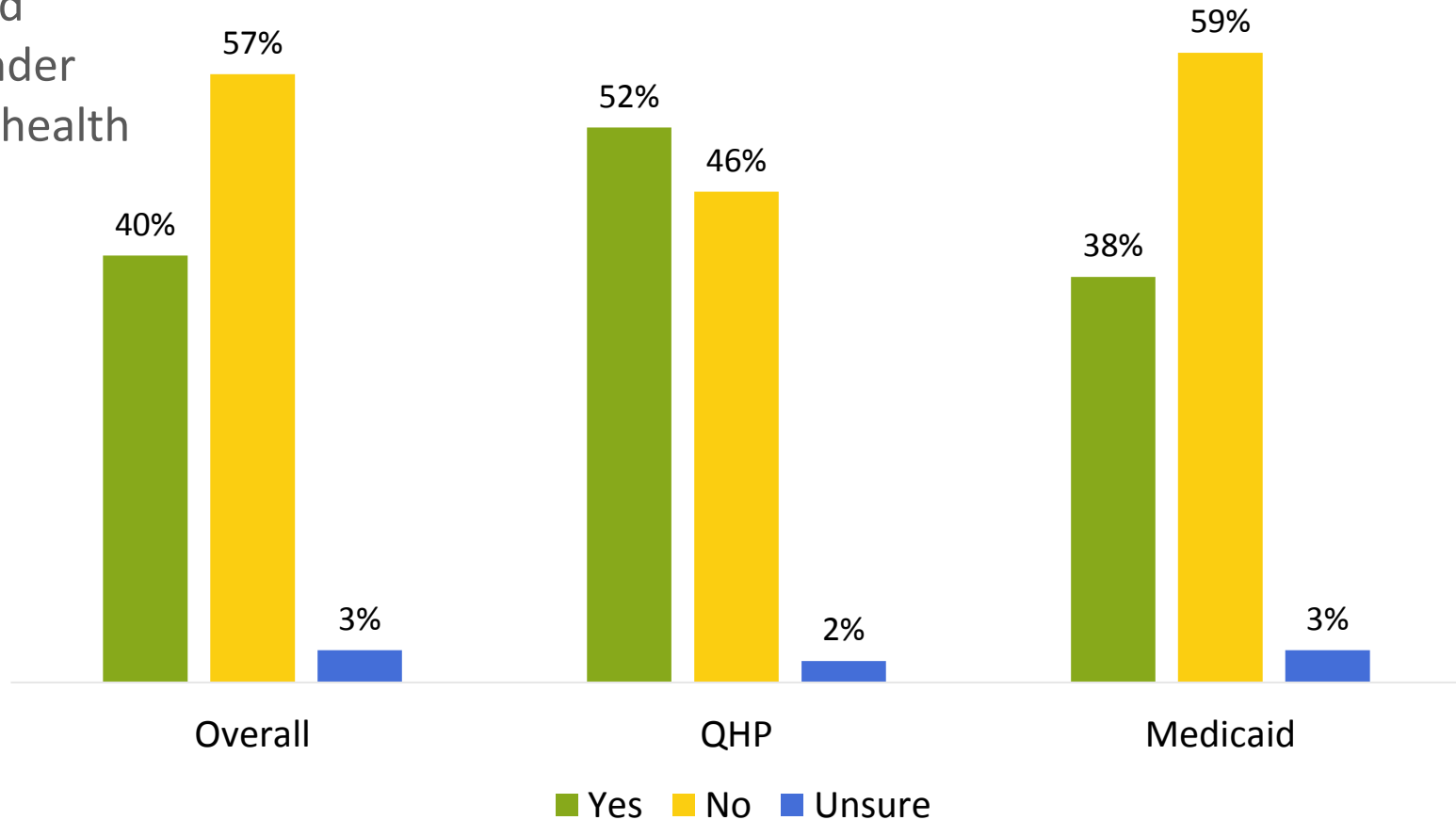
Most believe their plan is a good value, particularly those in Medicaid.



Insured When Contacted HPF

The majority of people who visited HPF were uninsured, but a sizable portion did have insurance.

Q: At the time you first contacted Healthplanfinder did you have health insurance?



Why Did You Use HPF?

Most people needed or knew they were required to buy insurance.

Q: Why did you look for a health care plan through Healthplanfinder?

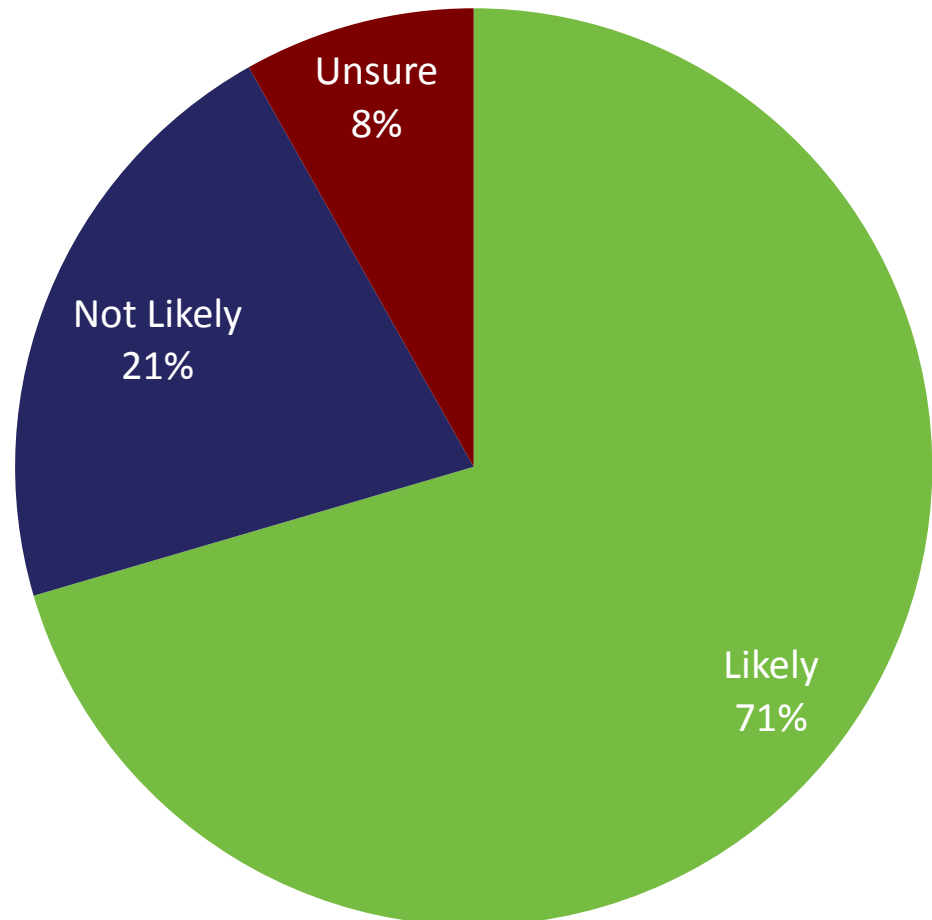
I/my family needed health insurance	49%
I heard about the law that I have to buy health insurance	35%
I/my family wanted low cost insurance	17%
I was encouraged by friends or family	11%
I/my family wanted help paying for insurance	11%
I/my family needed medical care immediately	10%
I/my family have long-term medical care needs	5%
Easiest and convenient way	4%



If HPF Offered, likelihood of buying adult/family dental

There was significant interest in having adult/family dental plans on HPF.

Q: If the Healthplanfinder sold dental plans for adults and families, how likely would you be to purchase a dental plan through Healthplanfinder?



How Can HPF Better Meet Needs of WA Residents?

We know we need to continue to improve our system functionality to better meet the needs of our customers.

Q: Is there anything else would like to add that will help Healthplanfinder better meet the needs of residents here in Washington?

Improve customer service experience	18%
Improve website experience	17%
Improve or clarify application	12%
Cover more types of care, dental and vision	11%
Lower costs, more affordable	9%
Better tools to compare plans and find doctors	8%
Plans with more doctors, my doctor	4%



Next Steps

- Discuss results of consumer survey and how these learnings can improve customer experience further
- Release detailed findings for further analysis
- Continue conversations with Board and Committees





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