

3 reasons your health plan members **don't trust you**

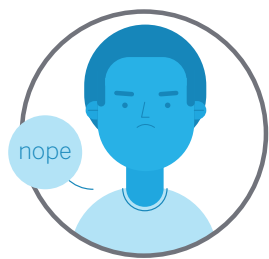
Although health plans have the insight and experience members need to navigate the health care system, engagement remains a serious challenge. The truth is that consumers don't see health plans as a viable source for health information. **To understand how to be that source, health plans have to understand what their members are **thinking**, **feeling**, and **doing**.**



This is Stan.

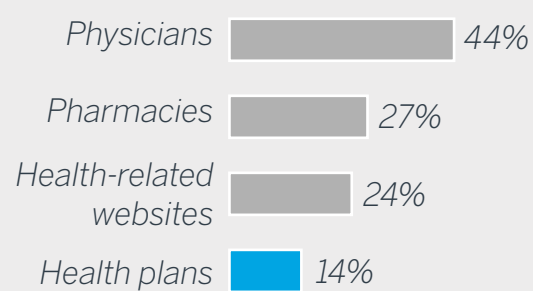


Stan is a member of your health plan.



Does Stan **think** you're a trusted information source?

Percentage of consumers who report "a lot" of trust in...



If Stan has a health issue, who does he trust to give him the best information? Our survey says health plans are the last place he'll look for help.



This is Pam.

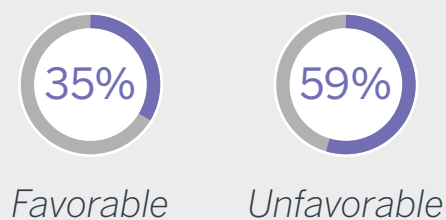


Pam is a member of your health plan.



How does Pam **feel** about her health plan?

Ever wonder what percentage of your new customers actually like the insurance they just bought?



If Pam connects emotionally with her doctor, why doesn't she connect emotionally with her insurer? They both want her to get better!



This is Rick.

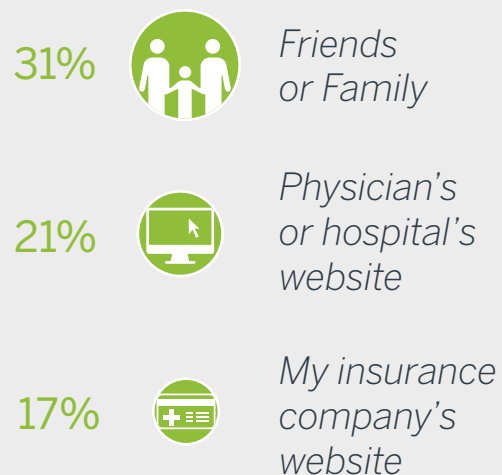


Rick is a member of your health plan.



Is Rick **doing** anything with your health plan?

When your customers need to find a specialist, who do they ask?



When Rick needs to schedule a doctor's appointment, who does he seek out to find a doctor? Our survey says it's not you.