

# Recent Insurance Experience: Disability

## ***Disability Claims Satisfaction Tracking Study***

- ✓ Ongoing telephone interviews with LTD and STD claimants to understand their satisfaction with the claims submission process and payment experience and identify improvement priorities

## ***Impact of Disability PR Study***

- ✓ In-person focus groups followed by a large-scale online survey with individuals who experienced an LTD; the research explored the impacts of a long-term disability and the potential mitigation of owning disability insurance and was used for public release



## ***Ad and Message Test***

- ✓ Webcam focus groups with individuals who are members of an association to explore reactions to various direct marketing offers (disability, life, dental) and identify ideal messaging and channel

## ***Disability Direct Marketing Evaluation***

- ✓ Online quantitative survey of those who did and did not purchase LTD insurance as a result of an emailed offer; assessed reactions to the offer and explored reasons for purchase/non-purchase

## ***Care Network Study***

- ✓ In-depth telephone interviews followed by an online survey with care experts, disability claimants, and their caregivers to understand perceptions of and potential interest in a new disability concept