

# Health Insurance Experience: Consumer

## **Member Segmentation**

- ✓ Focus groups followed by a large-scale online survey with health insurance members using a multivariate segmentation approach to identify and profile key market segments. Results were used to identify the messages and themes that resonate with each segment.

## **Member Journey Research**

- ✓ In-person focus groups were used to explore member needs, expectations, and pain points when interacting with their health insurance company. The goal of the research was to find opportunities to improve the member experience and identify ways to better communicate with members at each stage of their journey.



## **Patient Non-Compliance Research**

- ✓ Focus groups with female health insurance members who were overdue for health screenings (Mammogram or PAP smear) to identify members' barriers to having regular exams and inform communication strategies to help overcome obstacles.

## **Members' Digital Experience**

- ✓ Webcam, in-depth interviews were conducted using a platform that allows the interviewer (and client observers) to watch as the respondents use the website and member portal in real-time. The purpose of this study was to identify members' pain points while attempting to complete various tasks.

## **Medicare Advantage Optimization**

- ✓ An online quantitative survey with Medicare Advantage customers using a discrete choice exercise to optimize the ideal Medicare Advantage product.