

Recent Insurance Experience: Ancillary Products

Critical Illness Experience

- ✓ Online bulletin board discussions, followed by an online quantitative survey with individuals who experienced a critical illness to explore their attitudes, risk perceptions, and potential interest in various types of critical illness product concepts.

Perspectives on Critical Illness

- ✓ Large-scale online quantitative survey with general population consumers via panels to understand consumers' perceptions of and concerns about experiencing a serious medical condition



Accident Brand Positioning

- ✓ Pre- and post-launch online quantitative survey with brokers to explore the Accident marketplace as well as brand and product perceptions; research included perceptual mapping of competitors

Cancer Product Test

- ✓ Online survey among consumer panel to understand the potential appeal of a cancer product; explored the importance of various plan features, identified motivators of and barriers to purchase, and evaluated pricing

Business Travel Insurance Study

- ✓ Online survey with benefits managers to learn trends in the market and assess purchase drivers and brand decisions to inform customer value proposition development