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Four Ways to Overcome Member Health Plan Challenges

Overall satisfaction with Commercial Member Health Plans is **down -13 points YOY**, driven by declines in satisfaction for:



What can be done to improve satisfaction for plan members?

1.

Invest in customer service:

In 2023, there is a **+3 point YOY increase** in having to repeat information to a customer service representative. There is a +120 overall satisfaction gap among members not having to repeat information vs. those who do have to repeat information.

2.

Strive for meaningful member engagement:

Personalized tools and resources relevant to individuals' health conditions can increase member engagement. In fact, when members find communication materials useful, they have a **100+ point higher** overall satisfaction index score (vs. not finding communications useful).

3.

Onboarding is key:

Net Promoter Score for new members is poor, suggesting that new members are not receiving clear information and support on how to navigate their healthcare benefits. Of those members who report receiving critical member orientation information, **87% say it was useful.**

4.

Inform and communicate early and often:

Member understanding of coverage for prior approvals, out of network benefits, and using health reimbursement or HSAs remains an **opportunity for improvement.**