

J.D. POWER

Top Three Things Healthcare Digital Experiences Need to Get Right

The likelihood to renew in the individual Medicare Advantage market is strongly associated with high overall satisfaction with digital experience. In fact, a strong digital experience can more than double plan loyalty.

To improve your digital channels and retain your plan members, focus on the most impactful digital experience KPIs (key performance indicators) which can be summarized into these three categories:

1**EASE OF USE/
FINDABILITY****2****UNDERSTANDING
COVERAGE/
USAGE****3****FEATURES/
FUNCTIONALITY**

J.D. Power has the digital insights you need to save resources and increase satisfaction.

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