Insight Driven Health

Digital-savvy consumers price shop, but better service is more of a driver for them.

What are the most important reasons why you want to shop around or explore your health insurance options? (Select up to 2)

- **To get a better price or value**
  - Savvy: 27%
  - Experimental: 43%
  - Transitional: 40%
  - Traditional: 37%

- **To get customer service and solutions via digital/mobile interactions**
  - Savvy: 23%
  - Experimental: 6%
  - Transitional: 4%
  - Traditional: 3%

- **To get better customer service**
  - Savvy: 18%
  - Experimental: 9%
  - Transitional: 11%
  - Traditional: 10%

Source: Accenture 2015 Health Consumer Survey