

Is your organization keeping up with the evolving health care delivery system?

(Hint: This comprehensive survey assessing the impact of plan design on the behavior and attitudes of health care consumers may help).

The Employee Benefit Research Institute and Greenwald Research present the **Consumer Engagement in Health Care Survey**.

The survey tracks trends in enrollment in HDHPs and HSA-eligible health plans, satisfaction with health care, and cost-conscious decision making. In addition, the survey details the use of health insurance and services with segmentation analysis and assesses how employer coverage of pre-deductible coverage on chronic conditions — such as mental health, diabetes and breast cancer — impacts health insurance selection. The survey also examines how open enrollment impacts decision making and uncovers the drivers and barriers to HSA adoption among HDHP enrollees.

As an official survey partner, your company or organization will be invited to:

- ✓ Participate in the development of the survey questionnaire.
- ✓ Take part in market research readout sessions.
- ✓ Access raw data for corporate insight and analysis.
- ✓ Receive comprehensive survey results including underlying data.
- ✓ Become an industry leader and spokesperson by joining conference panels and webinars.
- ✓ Utilize survey results for marketing and communications program efforts.
- ✓ Review researcher analysis on trends in enrollment in HDHPs and HSA-eligible health plans, satisfaction with health care, and cost-conscious decision making.
- ✓ Enjoy the recognition with an extended earned and paid news media outreach along with social media campaigns that are valued in excess of \$150,000.

Past survey sponsors include **Blue Cross Blue Shield Association; HealthEquity, Inc.; Segal; TIAA; UMB Financial; and Voya Financial.**

Contact Masha Romanchak at Romanchak@ebri.org or (202) 775-6360 to become a partner today. Sign up by summer to take full advantage of partnership!

Timeline:

Summer — Kickoff

Fall — Fielding & Analysis

Winter/Spring — Survey Findings Campaign

“**The survey provides important national data about the growth of high-deductible plans and its impact on health care consumers. It also takes a critical look at consumer engagement and value-based health insurance design.**

— Paul Fronstin, Ph.D.,
Employee Benefit Research Institute”

Become a Consumer Engagement in Health Care Survey Partner Today!

Tax-Deductible Contribution: \$13,500.

This survey is sponsored by the Employee Benefit Research Institute Education and Research Fund, a 501(c)(3) nonprofit organization.

