

New Research: The importance of optimizing member experiences to build emotional loyalty

True emotional loyalty is earned.

Our foundational **Humanizing Loyalty** research identified six key drivers that must be present to earn genuine emotional loyalty.

In our latest research, we asked respondents to rank the importance of a variety of brand attributes and how the insurers they engage with most are delivering in these areas. Each attribute explored aligns to one of the three themes shown here.

Trust & Reliability

Appreciation & Investment

Empathy & Shared Values

The right foundation: Members prioritize clear communication and transparency from insurers.

TOP 5 MOST IMPORTANT BRAND ATTRIBUTES

Keeps my personal information secure (and is transparent about its use)	92.4%
Lives up to its promises	92.4%
Has transparent and fair claims processing	92.2%
Provides valued products, services, or experiences	91.9%
Clearly communicates benefits, policy details, and coverage changes	91.9%

Survey respondents were asked to identify the most important brand attributes when choosing a health insurer.

The top 5 directly align with the **Trust & Reliability** emotional loyalty drivers.

Room for growth: Gaps exist between member expectations and how insurers are delivering.

Delivering on member expectations has never been more important.
Does your strategy address these key areas of opportunity?

TOP 5 MOST SIGNIFICANT GAPS

- Makes changes based on member feedback
- Supports underserved populations
- Treats their employees/staff well
- Provides flexible options for paying premiums and claims
- Resolves issues quickly, completely, and without question

 TRUST & RELIABILITY  APPRECIATION & INVESTMENT  EMPATHY & SHARED VALUES

(MEDICARE, MEDICAID, EMPLOYER-SPONSORED, MARKETPLACE)

Interested in how our research can inform your strategy?

SCHEDULE YOUR CONSULTATION NOW