

Health Insurance - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Consumers are becoming more price sensitive as they negotiate the shifting healthcare landscape. With cost concerns at the top of consumers’ minds, providers can ensure they offer value in terms of service, incentives, and technology.

– Monica Staco, Category Manager Financial Services

This report looks at the following areas:

- Can health insurance providers keep consumers happy in face of rising costs?
- How can providers sell convenience and service?
- How can providers meet the needs of Hispanics?

The health insurance industry is undergoing revolutionary changes that are providing a multitude of new opportunities for providers. Nearly 12 million new consumers are estimated to be enrolling in healthcare by the end of 2015. The rise of exchanges has brought choice and personal responsibility to the retail market on a vast new level. Providers need to demonstrate how their plans can meet the needs of consumers which are described throughout this report. Consumer attitudes regarding cost, service, and technology are just a few of the insights available in the report.

This report builds on the analysis presented in Mintel's *Health Insurance – US, June 2014* report.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend Application

Trend: Help Me Help Myself

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American Medical Association (AMA)

Independent Insurance Agents & Brokers of America Inc.

Insurance Information Institute (III)

The Kaiser Family Foundation

National Association of Health Underwriters (NAHU)

National Association of Insurance Commissioners (NAIC)

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