

Health Insurance - US - October 2019

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"The vast majority of American consumers have health insurance, but trust in the overall industry is fairly low. Consumers are not given a diverse number of choices, mainly due to the fact that most have health insurance through their employer."

- Jennifer White Boehm, Associate Director - Financial Services & Automotive

This report looks at the following areas:

- The increased need for transparency
- A relationship not built in choice – need to prove worth through customer service
- Look to the future – make sure to stay ahead of what's to come

The overall insurance market has been slower to embrace change than other parts of financial services. As startup brands partner with legacy companies, they are pushing the industry forward to embrace new technologies and new business strategies. The IoT (Internet of Things) will continue to push medical care forward, and allow consumers to be more proactive in their own healthcare, thereby forcing insurance companies be more proactive in their relationship with their customers.

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DID YOU KNOW?

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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