

Health Insurance - US - June 2014

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“Now that the first open enrollment period for the ACA has ended, it is clear that it has been successful in reducing the ranks of the uninsured, including – and perhaps surprisingly – among young people.”

- Robyn Kaiserman, Financial Services Analyst

This report looks at the following areas:

- Has the ACA been successful in enrolling the uninsured?
- Have younger people enrolled in the ACA?
- How can insurers and employers increase the effectiveness of wellness programs?

This report covers the attitudes and behaviors of consumers toward health insurance and their knowledge of the ACA. It explores the type of insurance they own, how they want to get information from their health insurance carriers, and the type of wellness programs they are most aware of and are most interested in utilizing.

For the purposes of this report, Mintel has used the following definitions:

This report includes information on the behavior of respondents aged 18+ who have access to the internet. They may have health insurance purchased on their own or offered through their employer.

This report builds on the analysis presented in Mintel's *Health Insurance – US, July 2013*, as well as *Health Insurance and Medicare – US, May 2011*, *Health Insurance and Wellness Programs – US, February 2010*, and *Health Insurance – US, April 2009*.

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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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