

Health Insurance - US - August 2016

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"The Affordable Care Act passed in 2010. Insurance companies and consumers are finding out the benefits and challenges of healthcare reform. Changing demographics, innovative technology, and new expectations are shifting the landscape. The presidential election adds uncertainty.

Insurers need to be nimble to compete."

-Robyn, Kaiserman, Senior Financial Services Analyst

This report looks at the following areas:

- Costs are still a primary concern – and they are still rising
- Most consumers don't understand the information their insurance company provides
- How will the upcoming election affect the Affordable Care Act (ACA)?

This Report covers the state of the health insurance industry in America. Issues include the changing demographics of America, the effect of the ACA, and the impact technology is having and will continue to have on the industry. It builds off Mintel Reports Health Insurance – US, June 2014 and Health Insurance – US, June 2015.

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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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