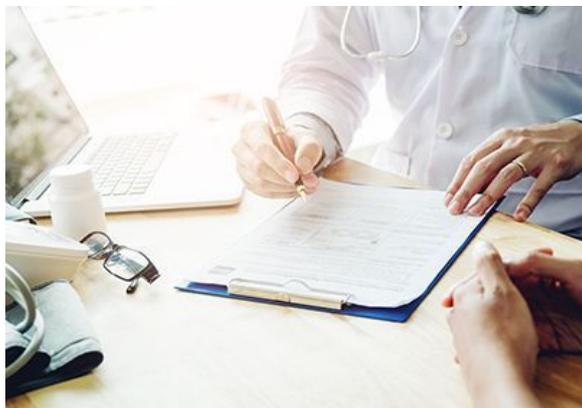


## Health Insurance - Canada - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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“As Millennials are less likely to have employer coverage and more likely to buy health insurance directly, insurers may want to enhance their digital offerings and capabilities to increase online sales.”

– **Sanjay Sharma, Senior Financial Services Analyst**

This report looks at the following areas:

- Drug and dental are the most common health insurance products
- Sun Life, Manulife and Great-West Life are used more
- Major life event is the top purchase trigger
- Limited interest in buying health insurance through apps

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