

## Health Insurance - Canada - July 2014

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“Leveraging themes of peace of mind and risk avoidance are factors which could boost engagement with the market.

The increased use of positive associations such as these could make Canadians think more positively rather than negatively about health insurance.”

– Sanjay Sharma, Senior Financial Services Analyst

### This report looks at the following areas:

- Building trust through greater clarity and transparency
- Winning over the Chinese Canadian consumer
- Marketing the peace of mind and risk avoidance themes
- Engaging the disengaged consumer

Canada has a government-funded national health insurance program, often referred to as Medicare. Private health insurance is intended to cover certain services that the government system does not cover or covers only partially. In Canada, most dental and vision care, and a considerable proportion of outpatient drug costs, are funded privately. Consumer data for this report underline the importance of these types of insurance.

This report covers the drivers of the supplemental health insurance market in Canada, consumer data related to ownership, choice of provider, purchase decision factors/triggers, emerging trends, brand communications/social media and attitudes towards health insurance.

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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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