

## Sponsor the 2023 Consumer Engagement in Health Care Survey

This study, conducted by the Employee Benefit Research Institute and Greenwald Research, provides reliable national data on the growth of high deductible plans and their impact on the behavior and attitudes of health care consumers. It also looks more broadly at consumer engagement and value-based health insurance design.

EMPLOYEE BENEFITRESEARCH INSTITUTE

As a sponsor, you'll receive reliable longitudinal analysis on:

- ✓ Trends in enrollment in HDHPs and HSA-eligible health plans,
- ✓ Satisfaction with health care, and
- ✓ Cost-conscious decision making.

Our current lines of inquiry will enable you to:

- ✓ Identify unique attributes of women's use of health insurance and services
- ✓ Assess how employer-coverage of pre-deductible coverage on chronic conditions, such as mental health, diabetes, and breast cancer impacts health insurance selection
- ✓ Understand how open-enrollment impacts decision-making
- ✓ Uncover the drivers and barriers to HSA adoption among HDHP enrollees

Benefits of partnering:

- ✓ Participate in the development of the survey questionnaire
- ✓ Take part in market research readout sessions
- ✓ Access raw data for other corporate insight and analysis
- ✓ Become an industry leader and spokesperson by joining conference panels and Webinars
- ✓ Enjoy the recognition with an extended earned and paid news media outreach along with social media campaigns that are valued in excess of \$250,000

**Align your brand with  
the longest-running  
annual survey assessing  
the impact of plan design  
on the behavior and attitudes  
of health care consumers.**

- ✓ Project Kick-off: July 2023
- ✓ Survey Fields: October/  
November 2023
- ✓ Study Release: Winter 2024

**Current Survey Funders:**

Blue Cross Blue Shield Association  
HealthEquity, Inc.

Segal  
TIAA  
UMB Financial  
Voya Financial

Sponsorship Investment: \$13,500.

Early Bird Special! \$500 discount for those that pay before October 15!

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