

Would You Recommend Your Health Plan?

While recent research findings indicate that Americans are, in large part, satisfied with their health plan, the likelihood of their recommending it to friends or coworkers varies, according to new research from the nonpartisan Employee Benefit Research Institute.

According to the Consumer Engagement in Health Care Survey, in 2012, as in previous years of the survey, individuals in a consumer-driven health plan (CDHP) or an high-deductible health plan (HDHP) were found to be less likely than those in a traditional plan both to recommend their health plan to friends or co-workers.

The percentage of CDHP enrollees reporting that they would be extremely or very likely to recommend their plan to friends or co-workers increased from 30 percent to 39 percent between 2006 and 2007 and reached 45 percent in 2009. It then dropped to 37 percent in 2010 and rebounded to 41 percent in 2011, holding at 40 percent in 2012.

One-half (52 percent) of traditional-plan enrollees were extremely or very likely to recommend their plan in 2012, compared with 29 percent of HDHP enrollees.

More information can be found in the August *EBRI Notes* article, "Satisfaction with Health Coverage and Care: Findings from the 2012 EBRI/MGA Consumer Engagement in Health Care Survey at www.ebri.org/pdf/notespdf/EBRI_Notes_08_Aug-13_RetPart-CEHCS1.pdf

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