

Is your organization evolving with today's ever-changing health care delivery system?

(Hint: Becoming a Consumer Engagement in Health Care Survey partner will allow your organization to gain firsthand knowledge and insight about the evolving impact of plan design on the behavior and attitudes of health care consumers.

The Employee Benefit Research Institute and Greenwald Research present the **Consumer Engagement in Health Care Survey**. This is an online survey of privately insured adults ages 21–64 and is conducted to provide reliable national data on the growth of consumer-driven health plans and high-deductible health plans and its impact on the behavior and attitudes of health care consumers.

New survey topics this year include:

- ❖ Prescription drug benefits, digital support apps, copay assistance, cost sharing.
- ❖ Health technology, AI, tech-based solutions and wearables.
- ❖ Health care literacy, coverage options, health care services, health savings accounts.
- ❖ Evaluation of benefits.

As an official survey partner, your company or organization will be invited to:

- ✓ Participate in the development of the survey questionnaire.
- ✓ Take part in market research readout sessions.
- ✓ Access raw data for corporate insight and analysis.
- ✓ Receive comprehensive survey results including underlying data.
- ✓ Become an industry leader and spokesperson by joining conference panels and webinars.
- ✓ Utilize survey results for marketing and communications program efforts.
- ✓ Enjoy the recognition with an extended earned and paid news media outreach along with social media campaigns that are valued in excess of \$150,000.

Past survey sponsors include Blue Cross Blue Shield Association; CareFirst; HealthEquity, Inc.; Inspira Financial; Segal; TIAA; UMB Financial; and Voya Financial.

Contact Masha Romanchak at Romanchak@ebri.org or (202) 775-6360 to become a partner today. Sign up by summer to take full advantage of partnership!

Timeline:

Summer — Kickoff

Fall — Fielding & Analysis

Winter/Spring — Survey Findings Campaign

“**The survey provides important national data about the growth of high-deductible plans and its impact on health care consumers. It also takes a critical look at consumer engagement and value-based health insurance design.**

— Paul Fronstin, Ph.D.,
Employee Benefit Research Institute”

Become a Consumer Engagement in Health Care Survey Partner Today!

Tax-Deductible Contribution: \$13,500.

This survey is sponsored by the Employee Benefit Research Institute Education and Research Fund, a 501(c)(3) nonprofit organization.

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