

Vermont Health Benefit Exchange

Benchmark Survey Findings

April 30, 2012



Goals

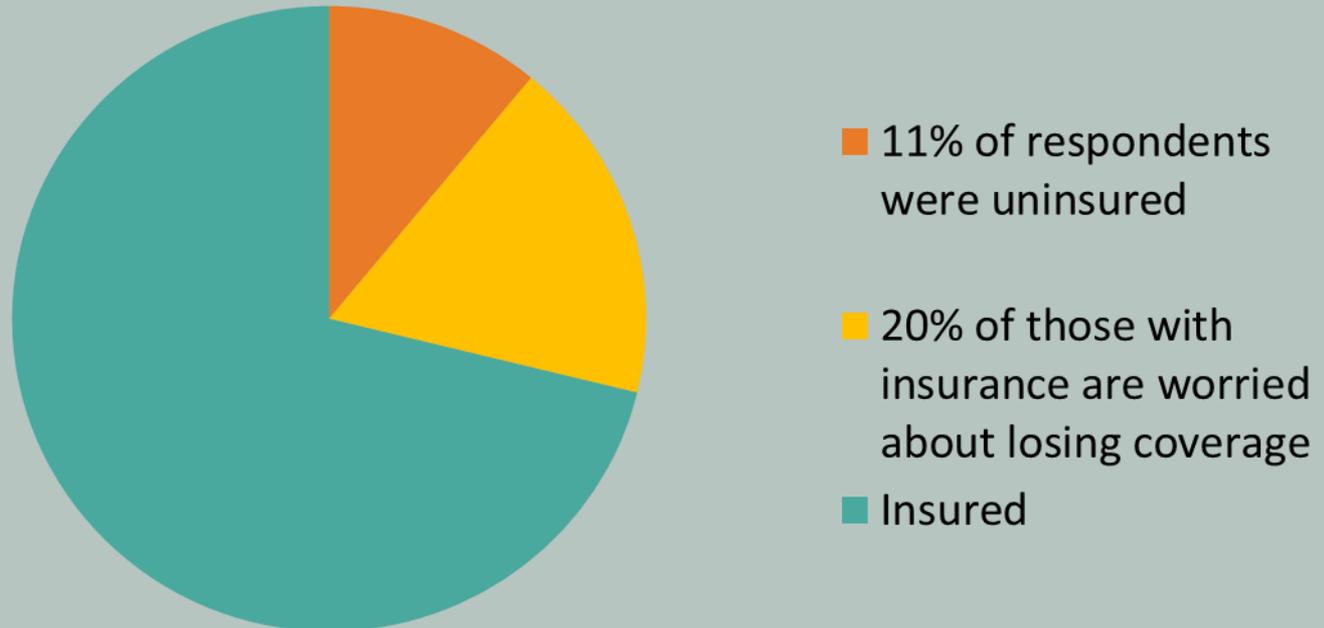
- Establish benchmark metrics for the Exchange
- Hear directly from Vermonters across the state on their priorities, needs and interests
- Inform the development of the Navigator program and Outreach and Education plan

Methodology

- Statewide telephone survey
- 1,004 residents 18 and older
- Conducted March 17 through 25, 2012
- Margin of sampling error is + 3.1 percentage points
- Interviewing was conducted by landline and cell phone

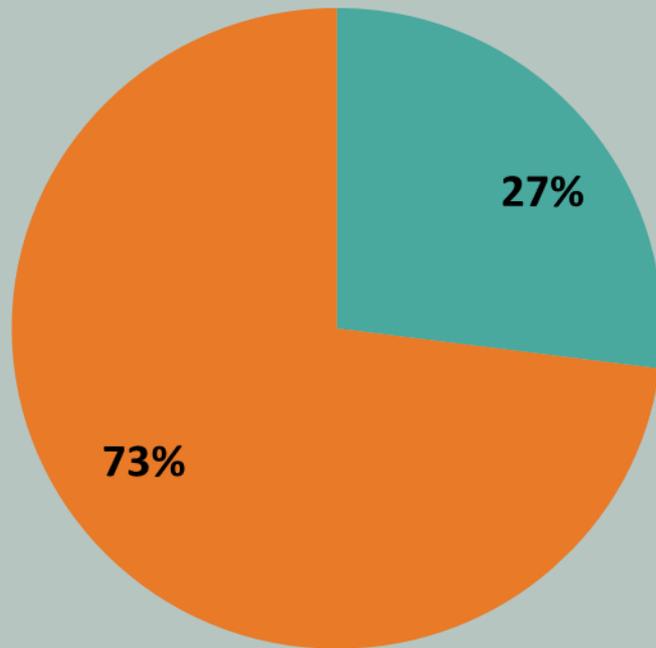
The Need

In all, nearly 30% of Vermonters are uninsured or worried about losing health coverage.



Gauging Awareness and Interest

Most Vermonters (73%) have not yet heard anything about the Exchange.



Still, 3 out of 4 respondents say they would be interested in using a website to find, compare and buy health insurance.

Reasons to Use the Exchange

- **All plans on the website will cover basic services (83% were motivated by this statement)**
- **The website will have side-by-side comparisons of health plan benefits and prices (81%)**
- **Insurance plans cannot deny coverage to people with pre-existing conditions (80%)**

Getting Help

Respondents were asked how they would prefer to get help comparing and signing up for a plan

- **59% prefer in-person assistance**
- 47% prefer telephone
- 30% prefer online

(For this question, respondents were allowed to select more than one option.)

Getting Help

Respondents are interested in getting help using the website from a variety of entities

- **Someone at a doctor's office or clinic – 85%**
- Someone at a local organization in your community – 75%
- Someone from a health insurance company – 69%

Getting Help

Respondents were asked what kind of help they would want using the website

- Understanding what is covered and not covered by a plan (83%)
- Understanding what insurance lingo and terms mean (82%)
- Figuring out the difference between plans (77%)
- Filing claims (77%)

Spokespeople

Vermonters are interested in hearing about the Exchange from...

- **Someone who has used the Exchange (81%)**
- **A doctor or nurse (81%)**
- **A hospital or clinic (78%)**

After learning more...

- After learning more about the Exchange, 86 percent say they would be interested in using the website if they were uninsured in 2014.

Next Steps

- Draft an outreach and engagement plan
- Begin to develop the bones of the Navigator program

Questions?