

INTRODUCING THE HEALTH PLAN EXPERIENCE BENCHMARK



Competitive insights to shape your digital future

Corporate Insight's Health Plan Experience Benchmark is the only annual study that provides an unbiased assessment of leading health insurer websites and mobile apps from the perspective of the actual end user. Our proprietary grading criteria and analytical framework give you a clear view of how the digital platforms of the nation's top health insurers stack up against each other in terms of design, navigation, functionality and usability. With this definitive guide to the best health plan digital platforms, you receive:

- Rankings of 23 leading health plan websites and mobile apps
- Identification of leading players in every category
- Insights into best-in-class digital experiences, with illustrative screen shots
- Analysis of your top digital strengths and weaknesses versus the industry
- The confidence to prioritize your digital developments

The Health Plan Experience Benchmark is a must-have resource for any insurer that wants to create a digital experience that delights current members and helps to acquire new ones.



Spotlight review on top performer

Summary highlights of each competitor

The Experience Benchmarks address several pain points for health insurers:

PROBLEM	SOLUTION
"We want to know how to position our strengths versus peers in the marketplace"	CI's Experience Benchmarks will objectively show where your strengths are relative to the competition
"Fighting for budget is always a challenge – we need objective data to build the case for investment"	Benchmarks provide tangible evidence of your competitive gaps
"It's hard to set priorities when we don't know the size & importance of our gaps, and where things are going"	Our data is weighted to reflect cardholder importance/usage; analysis calls out key industry trends
"We need KPIs to see if what we're doing is really moving the needle"	Each firm receives overall and category scores; annual data refresh lets you track your progress over time
"Our competitors are getting higher satisfaction scores for digital than us and we're unsure how to respond"	Benchmarks reveal competitors' strengths & provide recommendations to improve your digital CX

Health Plan Experience Benchmark Framework

CI analysts evaluate eight categories to separately assess the website and mobile platforms:



Coverage & Health Information



Digital Care Tools



Health & Wellness Resources



Design & Navigation



Profile & Settings



Prescription & Pharmacy



Claims



Support

Benchmark Set

- Aetna
- Anthem BCBS
- BCBS of Illinois
- BCBS of Kansas City
- BCBS of Massachusetts
- BCBS of South Carolina
- CareFirst
- Cigna
- EmblemHealth
- Florida Blue
- Harvard Pilgrim
- Highmark BCBS
- Horizon Blue
- Humana
- Independence Blue Cross
- Kaiser Permanente
- Mass General Brigham HP
- Oscar
- Select Health
- Tufts Health Plan
- UnitedHealthcare
- UPMC Health Plan
- Wellmark



For more information on the Health Plan Experience Benchmark including our Custom Experience Benchmarking option, contact us:
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