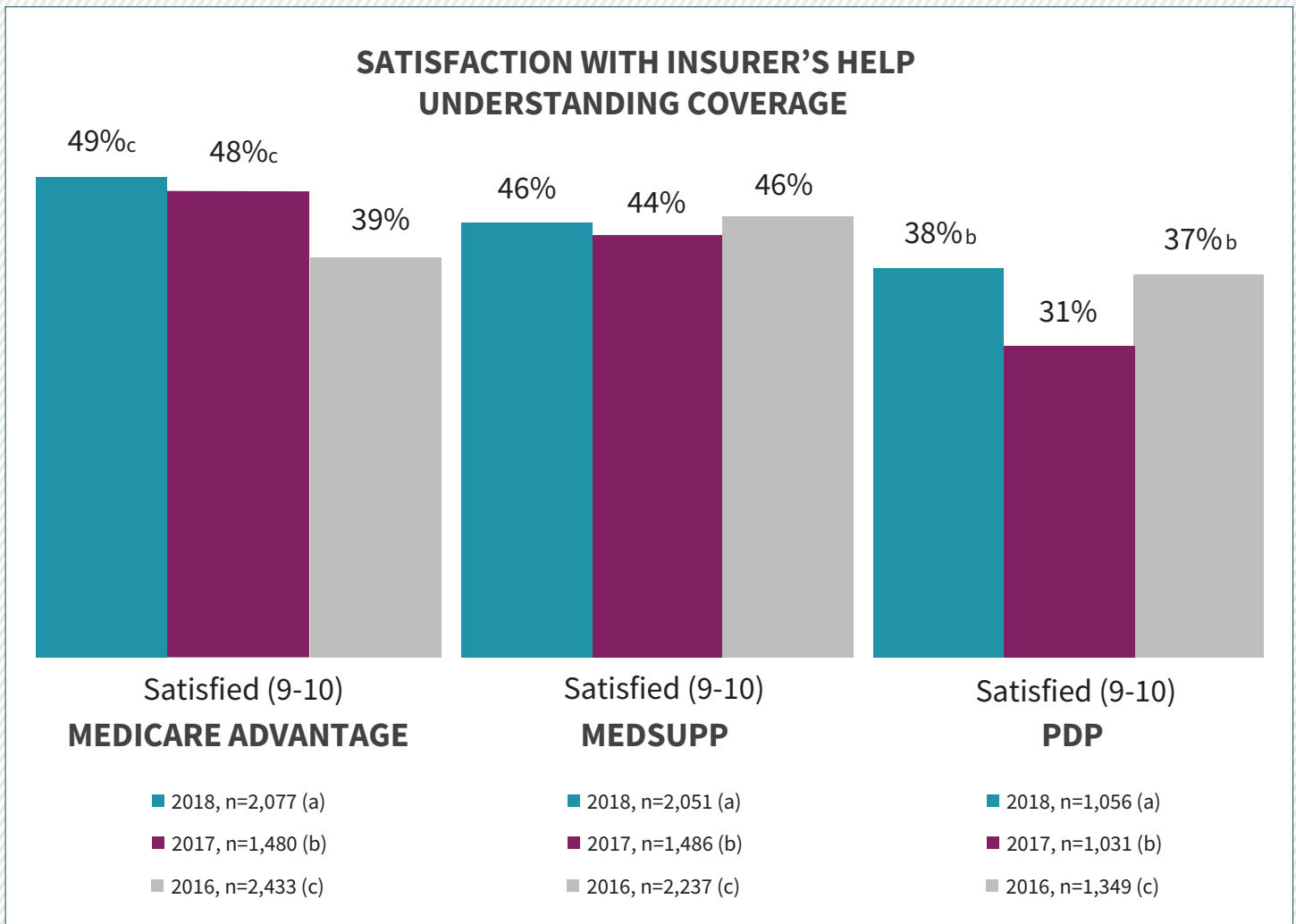


UNDERSTANDING MEDICARE HEALTH COVERAGE IS KEY TO IMPROVING MEMBER EXPERIENCE

SURVEY RESULTS OVER THE LAST THREE YEARS SHOW THAT CONSUMERS' KNOWLEDGE AND UNDERSTANDING OF MEDICARE ADVANTAGE PART D PLANS IS A CRITICAL FACTOR IN DETERMINING THEIR LOYALTY. INSURERS WHO HAVE NOT INVESTED EFFORTS IN HELPING THEIR MEMBERS UNDERSTAND THEIR HEALTH COVERAGE MAY HAVE FALLEN BEHIND AND BE AT A DISADVANTAGE IN TERMS OF MEMBER RETENTION.

MEDICARE ADVANTAGE MEMBER SATISFACTION WITH INSURER'S HELP UNDERSTANDING COVERAGE INCREASED 26% OVER THE LAST THREE YEARS



Source: 2018 Medicare Member Experience Study.

FOR MORE INFORMATION ON THE LATEST RESULTS OF THE
2018 MEDICARE MEMBER EXPERIENCE STUDY,
 EMAIL INFO@DEFTRESEARCH.COM WITH THE SUBJECT LINE "2018 MME."