



On the M/A/R/C®

Bringing health into focus



Open Enrollment for Senior Health Insurance Is Approaching

M/A/R/C® Research's online survey of seniors (ages 65-85) revealed **half** are open to receiving information and/or documentation digitally from health insurance companies, including:

50% Monthly summaries of benefits/claims paid

54% An online application for plan enrollment

60% Online information about available health insurance plans

Digital access and information are important resources to these seniors, and **65%** feel they *must* have online access to their health insurance plans. However, **two-thirds** want to **talk to a person** about their plans rather than *only* accessing information online.

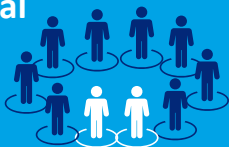


Seniors feel insurance companies are making online access easy.



75% feel health insurance websites are easy to understand and their font sizes are not too small.

8 in 10 prefer to read digital health insurance info on a computer vs. mobile.



Seniors' thoughts on communications from health insurance companies

Only 1 in 10 feel they receive too many emails from them

Only 2 in 10 feel they receive too much postal mail from them



Printed information does not lead to additional digital research, as just **9%** say they will do further research online when they receive information in hard copy.

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