

# AN/BN Survey Results

April 28, 2025



# Background/Survey Details

## Distributed to: Assistance Network and Broker Network

- Certain questions were asked to either broker or assisters.
- Broker & Assister responses used out for this analysis.

Distributed January 29 and open until  
February 12

199 responses

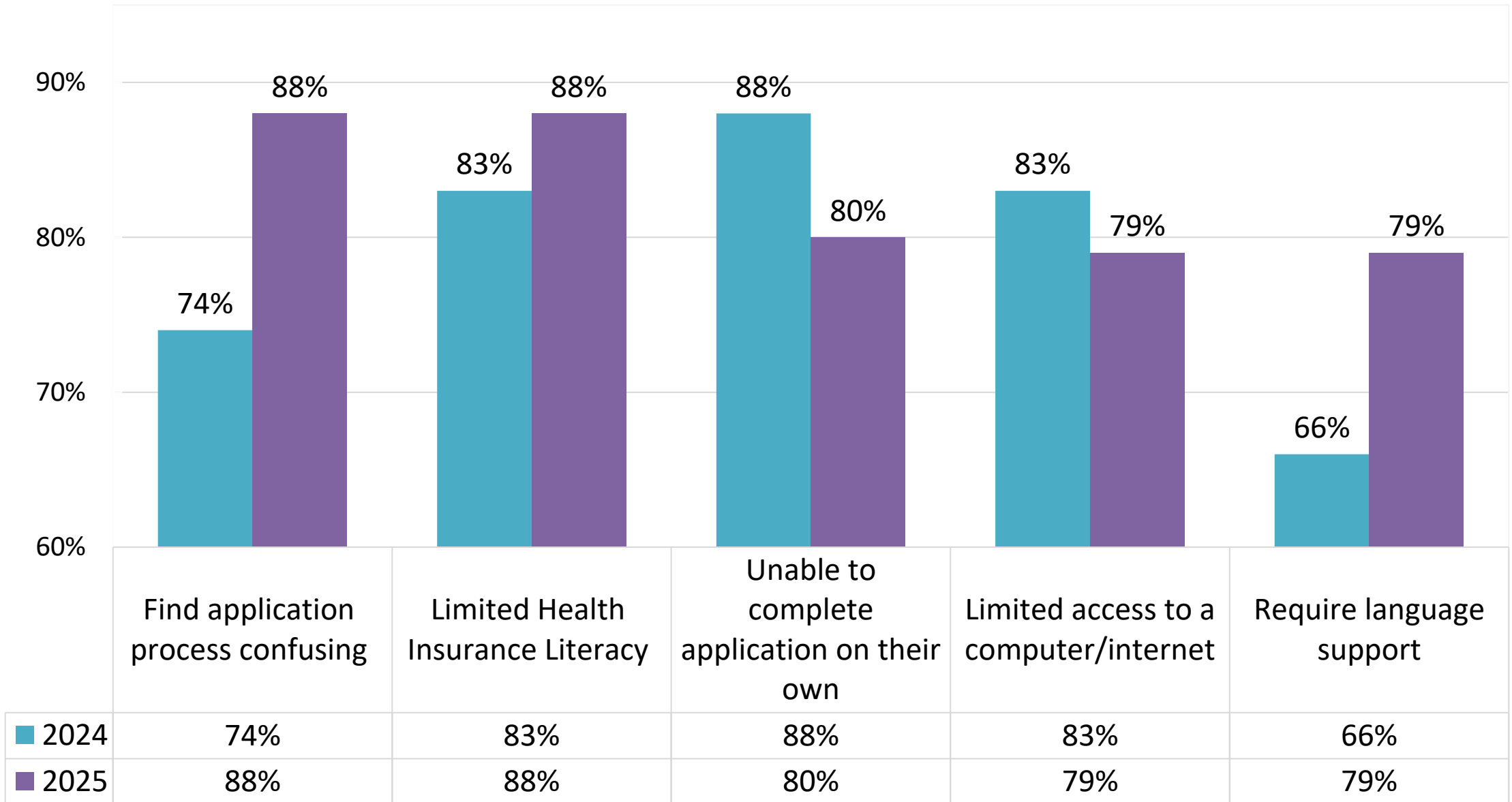
- 135 Brokers
- 64 Assisters

# Key Takeaways

- Top reasons customers seek assistance from Assisters:
  - Find application process confusing
  - Limited health insurance literacy
  - Unable to complete application on their own
- Top reasons customers seek assistance from Brokers:
  - Find application process confusing
  - Limited health insurance literacy
  - Prefer working with a broker
- Premium cost remains the top driver when customers renew or switch their plans.
- Brokers & Assisters find our official communications timely and helpful in staying up to date/informed.

# Assisters

# Why customers seek support from Assisters



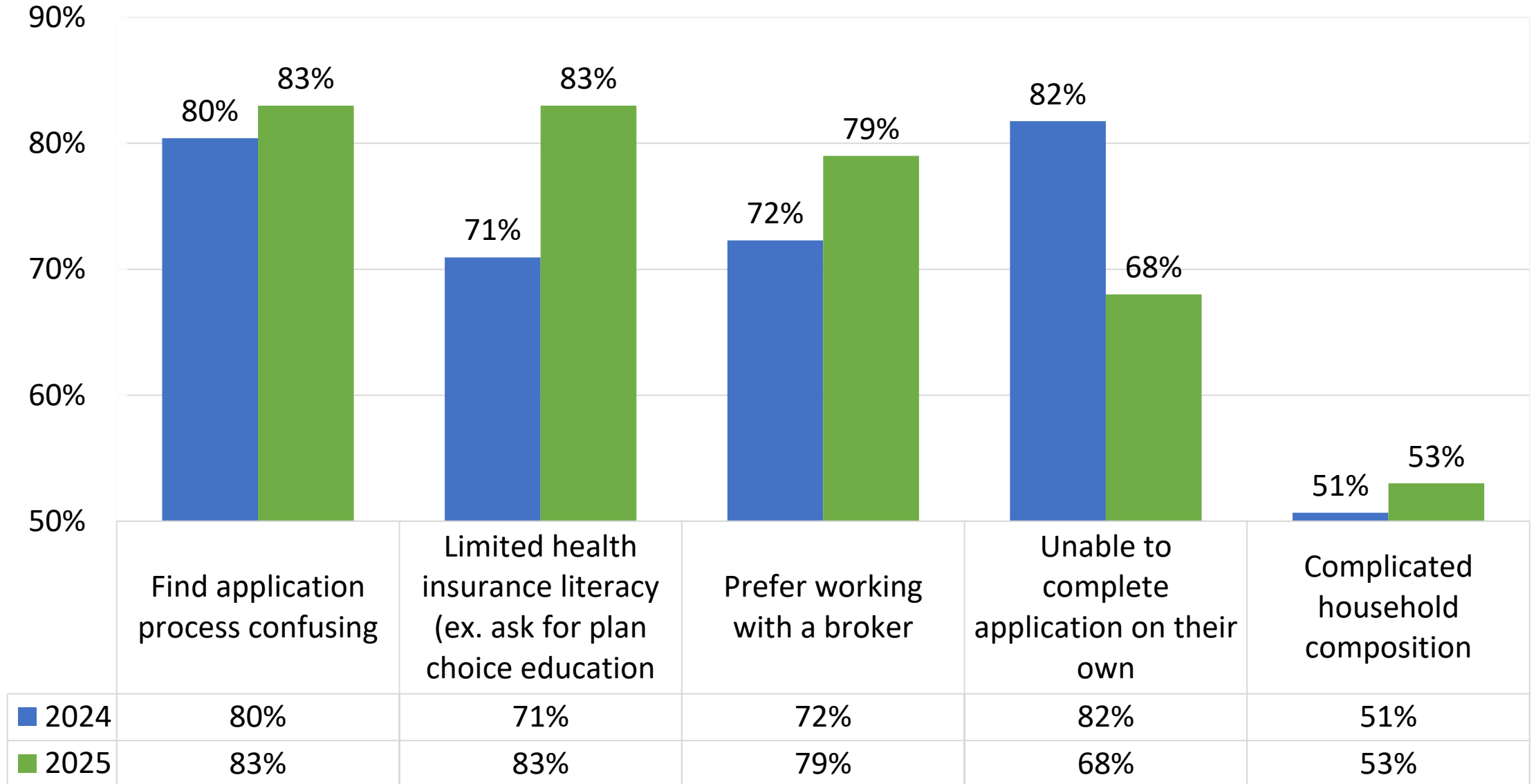
# Important elements for customers

\*1 being not helpful at all, 5 being extremely helpful

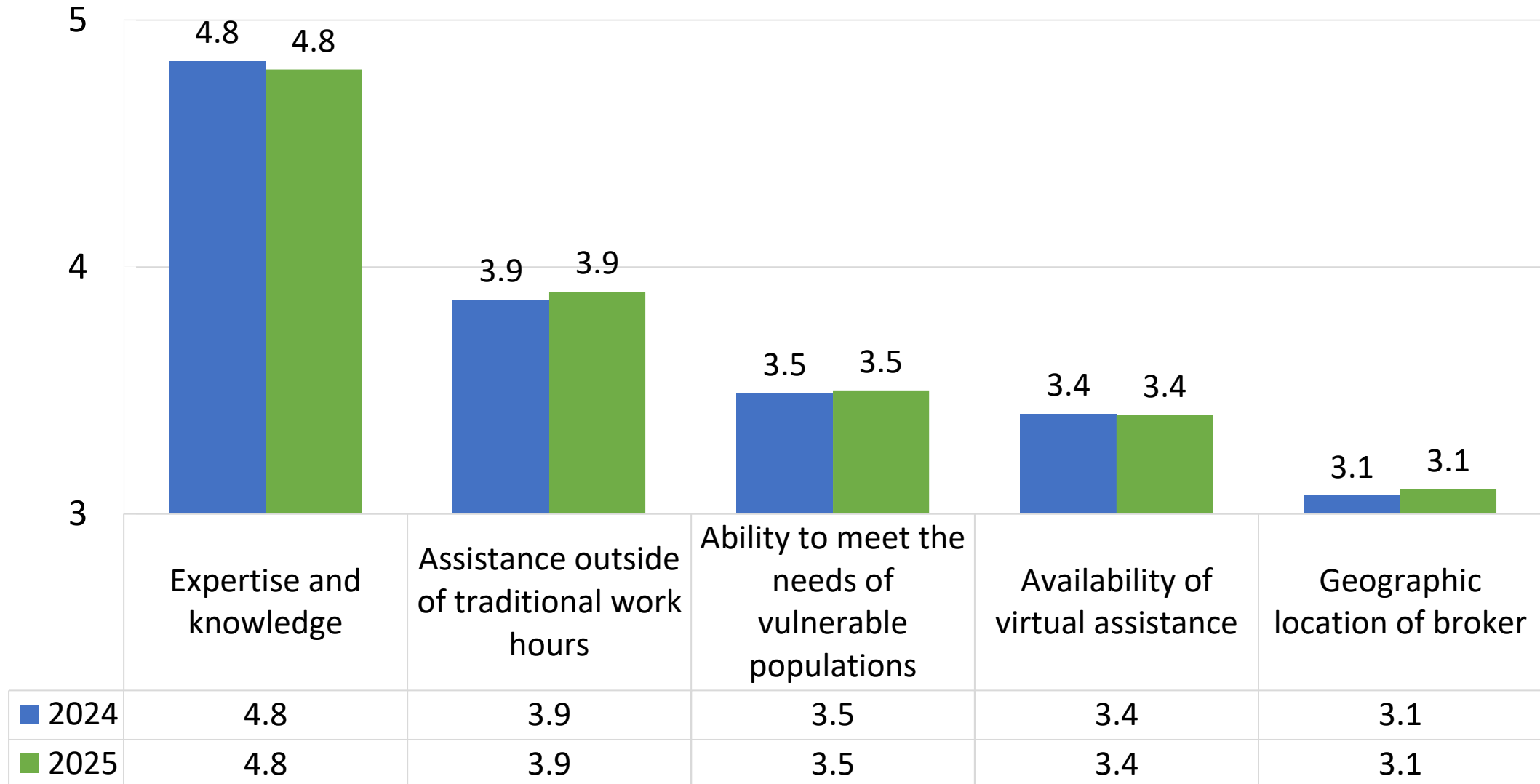


# Brokers

# Why do customers seek support from Brokers?



# Important Elements for Customers

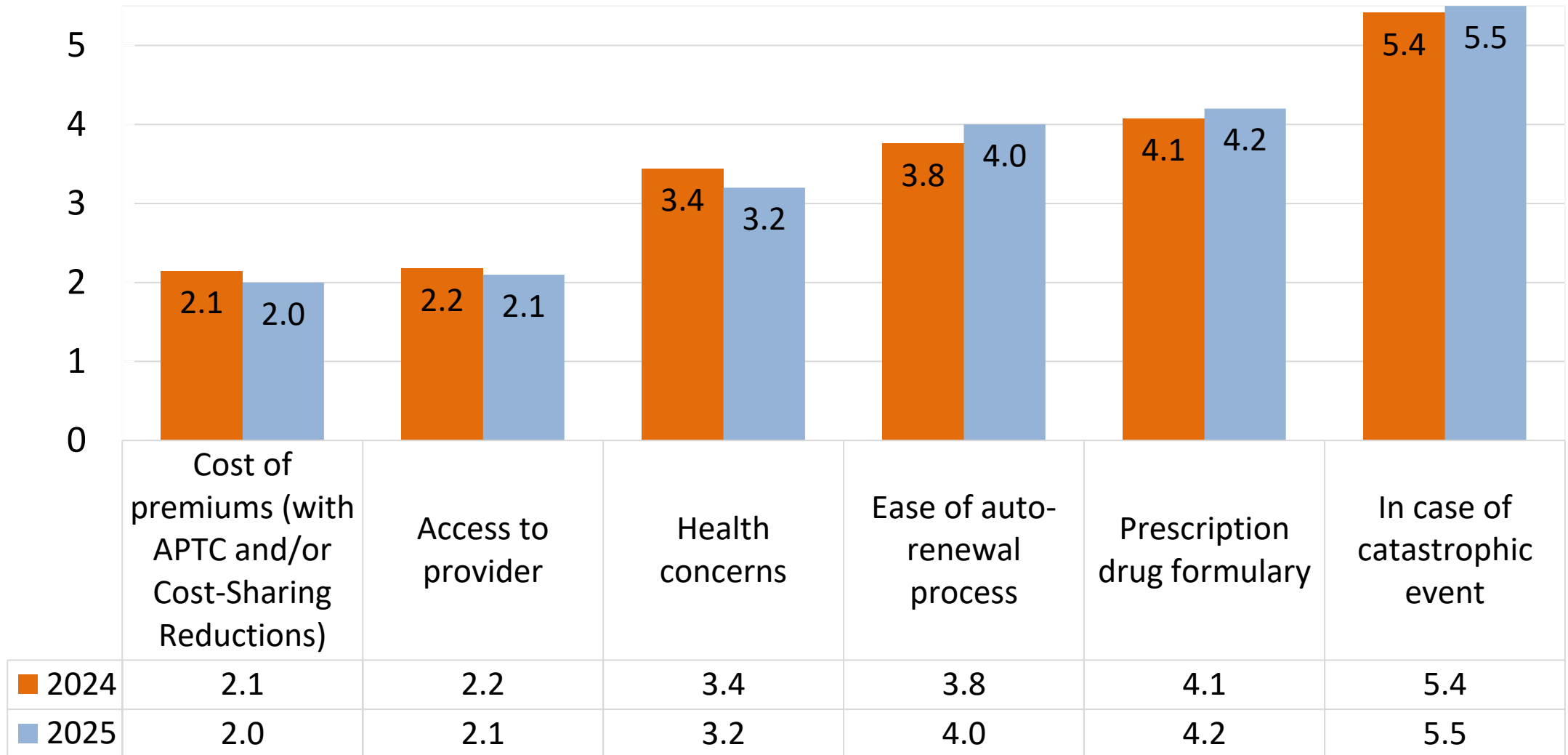


\* 1 being not helpful at all, 5 being extremely helpful

# Enrollment

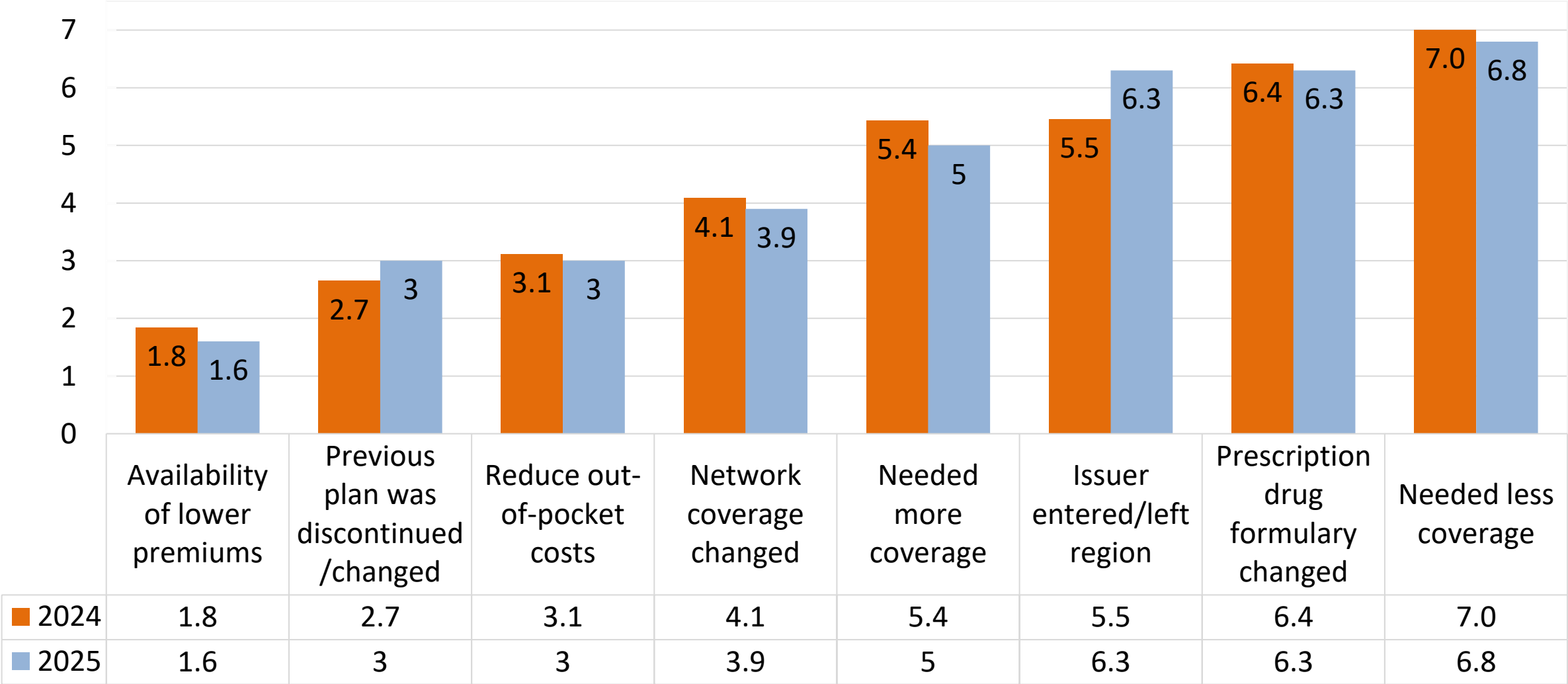
# Reasons for Customers Renewing their Same Plan

**\*Most (1) to least (6) Common**



# Reasons for Customers Switching their Plan

**\*Most (1) to least (8) Common**



# Communications

# Feedback about the clarity/information provided in official communications?

## Top Responses:

- Communications are good/No Additional Feedback
- Noted process improvements/suggestions
- To use more plain language/concise communications
- Faster/Timely communications
- Additional information about renewals

# Find Useful about Official Communications?

## Top Responses:

- **Staying up to date/informative**
  - “I receive important information that assists me to perform my job duties that is accurate and extremely helpful.”
  - “Refreshes my memory on of important information and gives me information I did not know about.”
- **Alerts about updates/changes**
  - “It is useful when we are given dates of expected updates to the system. That way we are prepared to have the information.”
- **Timely**
  - “All information, I feel that I am informed in a timely manner.”
- **Alerts about issues/errors**
  - “They confirm issues that we have identified and give us a hopeful path forward.”

# Are there any examples of situations or problems that you wish were communicated differently in the official communications?

## Top Responses:

- **Faster Communication about Omni Salud Spots/Errors**
  - “When SES opened and immediately went down, we needed more precise and timely updates. There are also some other glitches, that needed more rapid and clear communication.”
- **Communication on Other Topics/Work Arounds**
  - Escalation form, employer sponsored coverage.
- **More Concise Communication**
  - “Maybe get to the point and use less words.”
- **Important Dates/Deadlines during OE**
  - “Enrollment deadlines and steps to achieve them. Send a calendar out so we can add the dates as reminders.”