

2024 Consumer Engagement in Health Care Survey



This study, conducted by Greenwald Research and the Employee Benefit Research Institute, is one of the longest-running studies of the privately-insured health insurance market. It provides reliable national data on the growth of high deductible plans and their impact on the behavior and attitudes of health care consumers. It also looks more broadly at consumer engagement and value-based health insurance design.

BENEFITS OF SURVEY PARTNERSHIP

- ✓ Participate in the development of the survey questionnaire
- ✓ Take part in market research readout sessions
- ✓ Access raw data for other corporate insight and analysis
- ✓ Become an industry leader and spokesperson by joining conference panels and Webinars
- ✓ Enjoy the recognition with an extended earned and paid news media outreach along with social media campaigns that are valued in excess of \$250,000

TOPICS TO EXPLORE:

- Trends in enrollment in HDHPs and HSA-eligible health plans
- Satisfaction with health care
- Cost-conscious decision making
- Understand how open-enrollment impacts decision-making
- Uncover the drivers and barriers to HSA adoption among HDHP enrollees

FOCUS FOR 2024:

- Health technology
- Health literacy
- Mental Health
- Prescription coverage

BECOME A SURVEY PARTNER!

Contact us to learn more about the survey and secure your spot as a topic contributor.

Cost: \$13,500



For more information, contact

Sara Rubinstein at

sararubinstein@greenwaldresearch.com