

2025

Consumer Engagement in Health Care Survey

Kickoff

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August 2025



Fielding

.....
October/November 2025



Results

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January/February 2026

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 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 2025:

- Health technology
- Health care literacy
- Evaluation of Benefits
- 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