



Travel Medical Insurance Study Wave 2 Report



March, 2018

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Background and Methodology



Study Background and Objectives

- In 2015, a survey was conducted by Pollara on behalf of CAFII, as part of an industry review of Travel Medical Insurance requested by the Canadian Council of Insurance regulators, triggered by concerns raised in the media. In 2018, CAFII decided to repeat this quantitative research to determine if consumer perceptions and experience changed over the past three years.
- The specific objectives of this study are to quantitatively test:
 - The general public's perceptions of the travel medical insurance sector and the level of confidence in travel medical insurance
 - Experiences and satisfaction levels with the travel medical insurance purchase process among recent buyers (past 12 months)
 - Experiences and satisfaction with the travel medical claims submission process and outcomes among recent claimants (past 24 months)
- CAFII again engaged Pollara, an independent market research firm, to conduct a Canada-wide study that would provide answers to the aforementioned topics.
- Results of this study are compared to the 2015 benchmark study wherever possible.

Methodology

- Survey conducted nationally between February 16th and March 5th using an online methodology
 - First wave conducted August 17th – 28th, 2015
- Stratified sample in 2018 was increased to 1,200 adult Canadians from 1,000 in 2015 to allow for more in-depth analysis of purchasers and claimants:
 - General population - Non-buyers of insurance, or purchased more than 12 months ago: n=400 (n=400 in 2015)
 - Purchased travel medical insurance over the past 12 months: n=800 (n=600 in 2015)
 - Subsample #1: made a claim over the past 24 months: n=400 (2015 – made a claim over past 12 months n=300)
- Three-part survey, completed by the following respondent groups:
 - Section 1: Perceptions of the travel medical insurance – completed by all respondents (n=1,200; 2015 n=1000)
 - Section 2: Travel medical insurance purchase experience and satisfaction – completed by buyers (n=800; 2015 n=600)
 - Section 3: Experience and satisfaction with travel emergency experience, claims submission and outcomes – completed by claimants (n=400; 2015 n=300)
- Because of very low incidence levels of buyers and claimants, quota were set to ensure that a sufficient number of completes was obtained for these sub-segments

Definitions



Buyers – Consumers who have purchased travel medical insurance in the past year.



Non-Buyer – Consumers who have not purchased travel medical insurance in the past year, whether or not they have workplace or credit card coverage.



Holders – Consumers who have not purchased travel medical insurance in the past year but have travel medical insurance through their workplace or credit card.



Claimants – Consumers who have made a claim on travel medical insurance in the past two years.



Non-Claimants – Consumers who have purchased travel medical insurance but who have not made a claim in the past two years.



Executive Summary

Key Findings

- Over the past 12 months, 30% of Canadians purchased travel medical insurance (31% in 2015); 64% have access to coverage through work or a credit card (63% in 2015).
- Buyers of private coverage are 2 to 3 times more likely to claim extensive knowledge of their work/credit card coverage suggesting that the higher the level of knowledge, the greater the likelihood of buying private coverage.
- While many do not read policies in detail, they do read some and feel they are laid out in an easy to understand way. Claimants and purchasers feel more strongly positive than those less involved in the process.
- The main observation regarding satisfaction is that positive attitudes toward industry and specific experiences with travel medical insurance far outweigh negative ones.
- While the intensity of the positive impressions varies across respondent groups, there are no obvious areas of concern within any segment.
- The more involved the consumer is with the industry (through purchase or making a claim) the more positively they feel. That said, positive attitudes among non-buyers prevails 3 to 1 over negative ones.
- High satisfaction levels are virtually identical by channel – phone, online including mobile and in-person. While all demographics feel satisfied, it is more intense among older consumers.
- Higher regard toward travel medical insurance in general and purchase experience in particular correspond with having a claim event.
- Most importantly, 98% of processed claims were paid: 75% fully and 23% partially 2% denied (2015: 75% fully, 24% partially, 1% denied)

Comparison to 2015

- Usage of travel medical insurance, purchased or through credit cards/work coverage, remains consistent this year.
- Overall positive attitudes toward travel medical insurance remain unchanged since 2015, with involvement (making a purchase or a claim) continuing to have a positive impact on impressions.
- Consumers have become even more discriminant with their travel insurance purchase; wanting even more from their policies, such as a better price, ease of purchase, coverage for pre-existing conditions, than they did in 2015.
- While satisfaction remains high all on factors, there has been an increase in satisfaction with access to live representatives and their explanation of policies
- The incidence of reading policies and the confidence in knowledge of coverage has seen little change since the first wave of study.
- Satisfaction with the purchase and claims process remains high.
- However, consumers are less likely to know who to call in case of an emergency, and are less likely to feel the process of making this call lived up to expectations.
- While claimants continue to make complaints at the same rate as they did in 2015, they are even more likely to complain about the time it took to process. Policy-wording is less likely to be blamed, but unclear expectations (not testing in 2015) is a primary complaint.

Confidence and Trust in Industry

- Most respondents have confidence in the travel medical insurance industry in general on various measures. There are higher scores among buyers than non-buyers and still higher scores among claimants compared to non-claimants; confidence is also higher among the older cohort (65+).
 - 82% (80% in 2015) are confident they would receive the needed assistance - 90% for buyers – 93% for claimants.
 - 80% (77% in 2015) are confident in the quality of service – 87% (85% in 2015) for buyers – 91% (88% in 2015) for claimants
 - 78% (77% in 2015) are confident they would be reimbursed for eligible expenses – 86% for buyers – 88% for claimants (unchanged from 2015).
 - 74% are confident they would be provided the amount of financial coverage necessary to take care of any medical emergency they may suffer during travel – 84% for buyers and 87% for claimants. (New question – no 2015 tracking)
- There is also a good degree of trust toward many insurance providers, particularly:
 - Associations - 80% saying they trust somewhat or fully (81% in 2015),
 - Traditional insurers - 78% (unchanged from 2015),
 - Employer-provided insurance – 77% (80% in 2015),
 - Financial institutions (banks, credit unions, caisses populaires) - 72% (74% in 2015), and
 - Insurance Brokers – 69% (unchanged from 2015)
- In contrast, there is comparatively less trust in organizations whose core business is not financial services...
 - Travel agencies – 65% (63% in 2015),
 - Airlines – 56% (54% in 2015), and
 - Travel companies – 55% (52% in 2015).

General Knowledge and Behaviours

- Similar to 2015 findings, approximately half of consumers have travel medical insurance through their work (47%, compared to 50% in 2015) and/or credit cards (48%, compared to 43% in 2015).
 - Three in ten (31%) have both, while 16% only have it through work, and 17% through their credit card, leaving roughly another third without travel medical insurance on an ongoing basis.
- Similar to 2015 findings, consumers, particularly those who actually purchased a policy, tend to understand what is and what isn't covered, and know coverage amount of this insurance
 - Nine in ten (88%) of those with workplace travel insurance say they have reasonable (60%) or extensive (28%) knowledge of their coverage, and eight in ten (81%) of those with credit card insurance say the same (59% and 22%, respectively).
 - Similarly, 85% have either a rough idea (45%) or know their coverage amounts exactly (31%) for workplace insurance, while 72% say the same of their credit card policies (45% and 27%, respective).
- Only two-fifths will read a travel insurance policy in detail prior to travelling (39%), with one-third (33%) skimming it and one-quarter (28%) reading even less. These behaviours have not changed from 2015.
 - While those who have purchased this insurance in the past year are more likely to read it in detail, it is still less than half who will do so (46%).

General Knowledge and Behaviours (Cont'd)

- Most do not have a problem with the way their policy is laid out and believe it is at least somewhat easy to understand what is covered and what is excluded (78%).
 - That said, only 24% say this is very easy; 54% say it is somewhat easy to understand.
 - Even among those who have purchased insurance and therefore are likely read it more carefully (and recall doing so more recently), only 29% rate this as very easy.
- Most (82%) would know who to contact if they had a concern about their travel medical coverage.
 - This is particularly true of those who have recently bought a policy (89%).
- The main factors influencing consumers' purchase decisions are:
 - features and benefits – 87% (86% in 2015),
 - overall amount of coverage – 85% (not asked in 2015)
 - ability to speak to someone – 83% (81% in 2015),
 - Price (81%, up significantly since 76% in 2015),
 - coverage for pre-existing conditions – 71% (up significantly from 66%), and
 - ease of purchase – 77% (up significantly from 70%).

Purchase Behaviours

- The top-three insurance purchase providers sources are:
 - Insurance companies - 25% (up from 20% in 2015),
 - Associations – 15% (13%), and
 - Banks/ credit unions/caisses populaires - 13% (unchanged).
- Purchases continue to be well-spread across various channels, with phone, in-person, and online each representing approximately one third of purchases, as was the case in 2015.
- Buyers also continue to gravitate toward a single-trip medical insurance - 45%, (compared to 44% in 2015) followed by multi-trip medical - 26% (unchanged).
 - Comprehensive packages are purchased much less frequently (single trip – 17% and multi-trip - 12%).
- When asked their preference, a strong majority (74%) would rather purchase a comprehensive travel insurance package, rather than buy coverages individually.
 - Among those 21% preferring the latter, when told buying pieces individually would cost up to 20% more, two-thirds (66%) changed their answer to a package policy.
- At the time of purchasing their travel medical insurance policy, buyers are confident they know the policy terms, with 90% saying their knowledge is at least reasonable, 20% saying it is extensive (unchanged from 2015).
- Buyers also feel they have at least some knowledge of the limitations and exclusions of their policy at the time of purchase (89%), with 42% saying they knew them exactly.
- While they are likely to know who to contact in the event of a medical emergency (83%), this is down slightly from 2015 (87%).

Purchase Behaviours (Cont'd)

- Three-fifths (60%) say they filled out a medical form when purchasing their policy (unchanged since 2015).
 - The form was easy to complete for four in ten and moderately easy for just over half (53%); these findings were also virtually unchanged since 2015.
 - Satisfaction with the purchase experience is once again very high - 94% (up from 87% in 2015).
 - Satisfaction levels are virtually identical by channel – phone, online & mobile, in-person.
- Satisfaction is high across the range of measured factors that influence the overall purchase experience with no areas for concern:
 - *Highest*: Ease of transaction and availability of comprehensive information – 92% (from 90% in 2015 when it also ranked highest).
 - *Lowest*: Value for money – 84%, unchanged since 2015.

Claim Experience

- Six in ten (61%) individuals who experienced a travel medical emergency contacted their insurer during the emergency. Among them, just over half (53%) initiated a claim at that time.
- Overall satisfaction with the claim experience, from initial contact to final outcome, remains high, at 91% satisfied (92% in 2015).
 - Virtually all - 98% - of processed claims were paid: 75% fully, 23% partially (2% denied).
 - Those paid in full were more likely to be satisfied (97%; 70% very) than those paid partially (78%; 26% very).
- All aspects of the emergency call received high satisfaction scores – ranging from 81% to 94%.
 - Moreover, 81% (down from 88% in 2015) found the actual medical emergency experience in line with what was explained to them during the initial contact.
 - As well, 85% (up from 82% in 2015) report that the support they received during the travel medical emergency met (57%) or exceeded (28%) their expectations.
- Satisfaction with the various aspects of the claim submission process is strong with scores ranging from 85% to 92% satisfied, and there are no areas of concern.
 - Scores for these measures were higher than in 2015 for a number of measures.
 - As with other measures, the strength of satisfaction is affected by the claim outcome, with claimants paid in full giving higher ratings than those paid partially.

Claim Experience (Cont'd)

- Fully 85% (compared to 87% in 2015) found the actual claim submission experience to be in line with what was explained to them during the initial contact.
- As well, 89% of claimants thought the claim submission experience was positive and either met (75%) or exceeded (14%) their expectations.
 - Fully reimbursed: 97% met (81%) or exceeded (16%) expectations.
 - Partially reimbursed: 79% met (70%) or exceeded (9%) expectations.
- Eight in ten (79%, up from 72% in 2015) reported that the claim payment was in line with expectations, while another 14% said it exceeded them (down from 23% in 2015 – this proportion is down for both claimant groups).
 - Fully reimbursed: 99% met (84%) or exceeded (16%) expectations.
 - Partially reimbursed: 73% met (64%) or exceeded (9%) expectations.
- Even though a vast majority declare satisfaction with the claim experience, approximately three in ten (31%, down from 38% in 2015) made a complaint about the claim experience.
 - This was mostly done directly to the insurance representative they were dealing with for the claim, and most often was in regard to the time it took for the claim to be processed.
 - Three quarters (73%, down from 89% in 2015) were satisfied with how the claim was handled – 47% very satisfied (unchanged). This includes 93% among those with fully paid claims and 50% among those partially reimbursed.



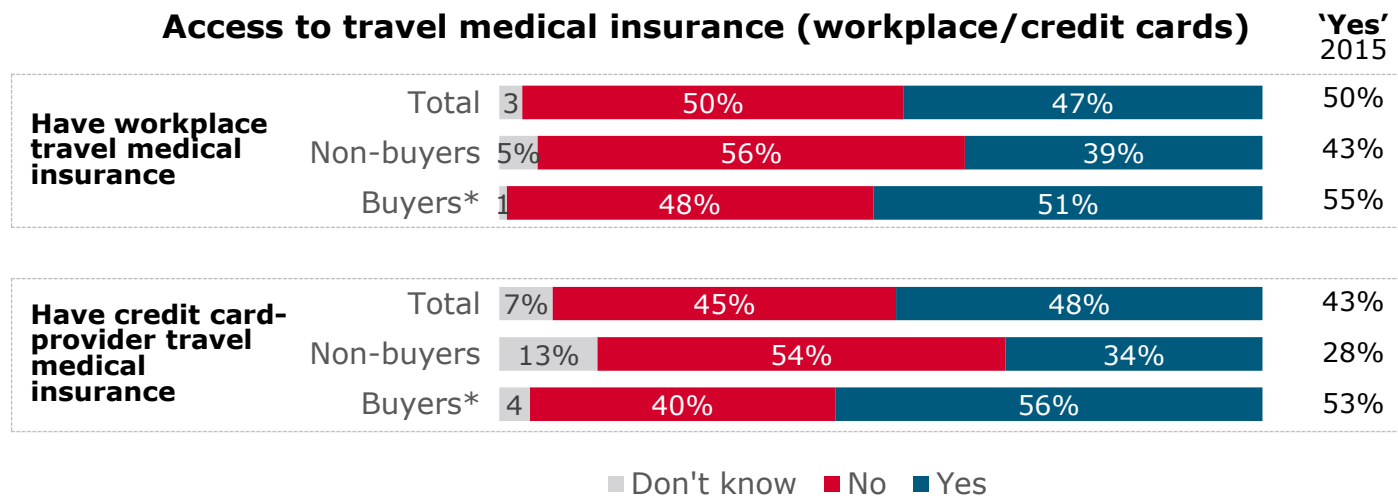
Detailed Findings



Travel Medical Insurance: Incidence of Coverage, Type and Behaviours

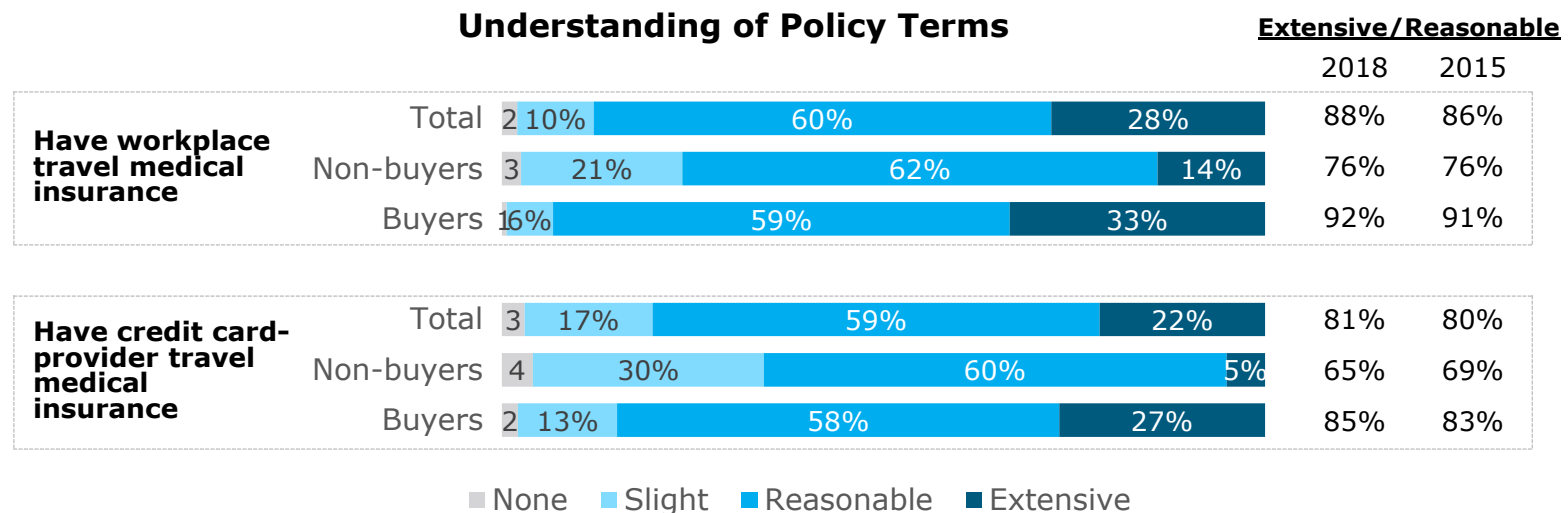
64% have access to work and/or credit card provided travel medical insurance.

- Three-in-ten respondents (31%) have travel medical insurance through their workplace and through a credit card. Another 16% has only workplace and 17% only credit card travel medical insurance. This leaves approximately a third of respondents (32%) without either type of travel medical insurance.
- The proportion of those who have neither workplace nor credit card insurance is higher among those who have not purchased travel medical insurance in the past year (39% of non-buyers do not have access to workplace or credit card travel medical insurance, compared to 28% who have bought). This means that those who purchased travel medical insurance in the past year, are more likely to already have access to travel medical insurance through other sources than non-buyers.
- Overall, the incidence of having travel medical insurance through a credit card has risen by five points since 2015 (from 43% to 48%).



A majority of those who are covered by work or credit card insurance claim to have at least a reasonable level of understanding of what is and isn't covered by those policy terms.

- Among those covered through workplace and/or credit card insurance, those who purchased travel medical insurance in the past year are much more likely than non-buyers to claim extensive knowledge of their work policy terms (33% vs 14%) and/or credit card policy terms (27% vs 5%); perhaps purchasing because they recognize the limits of what they already have.

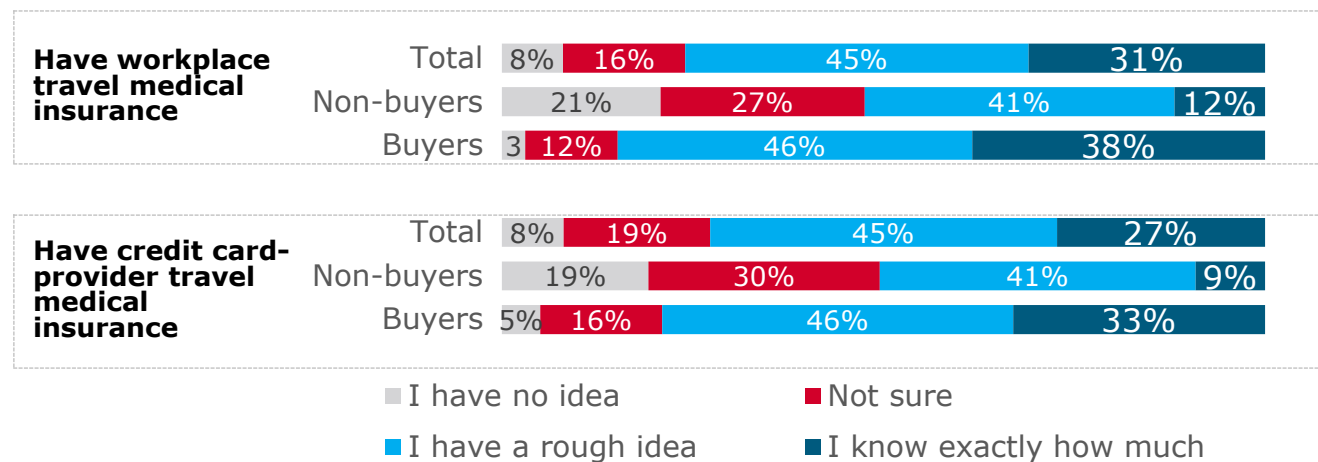


Q3. [ASK IF ANSWERED "Yes" AT Q2a OR Q2b] What is your level of understanding of your/ spouse's travel medical insurance policy terms, i.e., what is and is not covered? 2015 N=498; N=429, 2018 N=565; N=581

Most respondents have at least some idea of the maximum coverage of their work or credit card travel insurance policies.

- Buyers are more knowledgeable about their workplace and credit card coverage than non-buyers.
- While 12% of non-buyers knows exactly how much they are covered for when it comes to their workplace coverage, this level is more than three times as high among buyers (38%).
- Likewise, while 9% of non-buyers know exactly how much they are covered for when it comes to their credit card coverage, fully 33% of buyers is.

Knowledge of Coverage Value



Q4. [ASK IF ANSWERED "Yes" AT Q2a OR Q2b] Do you know approximately how much you are covered for (i.e., maximum dollars limit) under your/spouse's travel medical insurance?, 2018 N=565; N=581

Most policy-holders tend to either read through or skim through their policies prior to traveling; diligence increases significantly among buyers and claimants.

- In particular, fully-refunded claimants are much more likely to always read through the policy details.
- Non-buyers have a much more casual attitude toward reviewing insurance policy documentation, with fully a third either only reading some key sections (17%) or not reading it at all (15%).
- Likelihood to be most diligent drops with age: among the 18-34 cohort, 39% say they read through the details, while among those 65+, this slides down to 30%.
- Results are similar to 2015 findings.

Review of travel insurance policies

		Non-Buyers	Buyers	Claim fully paid	Claim partially paid
I always read through the details of my travel medical insurance policies prior to travelling	39%	24%	46%	59%	48%
I skim through my travel medical insurance policies prior to travelling	33%	29%	36%	29%	43%
I only read the sections of my travel medical insurance policy that are important to me	14%	17%	13%	10%	5%
I don't read my travel medical insurance policies at all prior to travelling	8%	15%	4%	2%	4%
None of the above	6%	15%	1%	0%	0%

Q7. Which one of the following statements best reflects your usual behaviour when it comes to reviewing you travel insurance policies prior to travelling:
2015 N=1000, 2018 N=1200

Clarity of the policy coverage information gets a passing grade, with most feeling it is very or somewhat easy to understand.

- While 54% believe their policy is laid out in such a way that it is *somewhat* easy to understand what it covers, the rest is split between saying it is very easy (24%) or difficult (21%) to understand.
- Claimants are most likely to say it is very easy to understand (37%), and among them, this is particularly the case among those who received full reimbursement (46%, compared to 28% for those partially reimbursed).

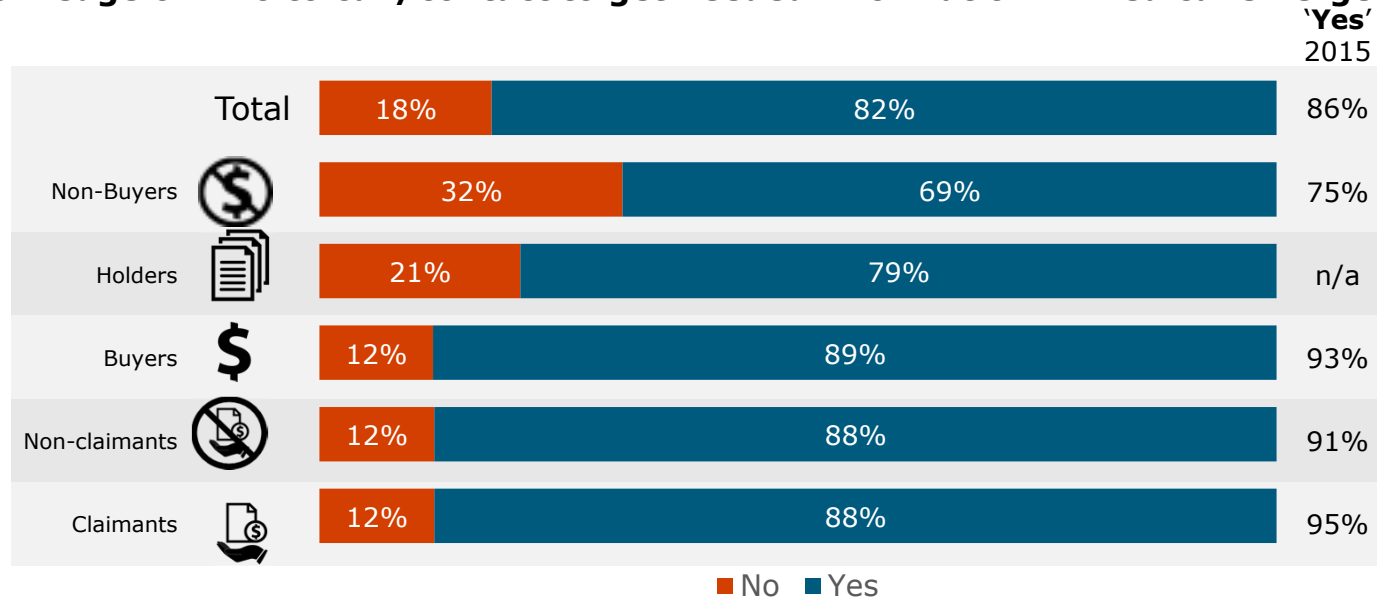
Policy Lay Out Easily Show Coverage		Non-Buyers	Buyers	Claim fully paid	Claim partially paid
I can very easily understand what my policy covers	24%	11%	29%	46%	28%
I can somewhat easily understand what my policy covers	54%	55%	53%	42%	54%
It is somewhat difficult to understand what my policy covers	18%	27%	15%	10%	15%
It is very difficult to understand what my policy covers	3%	4%	3%	1%	4%
Don't know	1%	2%	1%	1%	0%

Q7x: When reading your travel medical insurance policies prior to travelling, would you say the policy is laid out in such a way that you can easily understand what your specific policy covers? 2018 N=1040

Respondents are quite confident they would know where to call and who to contact in the event of a medical emergency when travelling.

- Overall, confidence has slipped four points from 86% in 2015; it is also lower by 3 to 7 points among sub-groups. Those who have purchased a policy are more likely to have this knowledge than those who have it through workplace or credit card policies
- Albertans (86%) and Quebecers (85%) are most likely to know who to contact, while Ontarians (79%) are least likely.
- There are some variations by age as well: Most confident are those 65+ (90%) and 34 and younger (84%), while those in between are less confident (74% for 35-49-year-olds and 80% for those 50-64).

Knowledge of who to call/contact to get needed information in medical emergency

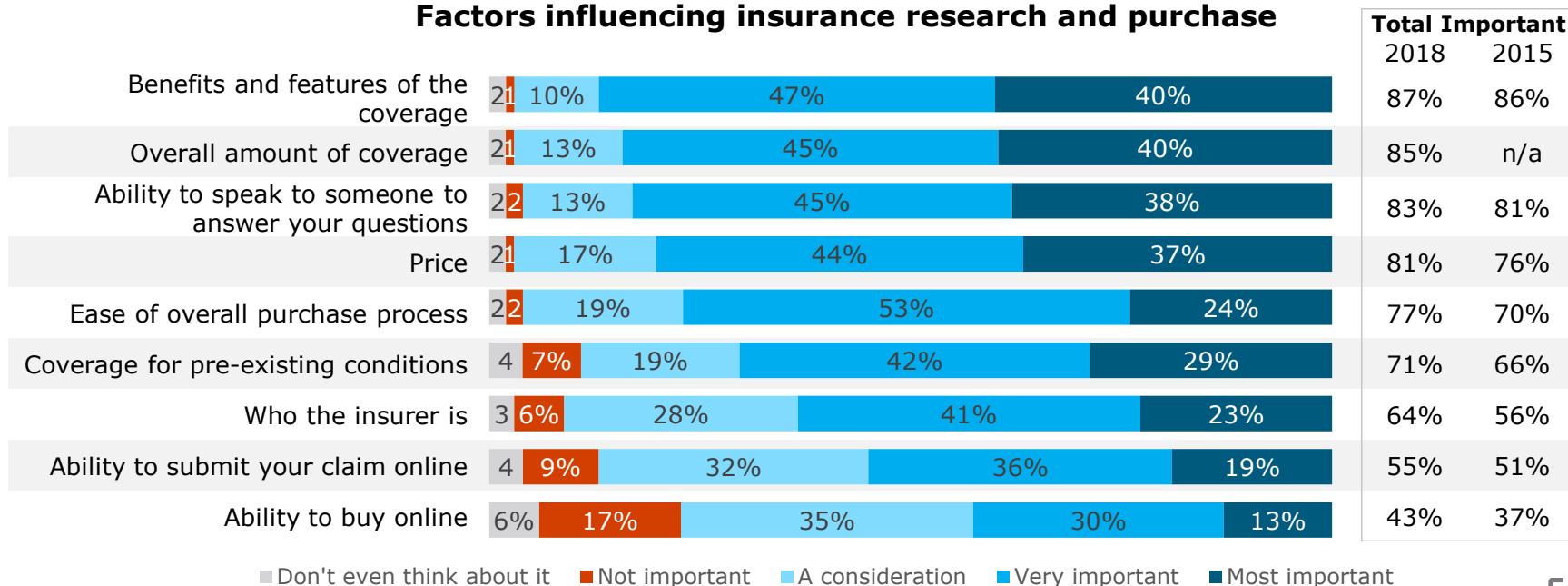


Q8. If you have a question about your travel medical insurance coverage, do you know where to call or who to contact to get the information you need?
2015 N=1000, 2018 N=1200

Purchase decisions remain most heavily influenced by product offering, with the overall amount of coverage a close second; the ability to speak with someone and price are also very important factors.

- Virtually all factors are seen as slightly more important than in the 2015 baseline study
- The ability to speak to someone and coverage for pre-existing conditions are more important to the older cohort, while ability to buy and claim online is more important for younger respondents (while remaining in the bottom half of the ranking).

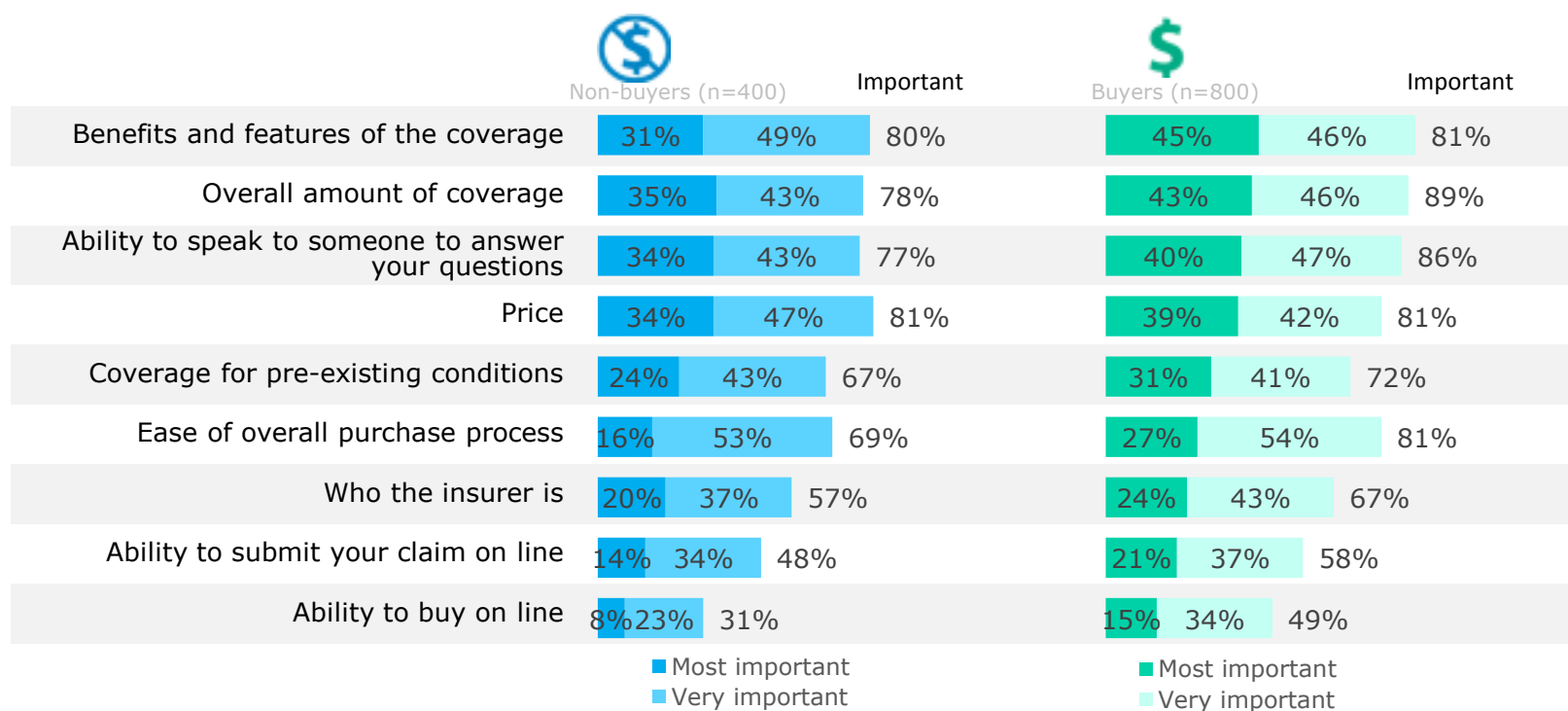
Factors influencing insurance research and purchase



Q9. When researching or purchasing travel insurance how important are the following factors:
2015 N=1000, 2018 N=1200

Purchasing the policy increases the importance of all factors involved in researching and purchasing a policy.

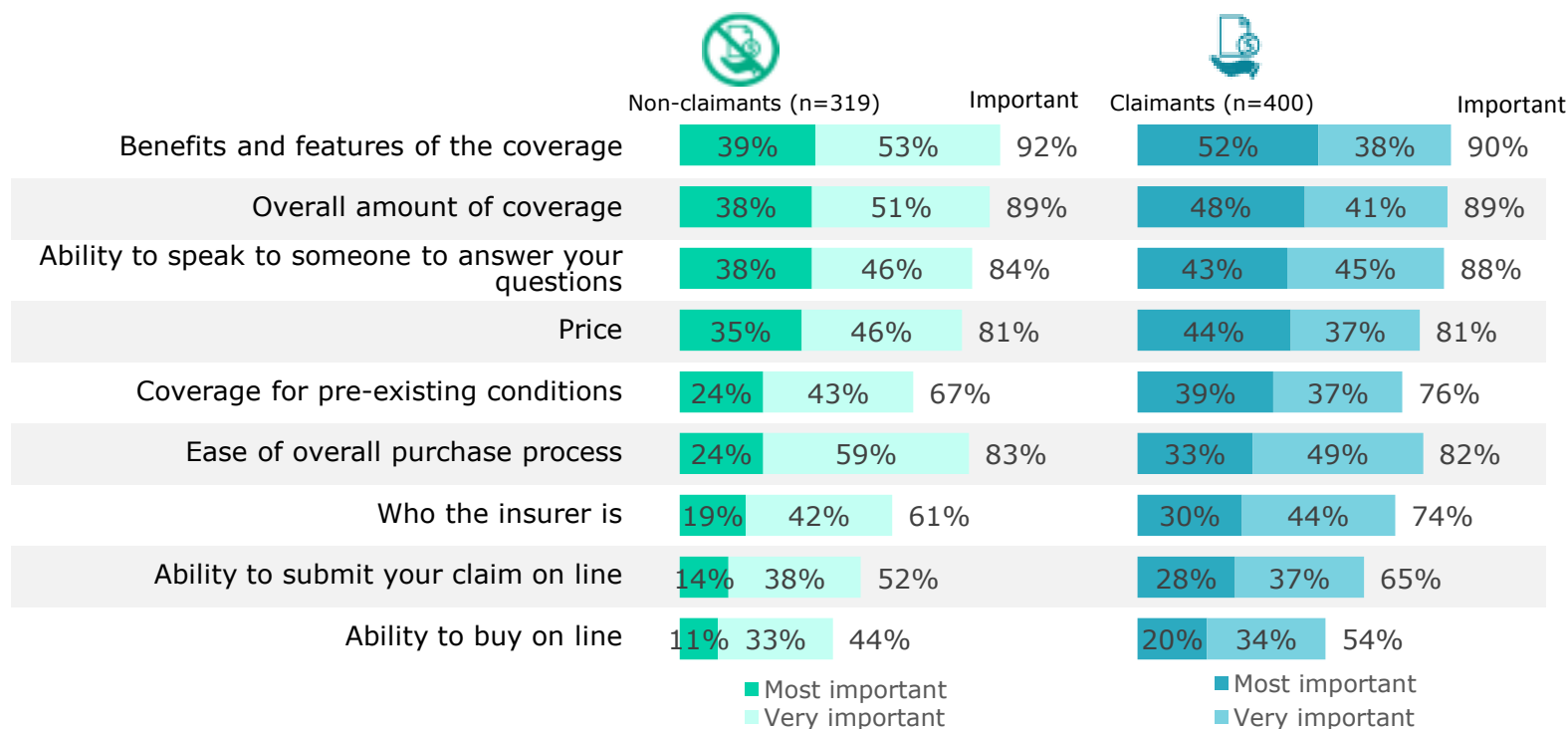
Factors influencing insurance research and purchase (Most + Very important)



Q9. When researching or purchasing travel insurance how important are the following factors:

Making a claim increases the importance of all factors involved in researching and purchasing a policy.

Factors influencing insurance research and purchase (Most + Very important)



Q9. When researching or purchasing travel insurance how important are the following factors:

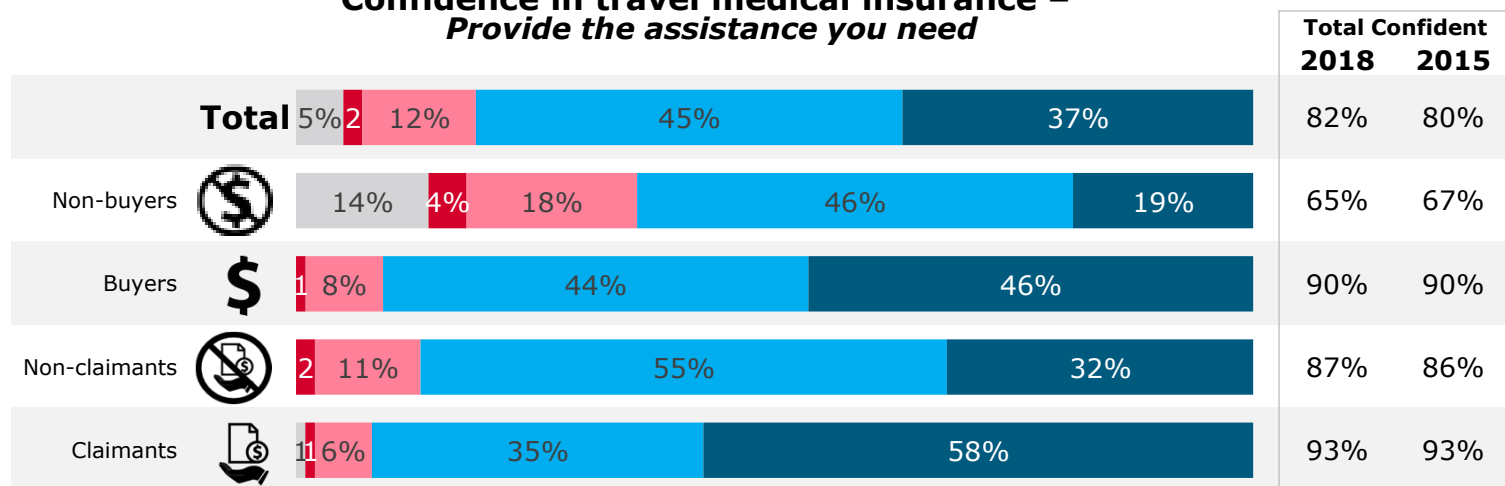


Perceptions of Industry

Eight in ten are confident that the travel medical insurance industry will provide the needed assistance in a medical emergency.

- Confidence levels are at par with those measured in 2015
- The positive view is particularly pronounced among claimants (93%; 58% very confident). Among those, particularly those paid in full, fully 68% are very confident (compared to 46% among those partially paid).
- The level of certainty among non-buyers is significantly lower; however – even with 14% unable to form an opinion on the topic – the overall sentiment is still quite positive.

Confidence in travel medical insurance – Provide the assistance you need



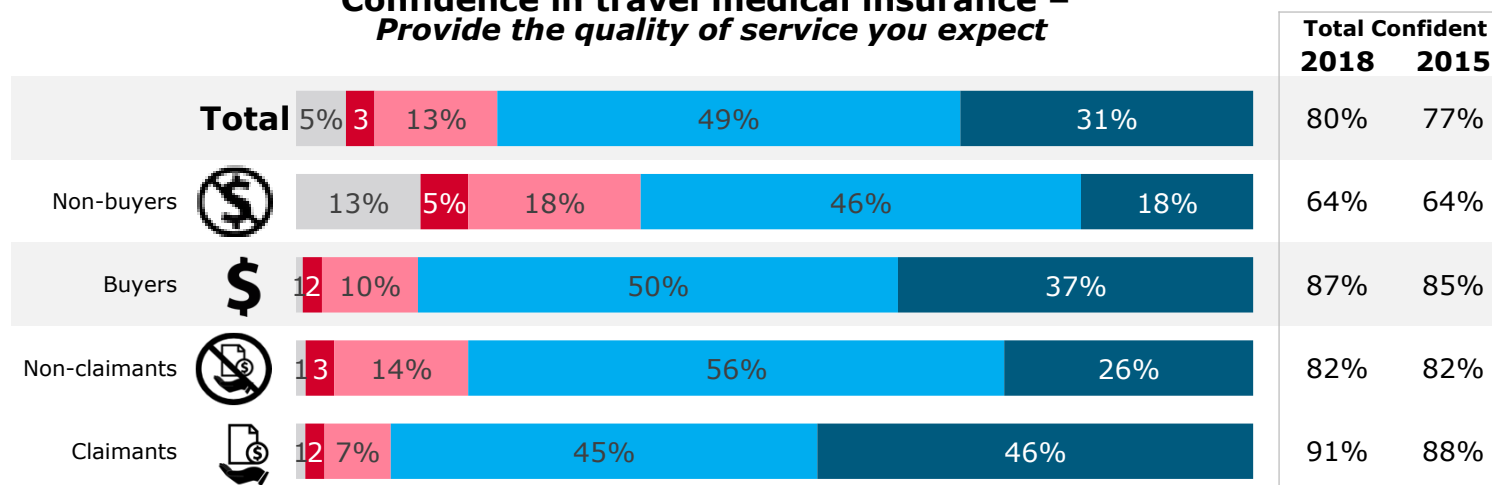
■ Don't know ■ Very doubtful ■ Somewhat doubtful ■ Somewhat confident ■ Very confident

Q5. Thinking about travel medical insurance in general, how confident are you that in the event of a travel medical emergency the travel medical insurance you have or purchase will...
2015 N=1000, 2018 N=1200

Confidence is also high pertaining to perceptions of the expected quality of service provided by travel medical insurers

- Results have remained steady since 2015.
- Again, confidence is highest among those who had experienced travel medical emergency first-hand and were fully reimbursed, with 98% confident, among whom 57% “very” (vs. 89% / 38% among those partially reimbursed).
- Among non-buyers, positive attitudes outweigh negative ones (64% vs. 23%); just over one-in-ten not able to form an opinion.
- Confidence is higher among those 65 years of age and older (85% confident).

Confidence in travel medical insurance – Provide the quality of service you expect

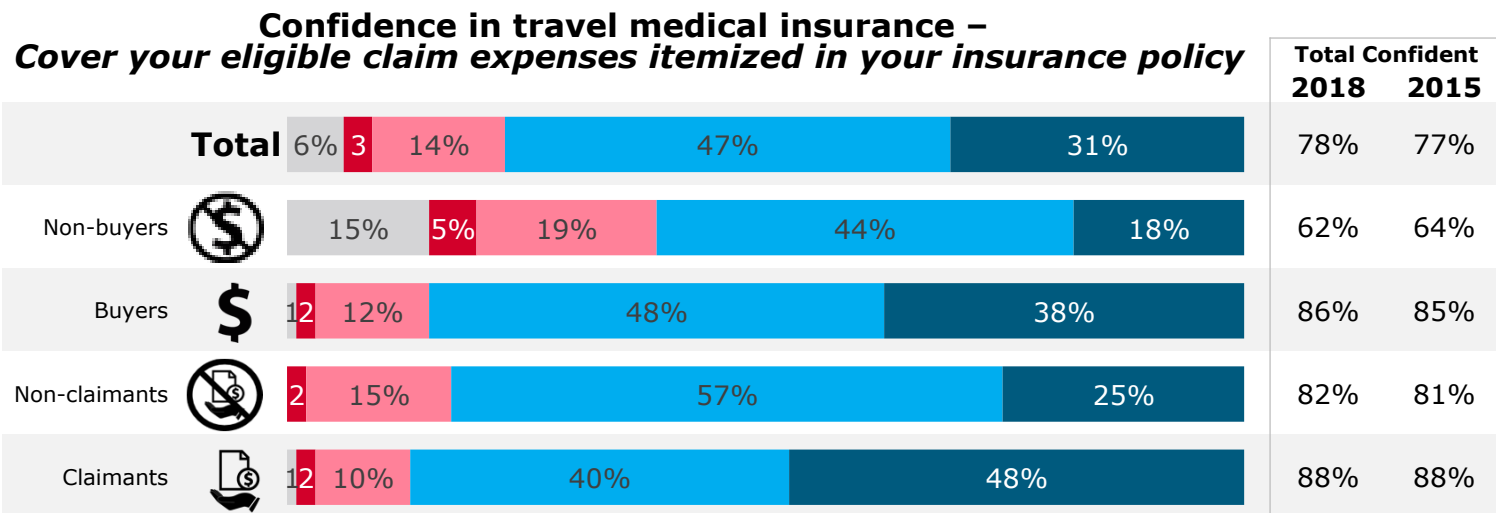


■ Don't know ■ Very doubtful ■ Somewhat doubtful ■ Somewhat confident ■ Very confident

Q5. Thinking about travel medical insurance in general, how confident are you that in the event of a travel medical emergency the travel medical insurance you have or purchase will... 2015 N=1000, 2018 N=1200

The same positive views remain true with regards to being paid for eligible claim expenses

- Again, perceptions have not changed since 2015.
- A quarter of non-buyers (24%) doubt this premise, and 15% have no opinion.
- Among claimants, the level of confidence is understandably highest among those who were paid in full (94% confident, among whom 60% “very”). However, even among those reimbursed partially, eight in ten (80%) are confident; 38% “very.”
- Again, the oldest cohort is most likely to be confident about this (85%).



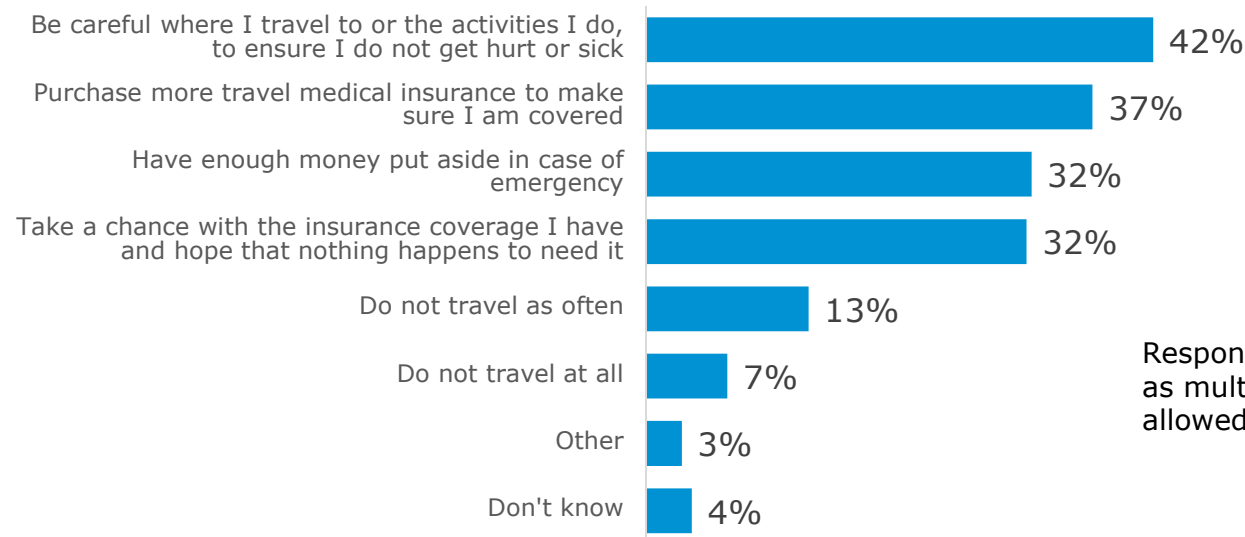
■ Don't know ■ Very doubtful ■ Somewhat doubtful ■ Somewhat confident ■ Very confident

Q5. Thinking about travel medical insurance in general, how confident are you that in the event of a travel medical emergency the travel medical insurance you have or purchase will... 2015 N=1000, 2018 N=1200

Those who doubt their travel insurance will cover them proficiently, mostly try to stay safe while traveling, and/or buy more insurance to be covered.

- Four in ten (42%) claim they are extra careful to ensure not getting hurt or sick.
- Almost four in ten (37%) purchase more insurance.
- A third of respondents say they have put aside enough money in case of an emergency; for a third, hope is their strategy – they simply take a chance with the coverage they have and hope that nothing happens to need it.

Ensuring Financial Coverage When Traveling



Responses do not equal 100% as multiple responses were allowed.

Q6: You say that you are doubtful travel medical insurance will provide the amount of financial coverage you need. What will/do you do when traveling to make sure you are financially covered? 2018 N=238

There is a good degree of trust toward many insurance providers, particularly associations, traditional insurers, and financial institutions.

- There is comparatively less trust in organizations whose core business is not in the financial sphere.
- Views have remained stable since 2015.
- Trust in employer-provided insurance is relatively high among those 18-34 (84%), and declines with age, to 67% among those 65+; this trend is also seen for airlines (64%, down to 44%) and travel companies (68%, down to 42%).

Level of trust in various travel medical insurance providers to come through in an emergency

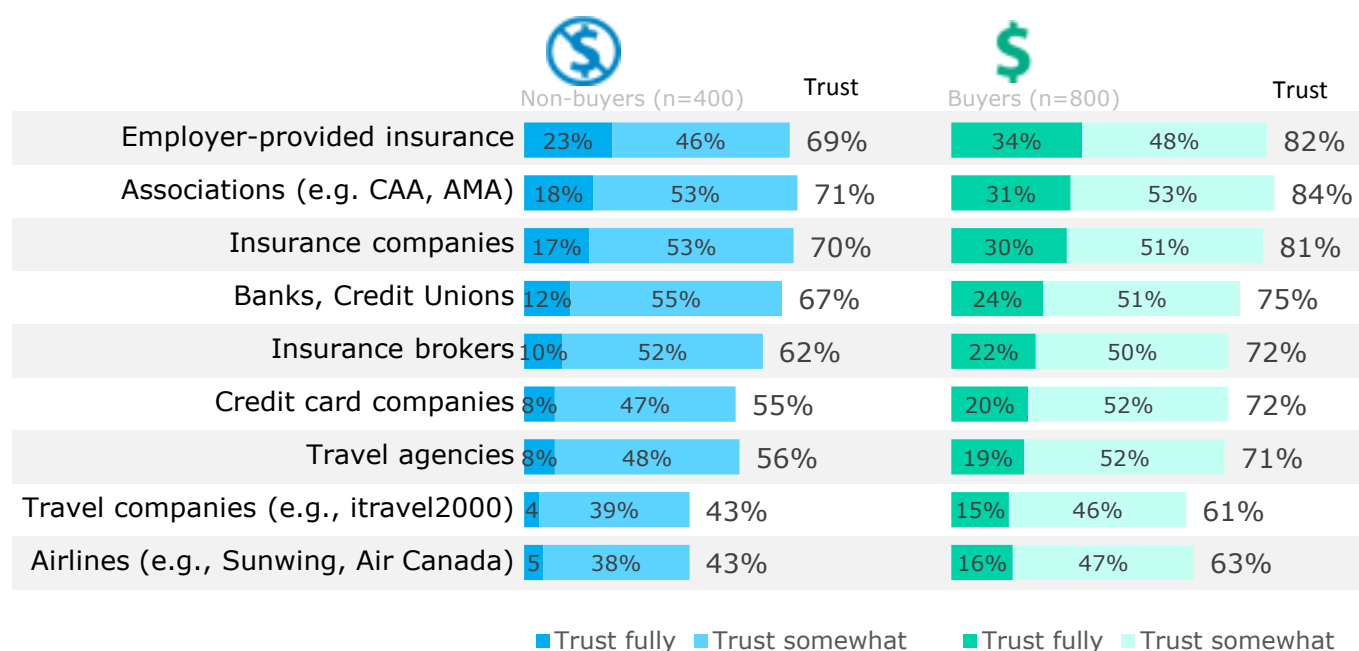
						Total Trust	
						2018	2015
Associations (e.g. CAA, AMA)	9%	2	9%	53%	27%	80%	81%
Insurance companies	6%	3	13%	52%	26%	78%	78%
Employer-provided insurance	12%	2	8%	47%	30%	77%	80%
Banks, Credit Unions, Caisses Populaires	8%	3	16%	52%	20%	72%	74%
Insurance brokers	10%	3	18%	53%	16%	69%	69%
Credit card companies	7%	5%	22%	50%	16%	66%	64%
Travel agencies	9%	4	21%	50%	15%	65%	63%
Airlines (e.g., Sunwing, Air Canada)	10%	8%	27%	44%	12%	56%	54%
Travel companies (e.g., itravel2000)	12%	6%	27%	44%	11%	55%	52%

■ Don't know
■ Distrust completely
■ Distrust somewhat
■ Trust somewhat
■ Trust fully

Q10. How much would you trust each of the following organizations that provide travel medical insurance to come through for you (e.g., assistance, claim payment, etc.) in the event of travel medical emergency? 2015 N=1000, 2018 N=1200

Those who have purchased travel medical insurance show more trust to all providers.

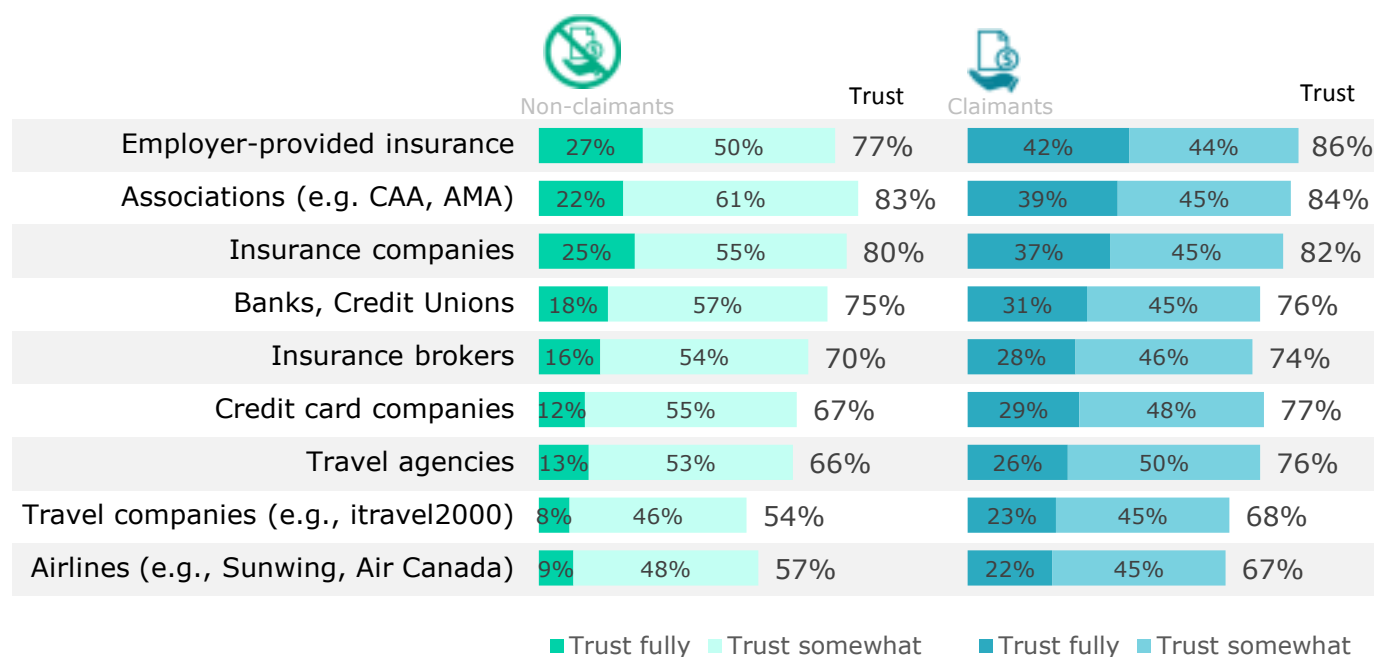
Level of trust in various travel medical insurance providers to come through in an emergency



Q10. How much would you trust each of the following organizations that provide travel medical insurance to come through for you (e.g., assistance, claim payment, etc.) in the event of travel medical emergency? 2015 N=1000, 2018 N=1200

Trust toward the industry (particularly at the top level) is positively affected by a claim event.

Level of trust in various travel medical insurance providers to come through in an emergency



Q10. How much would you trust each of the following organizations that provide travel medical insurance to come through for you (e.g., assistance, claim payment, etc.) in the event of travel medical emergency? 2015 N=1000, 2018 N=1200

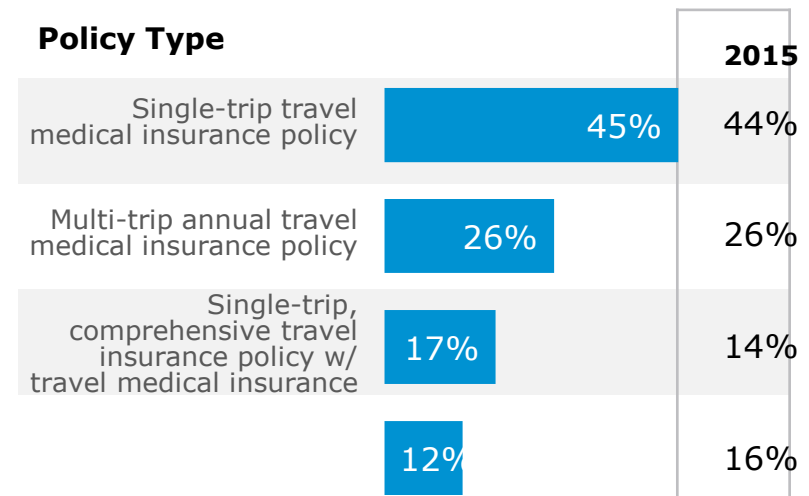
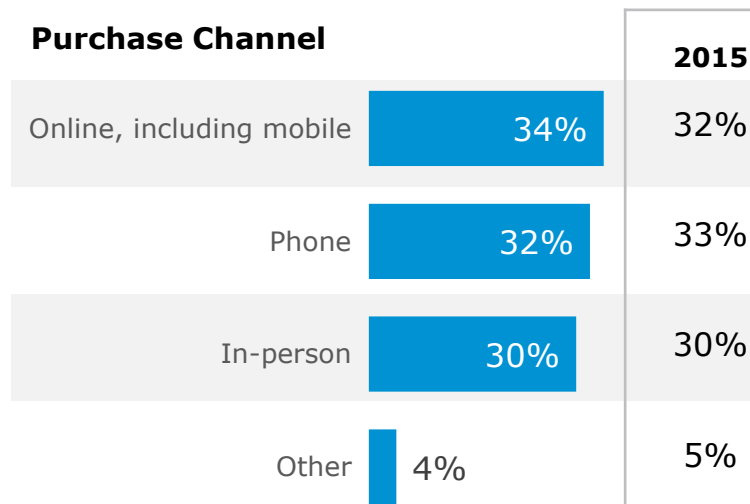


Purchase Experience And Satisfaction

Purchases were evenly divided among phone, online and in person channels. In terms of products, single-trip medical insurance was once again most popular.

- Purchase behaviour hasn't changed significantly since 2015.
- Phone purchases dominate in Quebec (61%, up from 49% in 2015), and among the oldest age group, 50 and over (40%), while online is most popular among those under the age of 50 (40%) and Ontarians (41%).
- Comprehensive coverage products are considerably less popular than single or multi trip medical insurance products.
- Those under 50 years of age are more likely to buy single trip medical (53%), while those over 65 are more likely to purchase multi-trip comprehensive (29%) policies.

Purchased Travel Medical insurance in Past Year 2018:30% 2015:31%

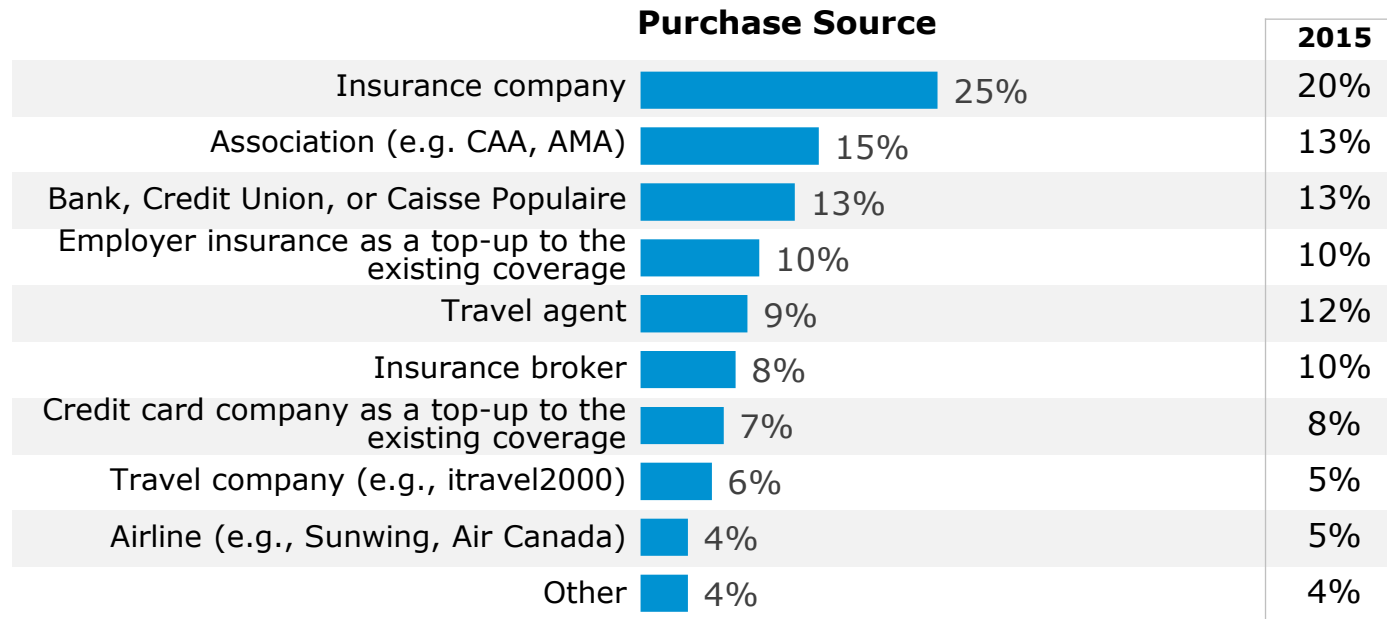


Q12. How did you complete the purchase of your travel medical insurance? 2015 N=600, 2018 N=800

Q14. Which one of the following travel medical insurance policy types did you purchase? 2015 N=600, 2018 N=800

Insurance companies were most popular for those purchasing travel medical insurance in the past two waves, followed by associations and financial institutions.

- A quarter of those who purchased insurance recently, did so from an insurance company, which is up five points since 2015. The proportions for other organizations have remained quite stable.



Q11. From which one of the following organizations did you buy travel medical insurance? 2015 N=600, 2018 N=800

Half of travel medical insurance purchasers say they always read through all policy details before committing to their purchase.

- Those who are more satisfied with their purchase process are more likely to have read the details of the policy.
- The older the buyers, the more likely they read policies more carefully: Skimming is more popular among those under the age of 35 (44%), while a thorough read is most likely among those 65+ (55%).

Behaviour when Reviewing Policies

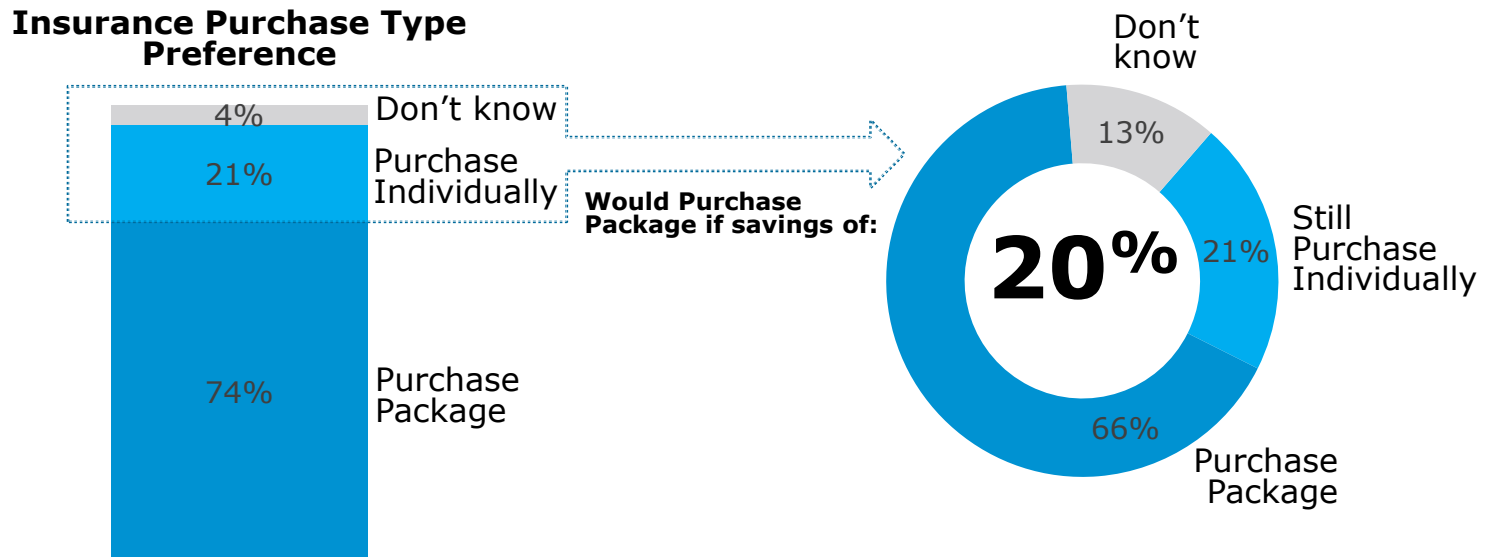
Satisfaction with Purchase

		Very Satisfied	Somewhat Satisfied	Dissatisfied
I always read through the details of my travel medical insurance policies before making the purchase	50%	64%	37%	36%
I skim through my travel medical insurance policies before making the purchase	35%	26%	44%	25%
I only read the sections of my travel medical insurance policy that are important to me	12%	8%	14%	33%
I don't read my travel medical insurance policies at all before making the purchase	2%	1%	4%	3%
None of the above	2%	2%	1%	3%

Q13: Which one of the following statements best reflects your usual behaviour when it comes to reviewing you travel medical insurance policies prior to deciding or making a purchase? 2018 N=800

Most would prefer to purchase packages containing all their travel insurance needs.

- When offered a choice, three-quarters of purchasers would prefer to purchase one package policy that contains everything they would need, while one-fifth (21%) would prefer to buy the individual pieces.
- Of those who would prefer to buy the individual pieces, two-thirds (66%) would switch to a package deal if they could save 20%.



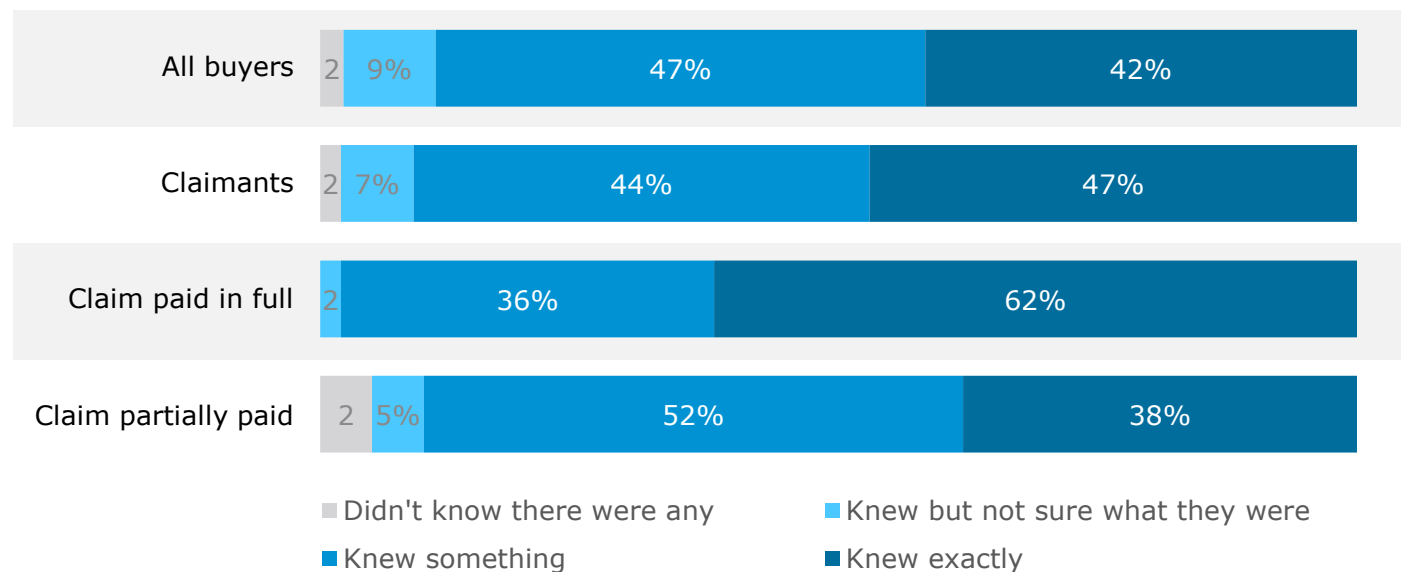
Q15: When buying travel medical insurance, whether it be for a single trip or multi-trip annual insurance, would you prefer to buy one insurance package which includes all coverage you would need for your trip (medical, trip cancellation, trip interruption, baggage loss, etc.) or would you rather purchase each piece of coverage individually, deciding the level of coverage you need for each one? 2018 N=800

Q16: In many cases, buying a package of travel insurance (including medical, trip cancellation, interruption, baggage loss, etc.) can provide a cost saving, when compared to buying each piece individually. If the total cost of the insurance was up to 20% more by purchasing each piece individually, would you still prefer to buy it in this manner? 2018 N=205

Buyers were quite aware of the limitations and exclusions of their policies.

- This is particularly true for claimants who were paid in full, among whom 62% knew exactly what they were, as well as among Quebecers (50%).
- Awareness also rises with age: among those under 35, 34% say they knew exactly and 54% say they knew something, while among those 65 and over, 50% claim to have known exactly and 41% knew something.

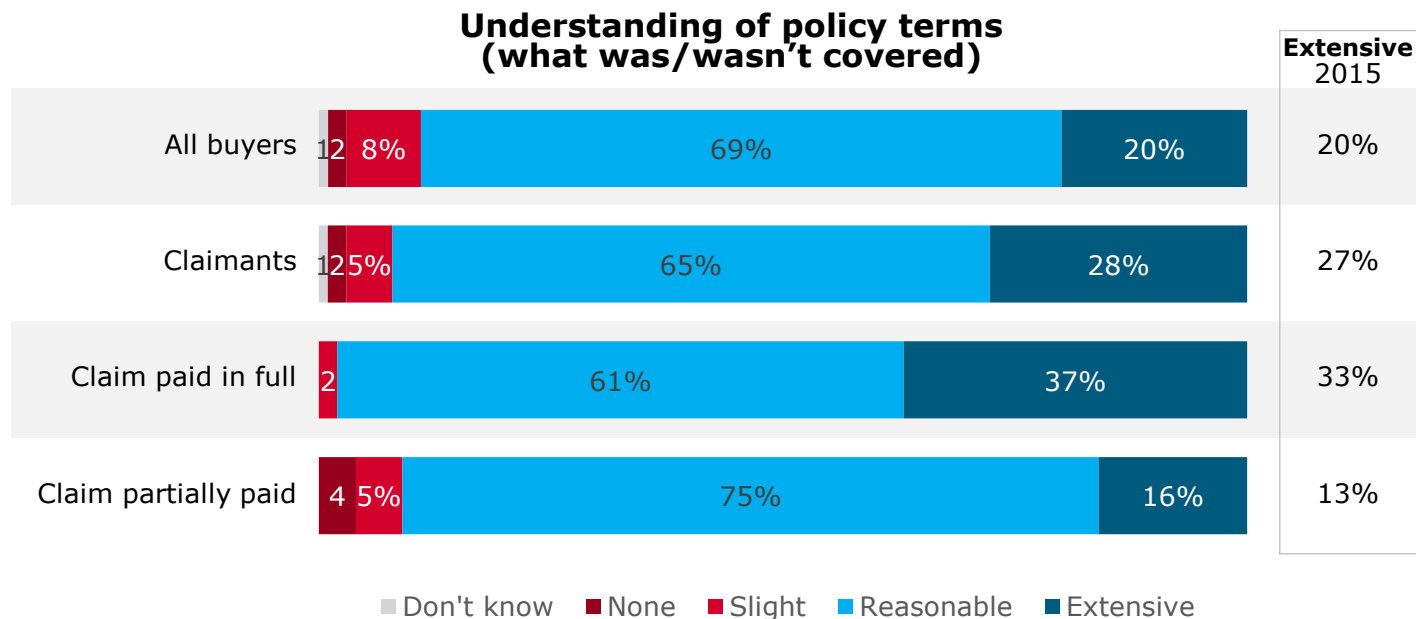
Understanding of Limitations and Exclusions



Q17: At the time of purchasing your travel medical insurance, to what extent did you understand the limitations and exclusions of coverage, e.g., on pre-existing medical conditions? 2018 N=800

At the time of purchase, virtually all buyers were aware of potential exclusions, and a vast majority had at least a reasonable understanding of what was/wasn't covered.

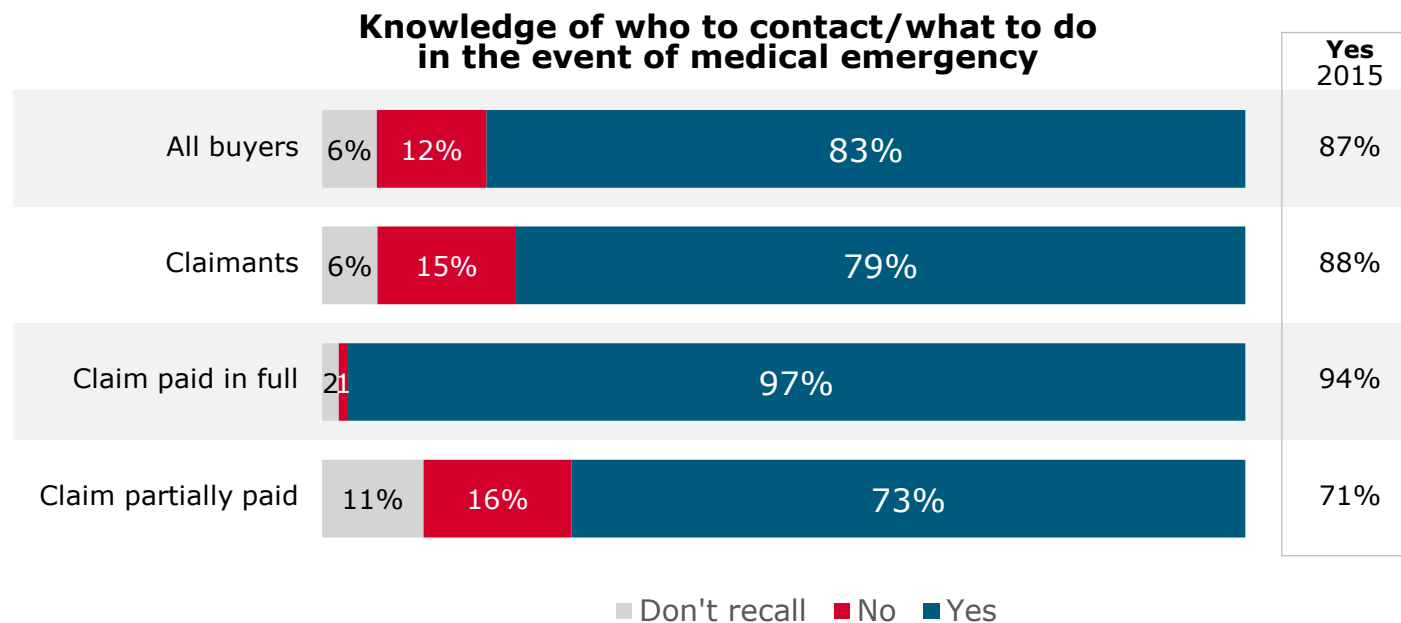
- Claimants who were paid in full had a significantly higher knowledge of the policy terms than those whose claim was only partially covered. The responses are uniform across demographic groups.



Q20. At the time of purchase, what was your level of understanding of your policy terms, i.e., what was and was not covered?
2015 N=600, 2018 N=800

At the time of purchase, a vast majority claimed awareness of who to contact/what to do in the event of a medical emergency.

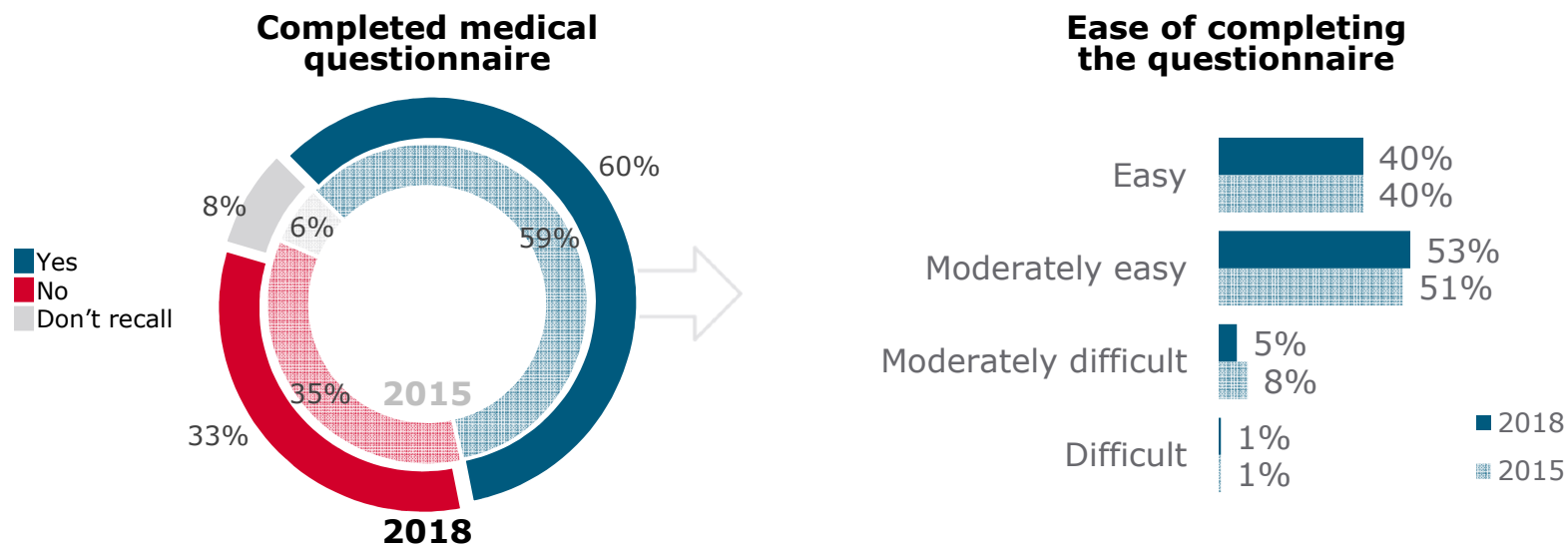
- Awareness was down four points from 2015, to 83% among all buyers. Among claimants, awareness dropped from 88% to 79%.
- As was the case in the previous wave, claimants who were paid in full were most likely to have been aware of contact information.
- Awareness also rose with age, from three quarters (75%) of those under the age of 50 aware, compared to 92% among those 50+.



Q21. At the time of purchase, did you know what to do and who to contact in the event of a medical emergency?
2015 N=600, 2018 N=800

As was the case three years ago, six-in-ten recall completing a medical questionnaire, which was not difficult to fill out.

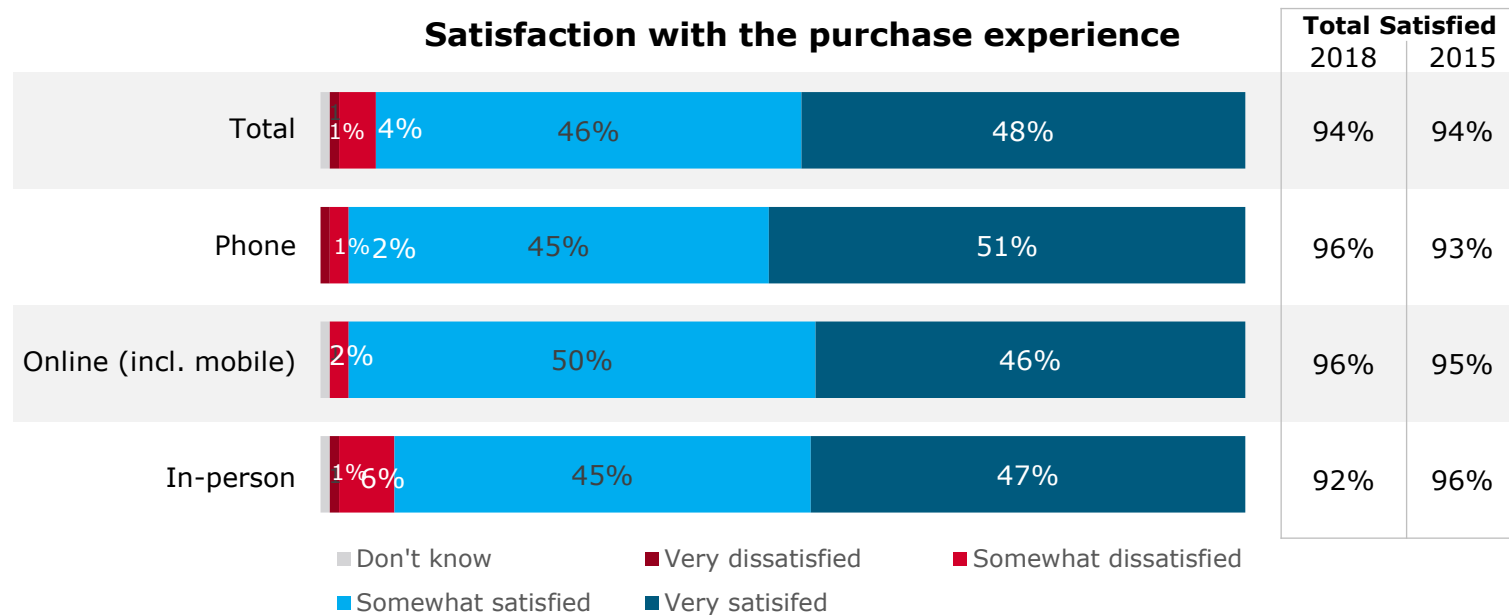
- Again, four in ten buyers found the questionnaire easy to fill out, with another five in ten finding it moderately easy.
- Those who submitted a claim for a travel medical emergency were significantly more likely to have completed a medical questionnaire at the time of purchasing travel medical insurance than those who did not submit one (66% vs. 53% respectively).



Q18. At the time of purchasing your travel medical insurance, did you complete a medical questionnaire? 2015 N=600, 2018 N=800
 Q19. [ASK IF ANSWERED "YES" AT Q. 18] How would you rate the ease of completing the questionnaire? 2015 N=354, 2018 N=478

The level of satisfaction with the purchase experience remains high.

- Satisfaction scores are very high across various purchase methods (phone, in-person, on line)
- Among claimants, satisfaction is higher among those whose claim was paid in full (73% very satisfied, 23% somewhat) than among those who were only partially reimbursed (41% very satisfied, 50% somewhat).



Q22. Thinking about the last time you purchased medical travel insurance, overall, how would you rate your level of satisfaction with the purchase experience?
 2015 N=600, 2018 N=800

Satisfaction remains high across a range of elements that influence the overall purchase experience.

- The findings are very similar from what was seen in 2015.
- On all measures, a third or more of respondents say they were *very* satisfied.
- Claimants who were fully reimbursed were more likely to give highly positive ratings to all elements.

Satisfaction with specific purchase elements

					Total Satisfied	
					2018	2015
Ease of transaction/purchase	2	15%	41%	51%	92%	90%
Ease of access to a live insurance rep	3	26%	44%	45%	89%	83%
Quality of responses to your questions	2	27%	49%	40%	89%	87%
Availability of comprehensive information	2	28%	53%	36%	88%	90%
Responsiveness of the insurance rep	2	28%	44%	44%	88%	85%
Policy details explained well by the insurance representative	2	28%	53%	35%	88%	83%
Policy details written in a clear and easy to understand language	2	28%	53%	35%	88%	87%
Value for money	2	4%	10%	50%	34%	84%

■ Don't recall
■ Very dissatisfied
■ Somewhat dissatisfied
■ Somewhat satisfied
■ Very satisfied

Q23-30. More specifically, how satisfied were you with the following elements of the purchase process? 2015 N=600, 2018 N=800; Results shown recalculated excluding "N/A" responses.

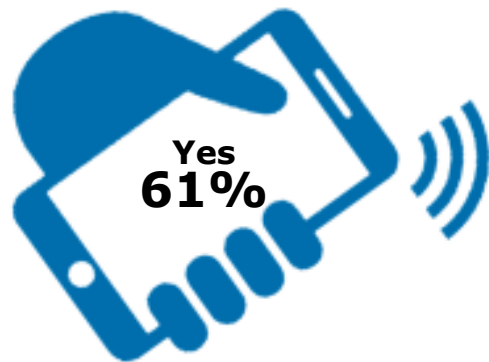


Claim Experience And Satisfaction

Six in ten claimants contacted their insurer while they were away on their trip; half of them initiated their claim at that time.

- Younger claimants were more likely to have contacted their insurer for information only, while older claimants were more likely to have called to initiate a claim.

Contacted insurer during trip



Reasons for contacting

To get information

43%

To initiate a claim

34%

Both

19%

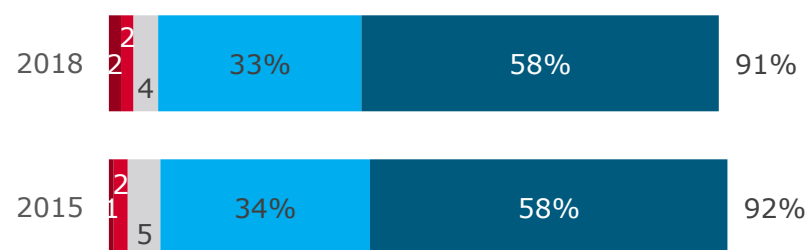
53%

Q32. While you were away on your trip, did you phone or contact your travel insurer for medical or travel assistance? 2018 N=400
Q33. [ASK IF YES AT Q.27] What was the reason for your initial phone call or contact? 2018 N=244

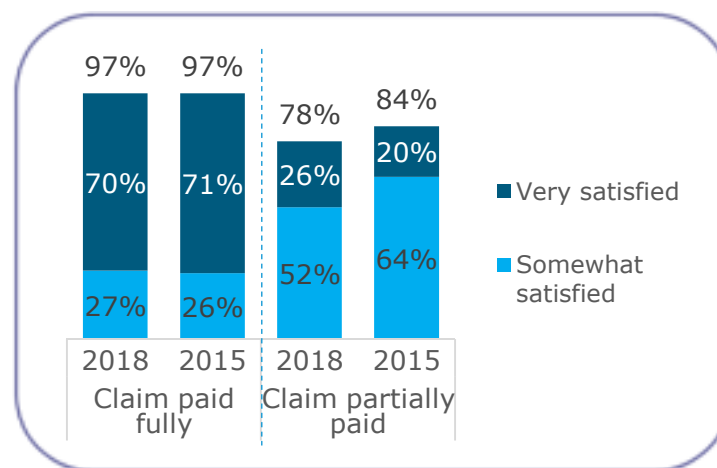
Overall satisfaction with the entire claim experience, from the initial contact to the final outcome, remains very high.

- Among those whose claim was fully paid, satisfaction was once again near-universal (97% satisfied, among whom 70% very satisfied – unchanged since 2015). While satisfaction was less strong among those with partially-paid claims, still three-quarters express satisfaction (78% satisfied, among whom 26% very satisfied). This is lower than in 2015 by six points.

Satisfaction with the entire medical emergency claim experience (from the initial contact to the final outcome)



■ Very dissatisfied ■ Somewhat dissatisfied
■ Neither satisfied nor dissatisfied ■ Somewhat satisfied
■ Very satisfied

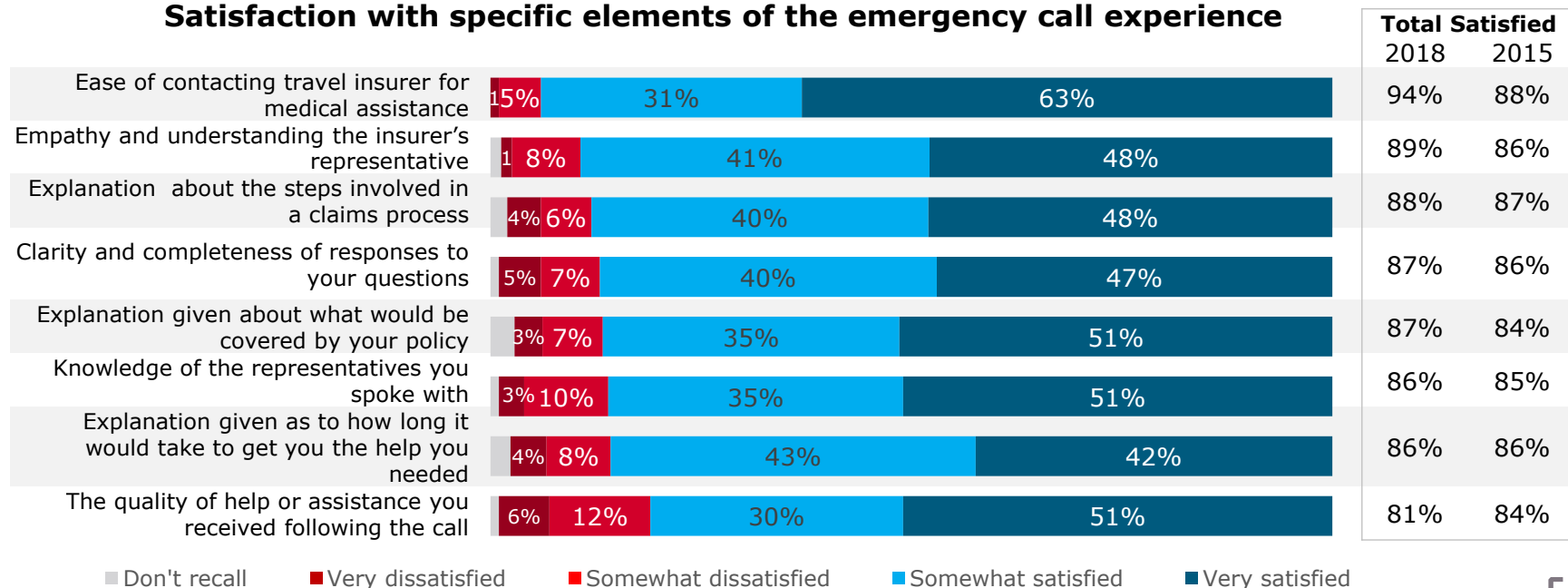


Q35. Thinking back about the entire medical emergency claim experience, from the initial contact to the final outcome, how would you rate your satisfaction with the overall experience? Those who initially contacted the insurer 2015 N=263, 2018 N=178

Claimants were generally happy with all elements of their experience, particularly with the ease of contact

- Overall satisfaction levels for each measure are slightly higher than in 2015, although for the most part, not significantly.
- Satisfaction at the top level (very satisfied) is significantly higher across all measured variables among respondents whose claim was paid in full, compared to those who were only paid partially. While overall satisfaction is still high, this group is more likely to be somewhat satisfied.

Satisfaction with specific elements of the emergency call experience

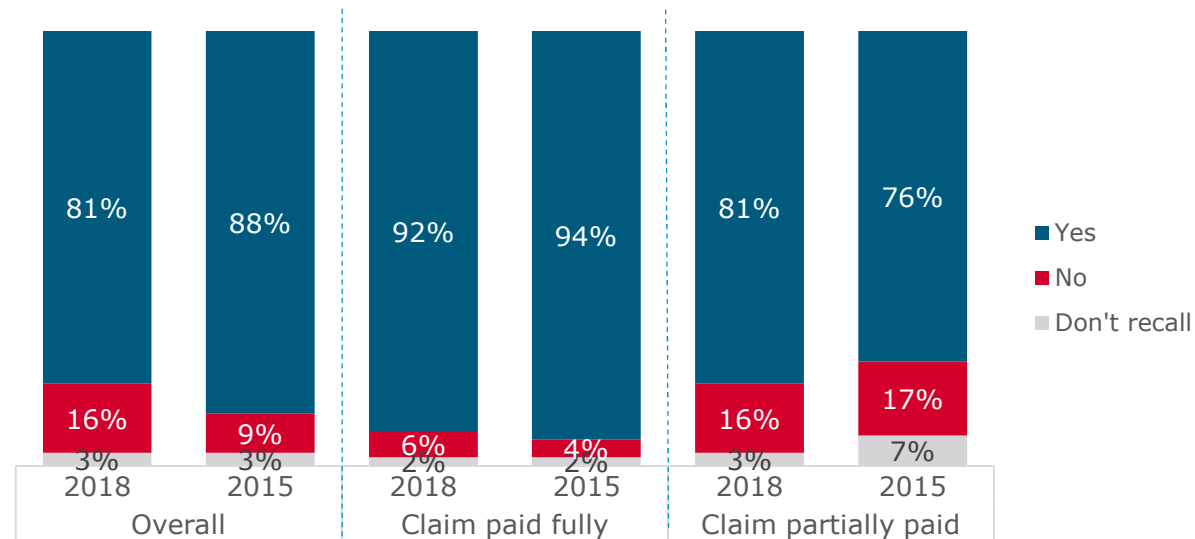


Q36-43. Thinking back to the time when you were traveling and you contacted your travel insurer for emergency medical assistance, how would you rate your satisfaction with that experience on the following characteristics? 2015 N=256, 2018 N=235 Results shown recalculated excluding "N/A" responses

For eight in ten claimants who contacted their insurer during their trip, the actual experience was similar to what was explained to them during the initial contact.

- This is down slightly from 2015.
- Once again, those whose claim was paid in full were more likely than those who were paid partially to have found their experience more in line.

Similarity between the actual experience and initial explanations

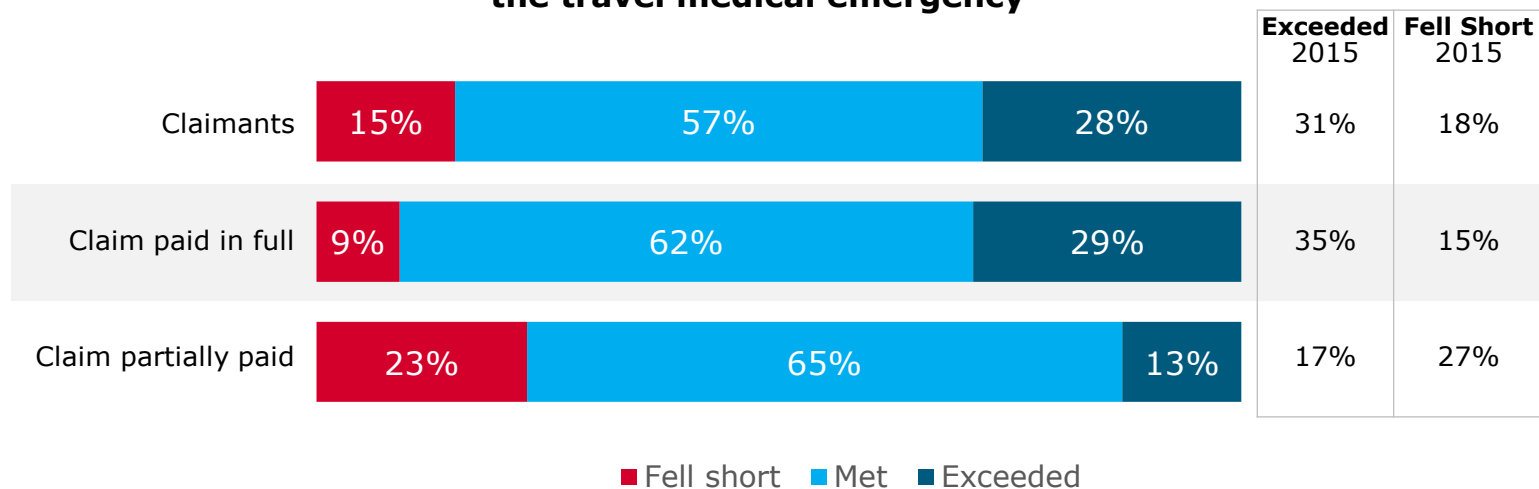


Q44. Was your actual experience similar to what was initially explained to you?
Those who called the insurer; 2015 N=263, 2018 N=215

Most claimants, even those whose claim was not fully paid, feel that the support they received during the travel medical emergency met or exceeded their expectations.

- The proportion of claimants who felt their experience exceeded expectations, is down slightly from 2015.
- The proportion of claimants who said their experience fell short of expectations is also down from 2015, with those saying it met expectations increasing.
- Among those whose claim was partially paid, only a quarter (23%) said their experience fell short of expectations.

Delivery on expectations re: SUPPORT received during the travel medical emergency

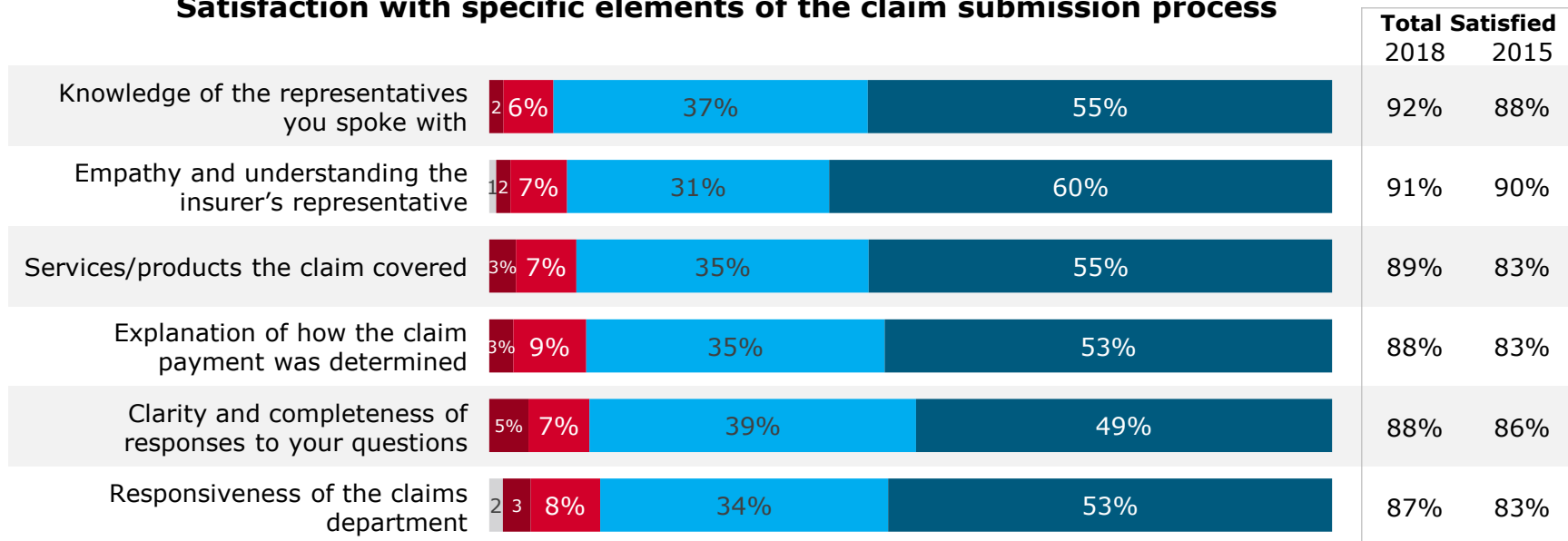


Q45. Overall, would you say that the support you received through your travel medical insurance during the medical emergency met, exceeded, or fell short of your expectations? Those who contacted the insurer; 2015 N=263, 2018 N=235

Satisfaction with the various aspects of the claim submission remains high, and higher than in 2015 for a number of measures.

- Representatives in particular receive high grades, being seen as knowledgeable and empathetic by nine in ten respondents.
- On all measures, claimants who received full payment were more likely to be satisfied than those who only received partial payment (by about 10-15%).

Satisfaction with specific elements of the claim submission process



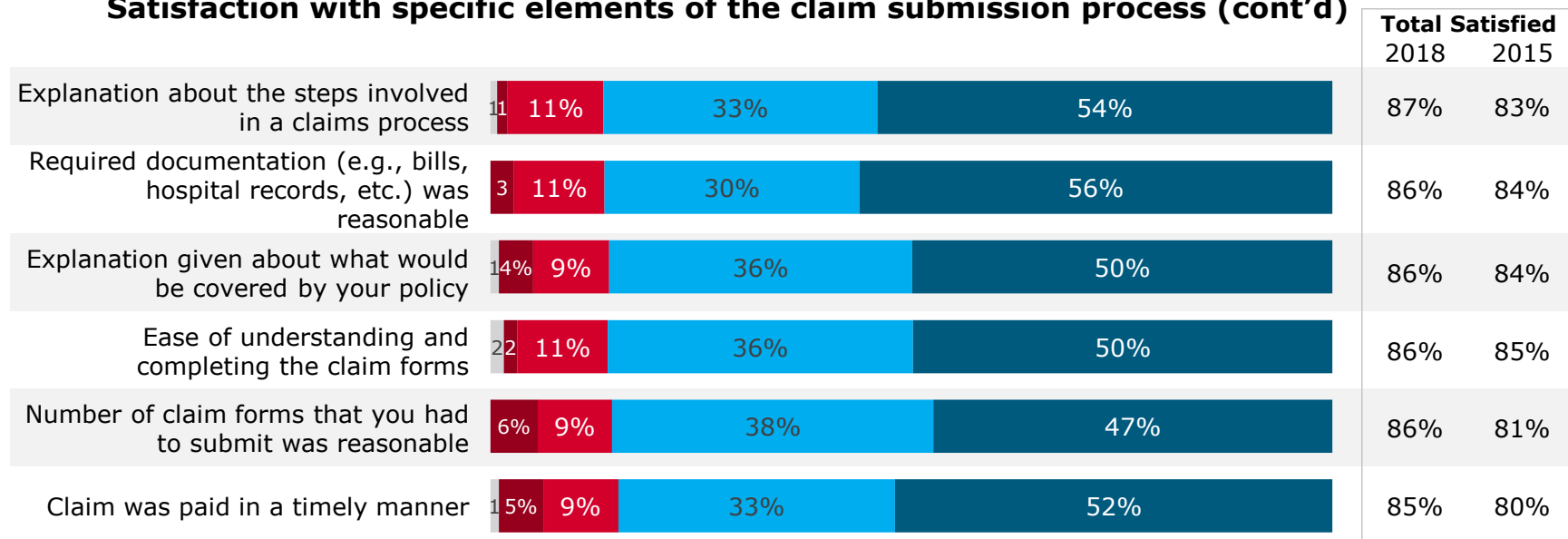
■ Don't recall
 ■ Very dissatisfied
 ■ Somewhat dissatisfied
 ■ Somewhat satisfied
 ■ Very satisfied

Q46-57. Thinking back to the time when you returned from your trip and submitted the claim to your travel insurer, how would you rate your satisfaction with that experience on the following characteristics? 2015 N=300, 2018 N=255; Results shown recalculated excluding "N/A" responses

No more than 15% of claimants were unhappy with any element of the claim process.

- Timely payment and the number of forms to fill out were the two parts of the process with the largest proportion of dissatisfied customers; still, the vast majority was happy with these elements as well.

Satisfaction with specific elements of the claim submission process (cont'd)



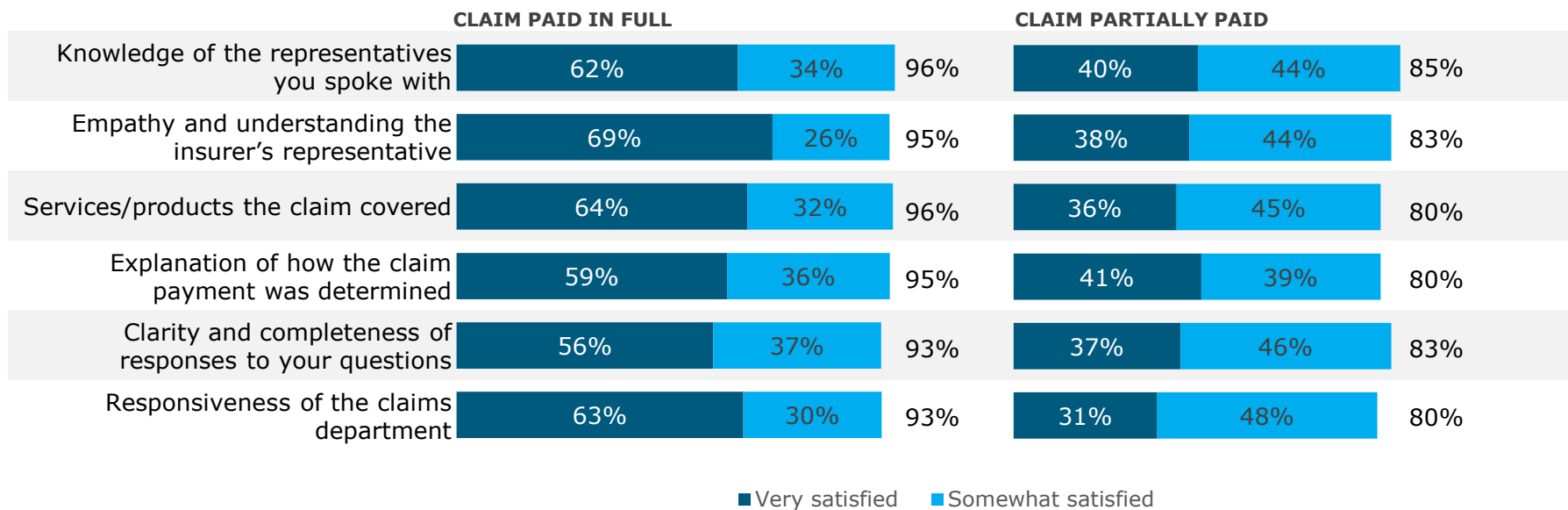
■ Don't recall
 ■ Very dissatisfied
 ■ Somewhat dissatisfied
 ■ Somewhat satisfied
 ■ Very satisfied

Q46-57. Thinking back to the time when you returned from your trip and submitted the claim to your travel insurer, how would you rate your satisfaction with that experience on the following characteristics? 2015 N=300, 2018 N=255; Results shown recalculated excluding "N/A" responses

The level of satisfaction is seen through the lens of the claim outcome: claimants paid in full are more likely to assign top scores than those partially paid.

- That said, four-fifths of all who received a partial payment were still satisfied with all aspects of the process.

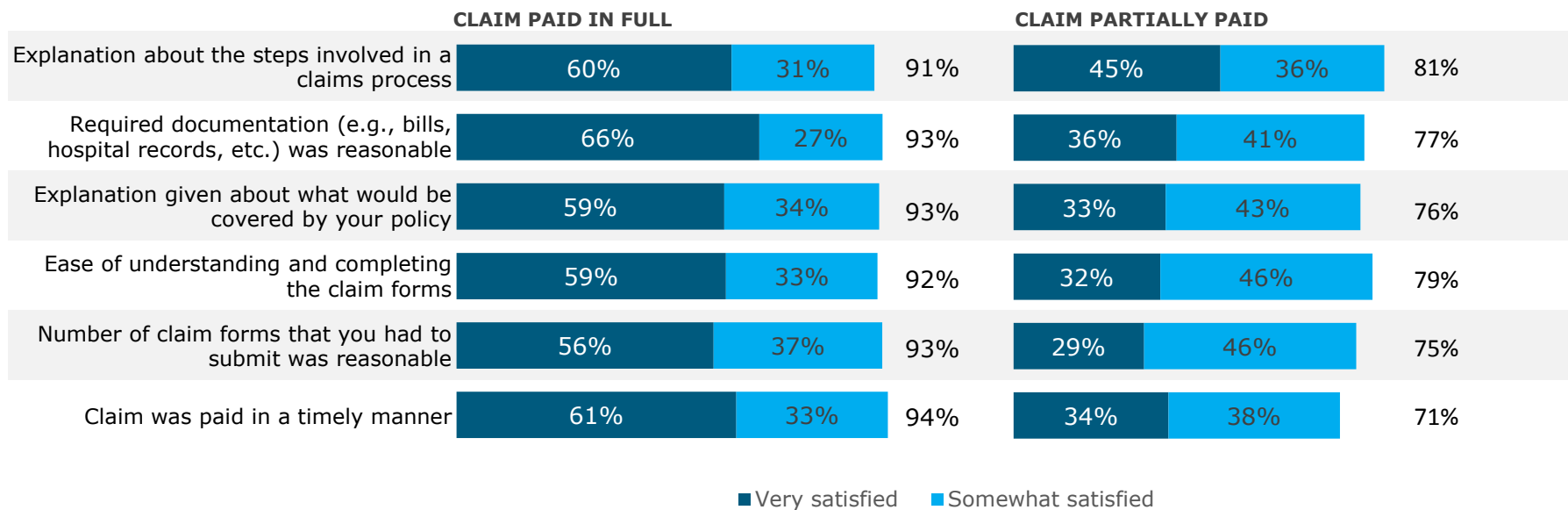
Satisfaction with specific elements of the claim submission process (Very + Somewhat)



Q46-57. Thinking back to the time when you returned from your trip and submitted the claim to your travel insurer, how would you rate your satisfaction with that experience on the following characteristics?

Even among those partially paid, three in ten or more assign a top score of “very satisfied” and seven in ten are generally satisfied.

**Satisfaction with specific elements of the claim submission process
(Very + Somewhat)**

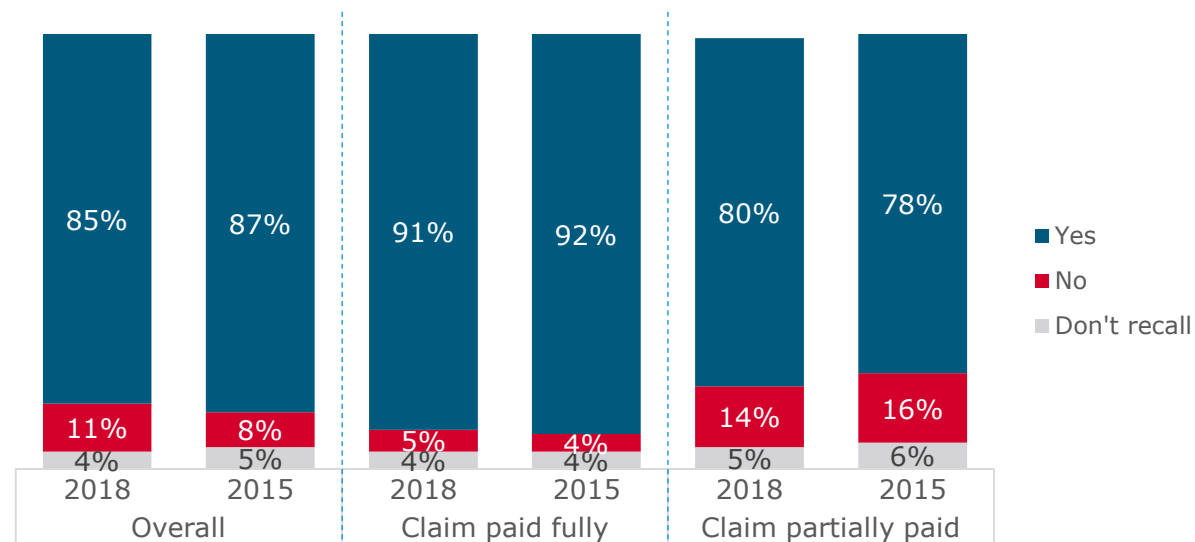


Q46-57. Thinking back to the time when you returned from your trip and submitted the claim to your travel insurer, how would you rate your satisfaction with that experience on the following characteristics?

The majority of claimants found the actual claim submission experience in line with what was explained to them during the initial contact.

• This is unchanged since 2015.

Similarity between explanations and actual claim submission experience

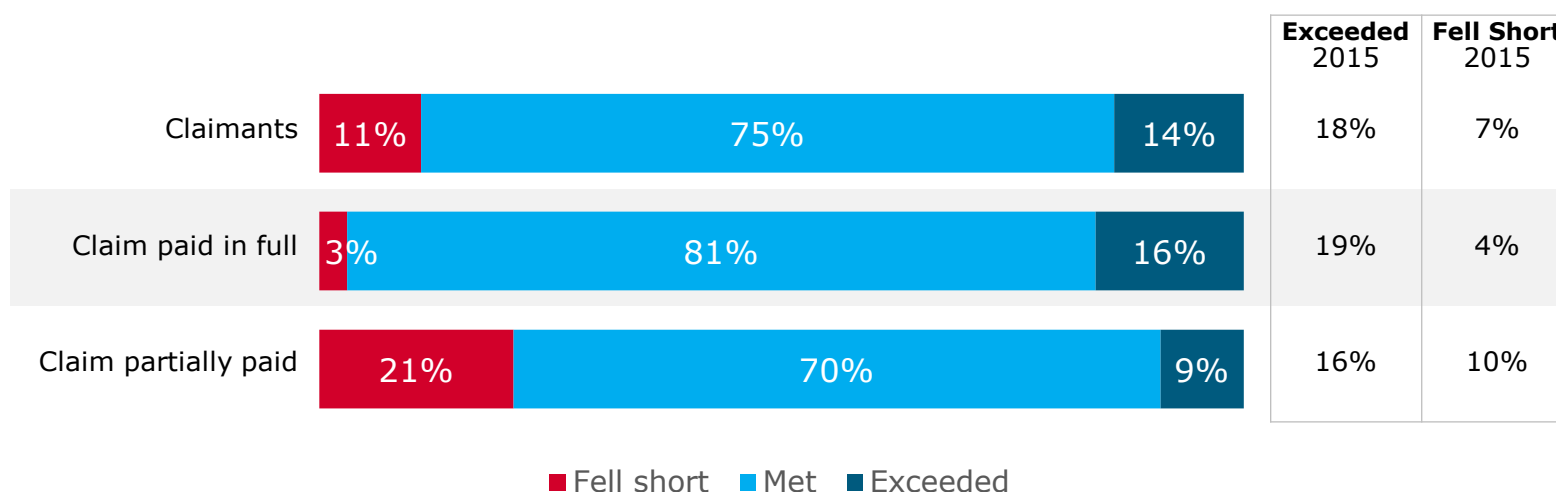


Q58. Was your actual claim submission experience similar to what was initially explained to you? 2015 N=300, 2018 N= 255

A vast majority of claimants felt that the claim submission experience met or exceeded their expectations.

- As was seen with expectations regarding the contact experience, the proportion of claimants who felt their claim submission experience exceeded expectations, is down slightly from 2015.
- Among those whose claim was partially paid, one in five (21%) said their experience fell short of expectations.

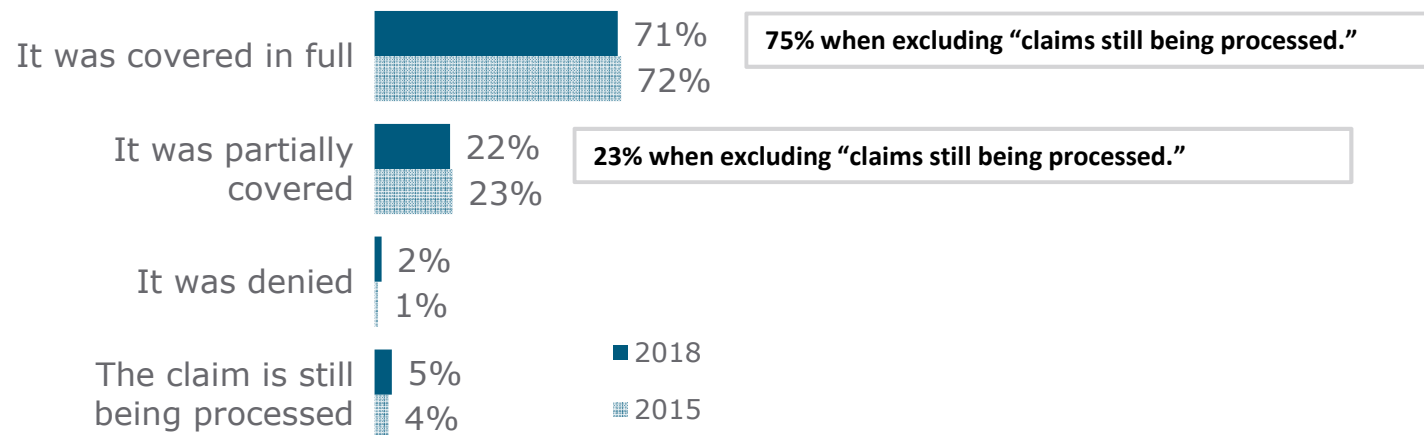
Delivery on expectations re: Claim SUBMISSION Experience



Q59. Would you say that the claim submission experience met, exceeded, or fell short of your expectations
2015 N=300, 2018 N=255

Virtually all claims were paid, with seven in ten paid in full and one in five partially paid.

Claim submission outcome

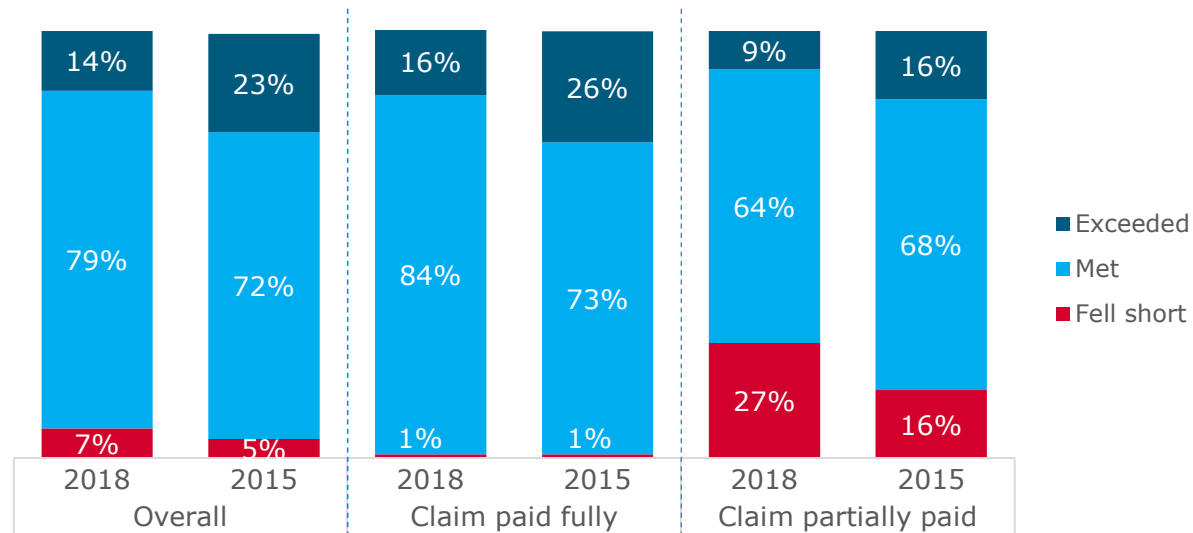


Q60. What was the result of your claim submission?
2015 N=300, 2018 N=255

For the most part, claimants say their payment met expectations.

- Compared to 2015, more respondents said payment met expectations, while fewer said it exceeded them. This is true of both claimants paid in full and claimants paid partially.
- A quarter of claimants paid partially (27%, up from 16% in 2015) feel that their payment experience fell short of expectations. That said, three-quarters of this group said the outcome met or exceeded expectations.

Delivery on expectations re: claim OUTCOME

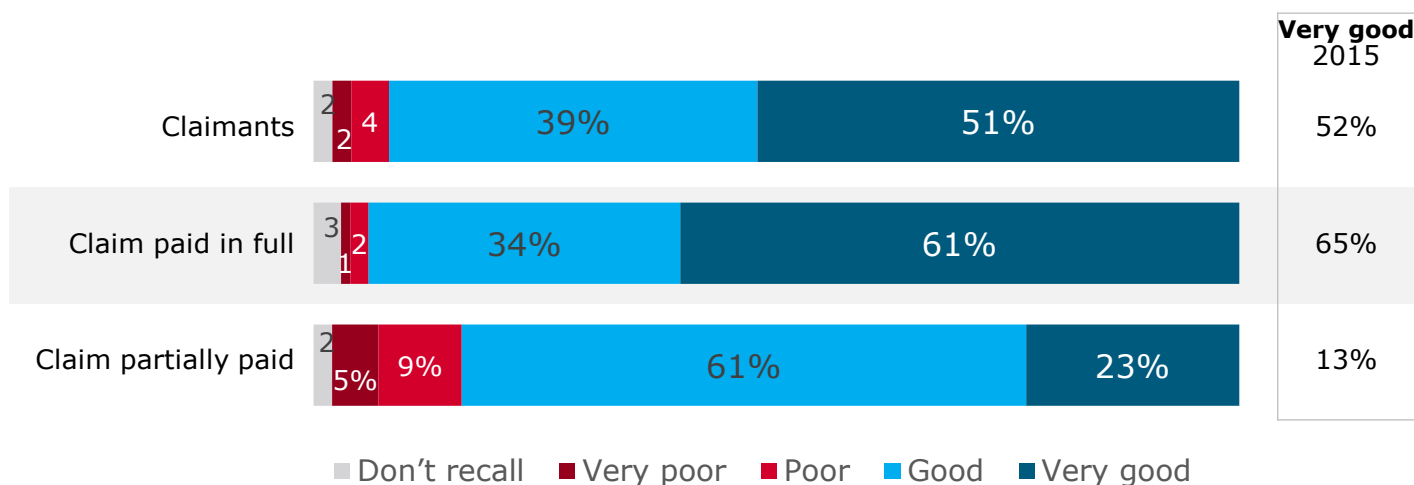


Q61. [ASK IF ANSWERED a OR b AT Q 56] Would you say that the claim payment met, exceeded, or fell short of your expectations?
2015 N=284, 2018 N=236

Once again, claimants are overall pleased with the explanations they received about their payment.

- Overall, half of claimants said the clarity of explanations about their claim payment (or denial) was very good, which has remained stable since 2015. Among those who were paid partially, the proportion of those saying it was very good rose by ten points, to 23%.
- Negative perceptions are held by small group of respondents overall, mostly of the partially paid group (14%).

CLARITY OF EXPLANATION about the claim payment

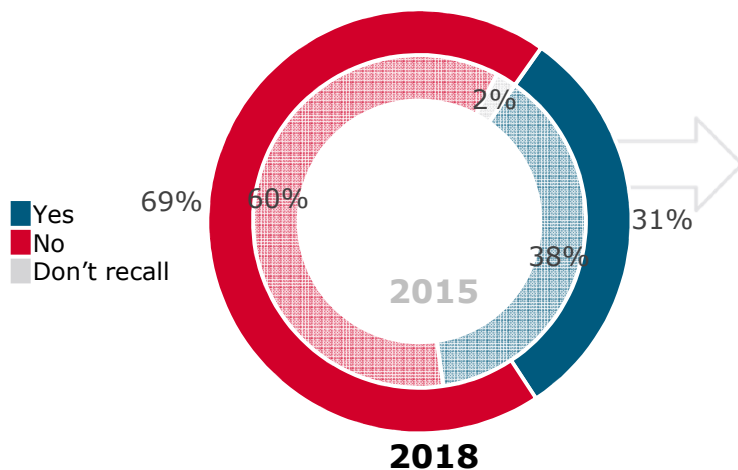


Q62. How would you rate the clarity of explanation your travel insurer gave you about [IF Q56=a OR b] your claim payment? [IF Q56=c] the claim denial? 2015 N=287, 2018 N=241

Three in ten claimants made a complaint at some point during or after the claim process, mostly to their insurance rep directly.

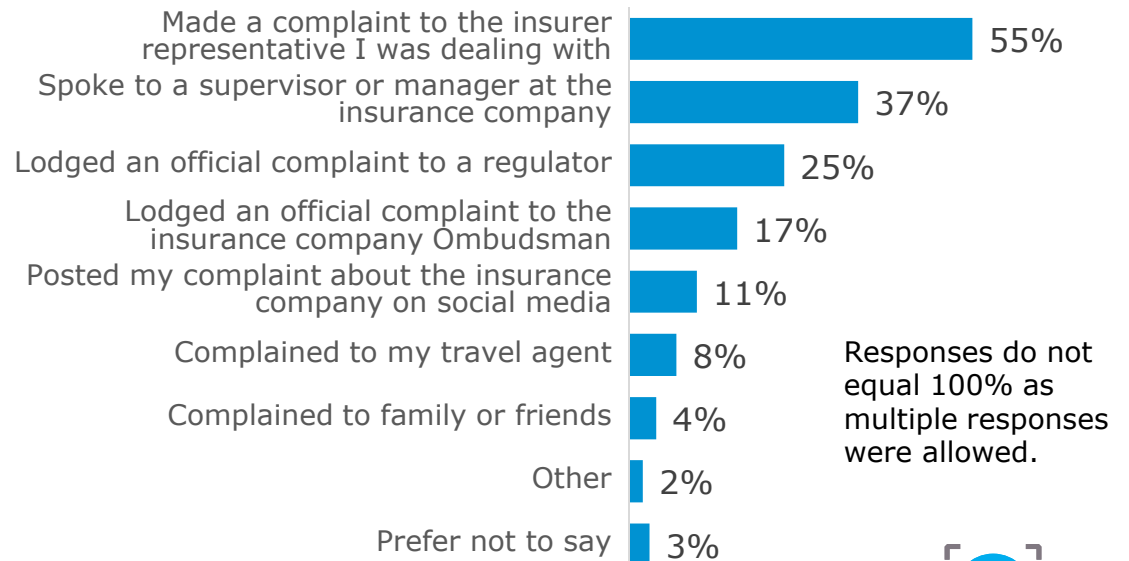
- One-quarter (25%) made a complaint to a regulator while 17% made an official complaint to an insurance company Ombudsman.
- Complaints were equally common among claimants who were paid partially as those who were paid in full.
- Prevalence of complaints dwindled as age rose, ranging from 44% of those under 35 launching a complaint, to only 13% among those 65+.

Made a complaint about the claim



Q64. [ASK IF Q30=a OR b] Did you make a complaint about your claim at any point during or after the claim process? 2015 N=300, 2018 N=301

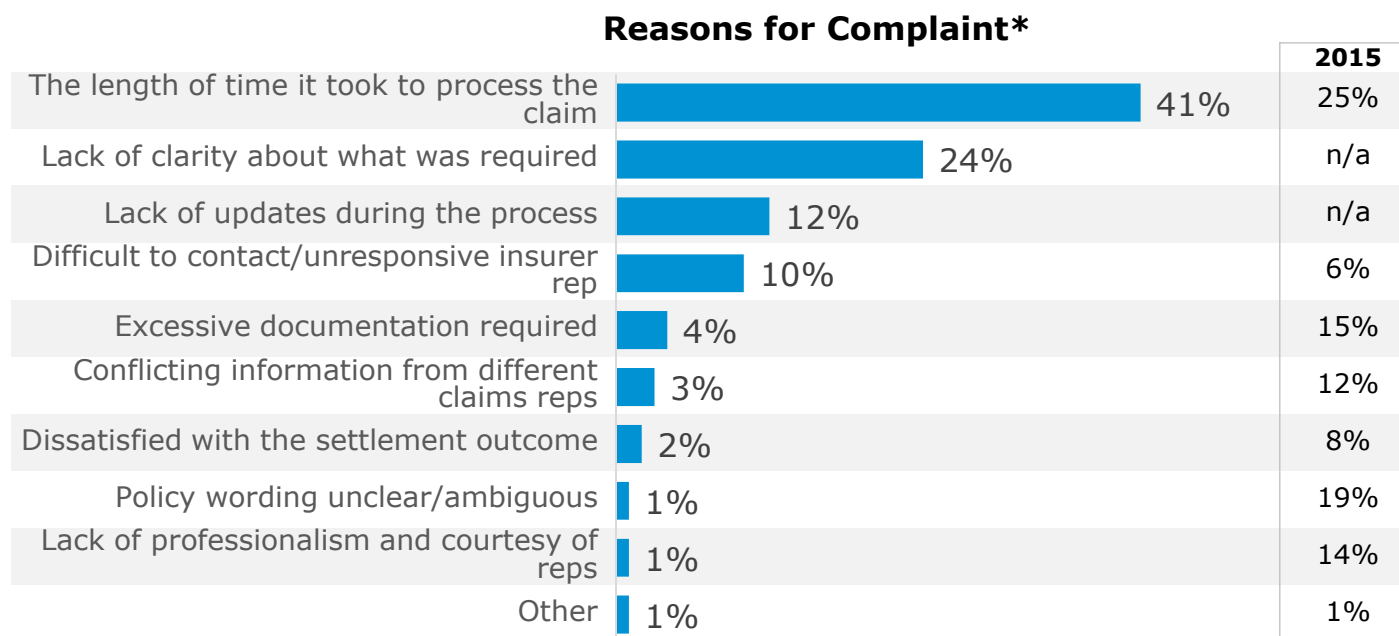
Complaint Method*



***Caution: Low base size**

Q65: How did you make this complaint? 2018 N=92*

The two most common complaints were in relation to the claim processing timeliness, and lack of clarity about requirements.

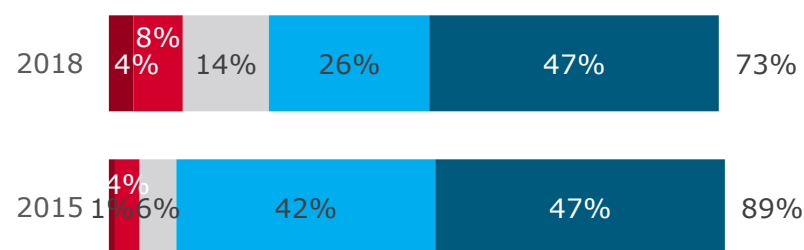


Q66. [ASK IF ANSWERED 'Yes' AT Q60] What was the primary reason for your complaint? *Caution: Low base size 2015 N=118, 2018 N=92

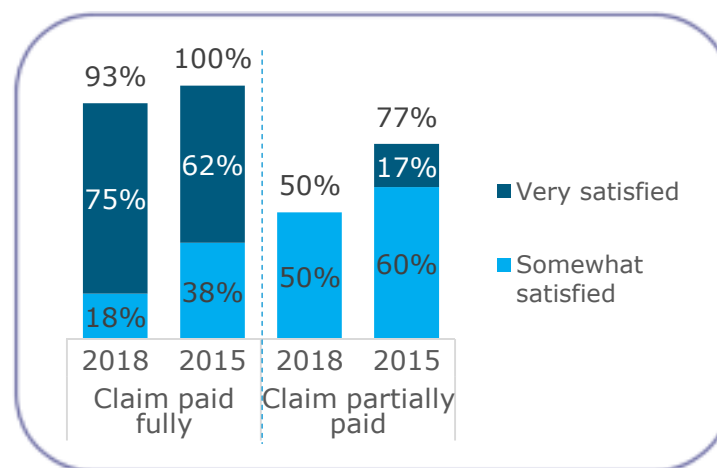
While most claimants were happy with how their complaint was handled, this has decreased since 2015

- While the proportion who were very satisfied remained stable (47%), those who were somewhat satisfied decreased by 16 points. Those who feel negatively about this has increased from 5% in 2015 to 12% this year.
- Among those with a fully paid claim, three quarters were very satisfied (and another 18% somewhat satisfied), while among those with a partially paid claim, no one was very satisfied, and 50% was somewhat satisfied – 21% of this group was ambivalent and 29% dissatisfied.

Satisfaction with how the claim complaint was handled*



■ Very dissatisfied ■ Somewhat dissatisfied
■ Neither satisfied nor dissatisfied ■ Somewhat satisfied
■ Very satisfied



Q67. [ASK IF ANSWERED 'Yes' AT Q61] Were you satisfied with how the complaint was handled?
 *Caution: Low base size 2015 N=118, 2018 N=92



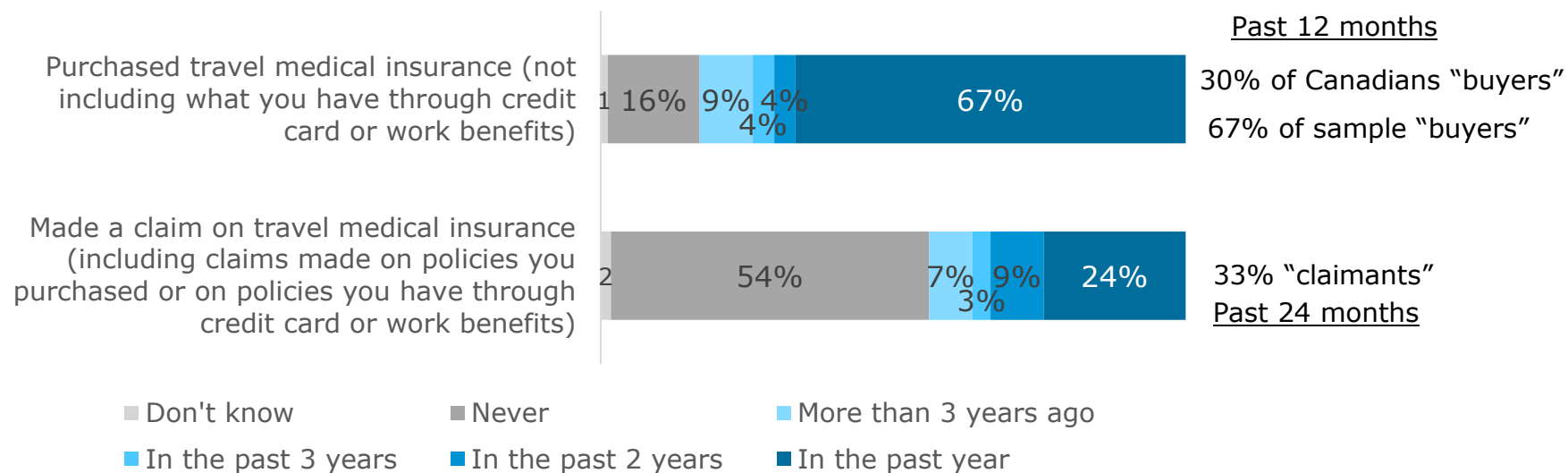
Appendix A

Respondent Demographics



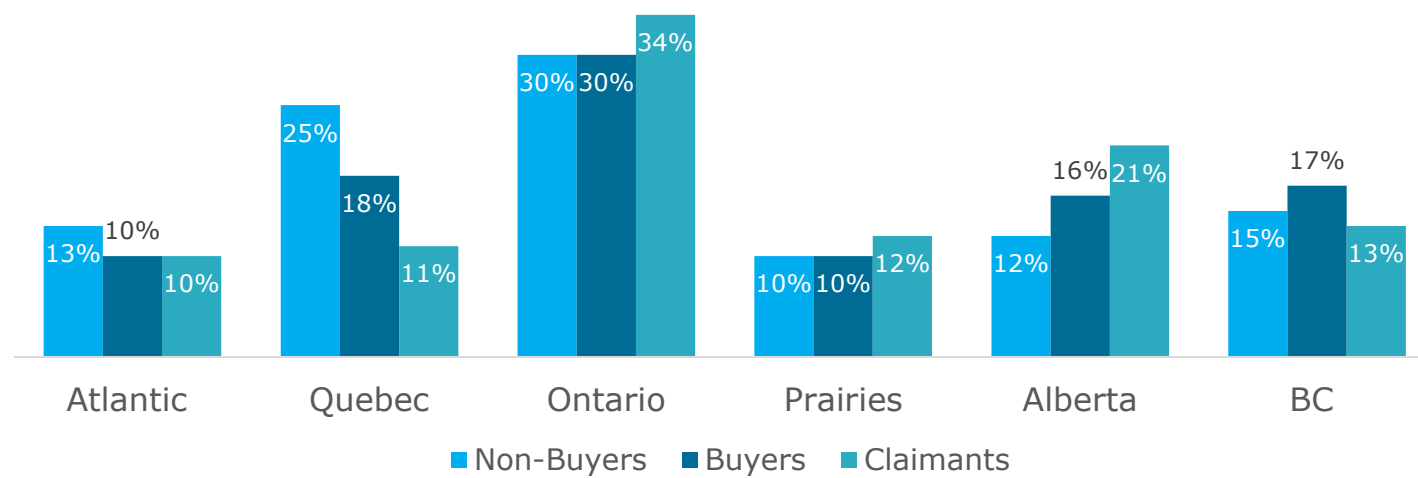
Insurance Behaviours

Travel Medical Insurance Activities

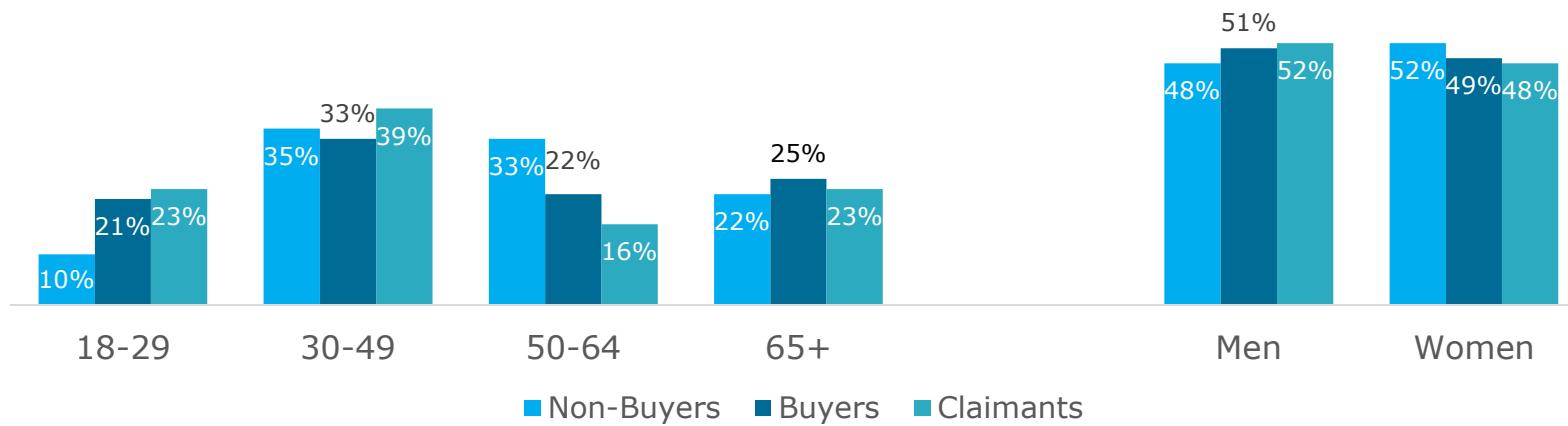


Q1: When have you last done each of the following? 2018 N=1200

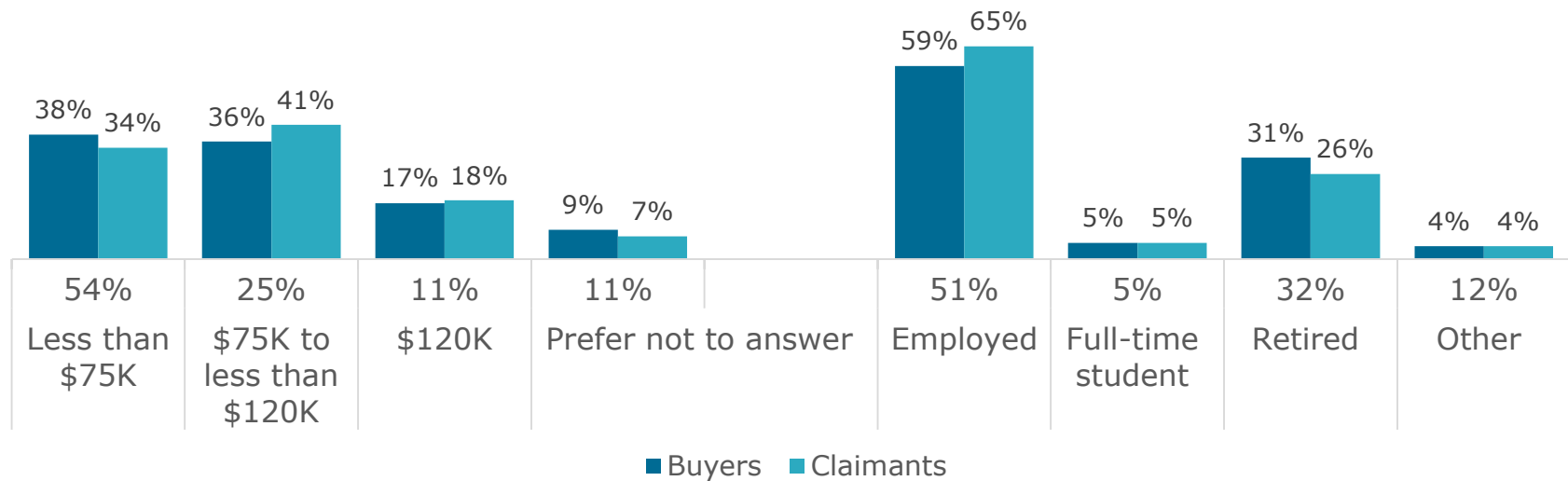
Region



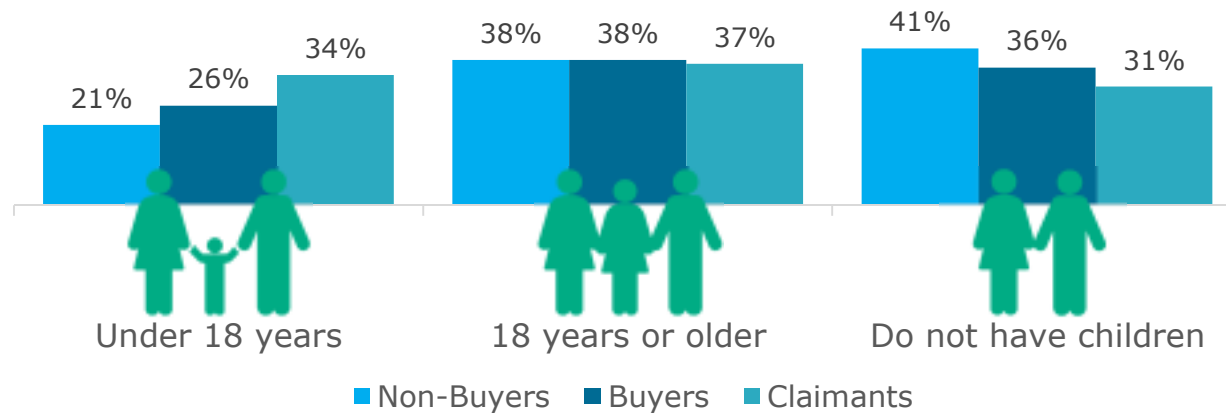
Age & Gender



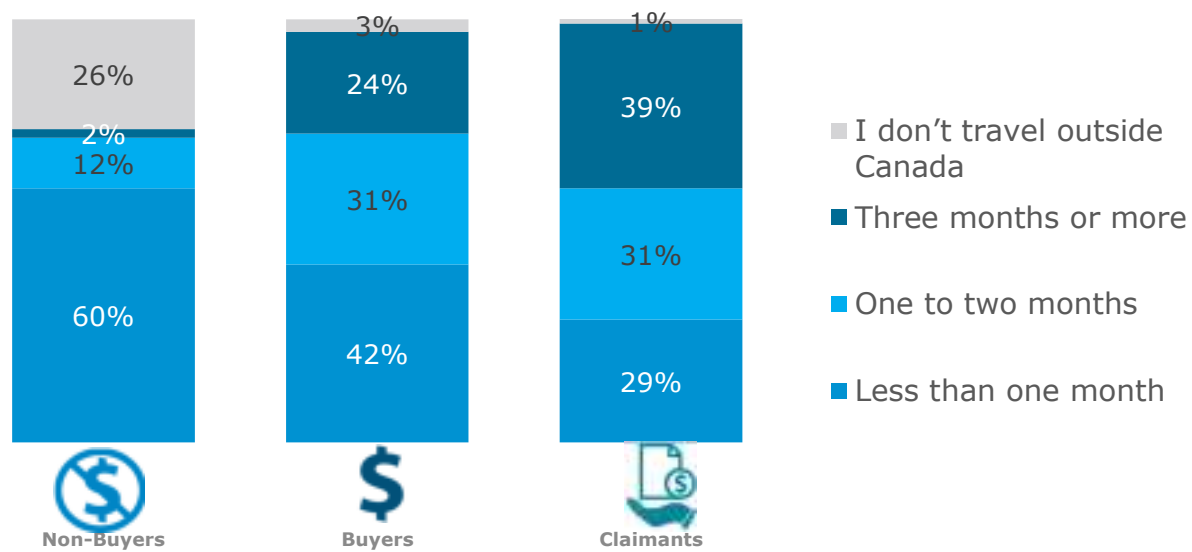
Income Groups and Employment



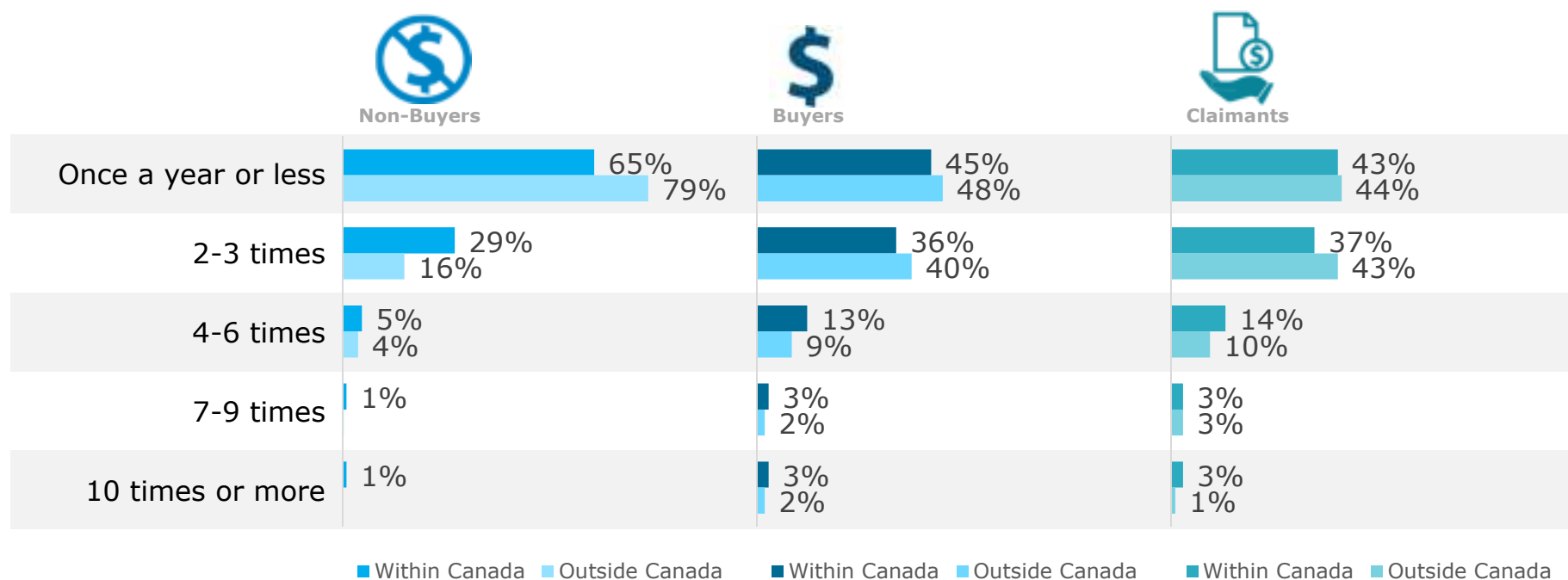
Children in household



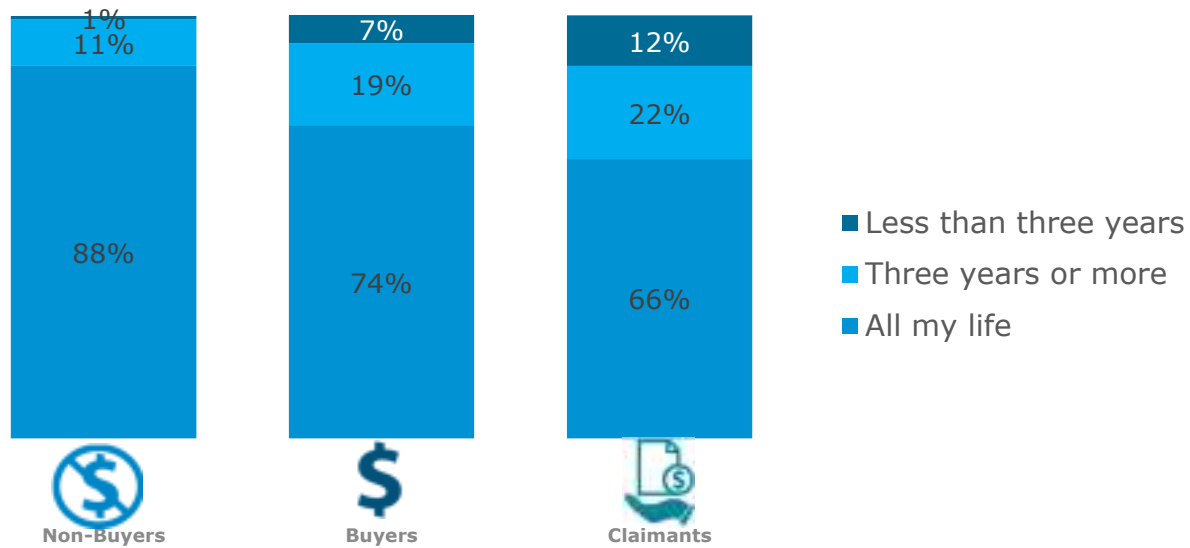
Period of time spent outside Canada (per calendar year)



Frequency of Travel Outside Canada (per calendar year)



Length of Residence in Canada





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