



Travel Medical Insurance Study Wave 2 Report



March, 2018



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 insurance claims submission process and outcomes among recent claimants (past 24 months)
- An online survey was conducted between February 16th and March 5th, 2018, with 1,200 Canadians aged 18 and over:
 - General population - Non-buyers of insurance, or purchased more than 12 months ago: n=400
 - Purchased travel medical insurance over the past 12 months: n=800
 - Made a claim over the past 24 months: n=400 (with 255 being able to recall and speak about this claim)
- Results of this study are compared to the 2015 benchmark study wherever possible.

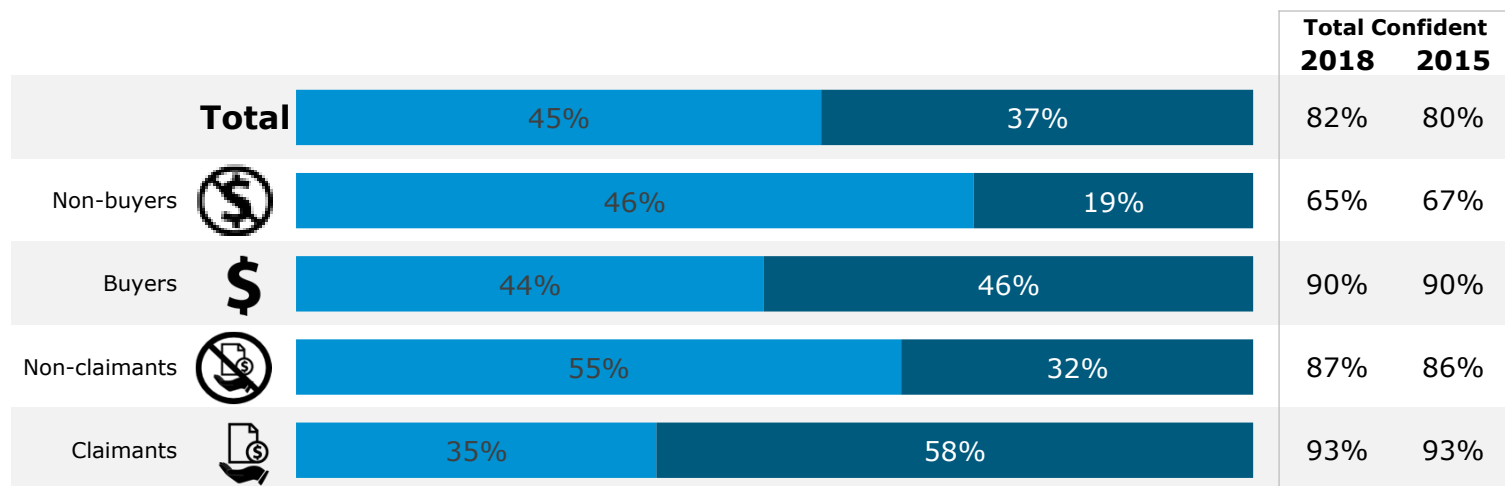


Attitudes Toward Travel Medical Insurance

pollara
strategic insights

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

**Confidence in travel medical insurance –
*Provide the assistance you need***

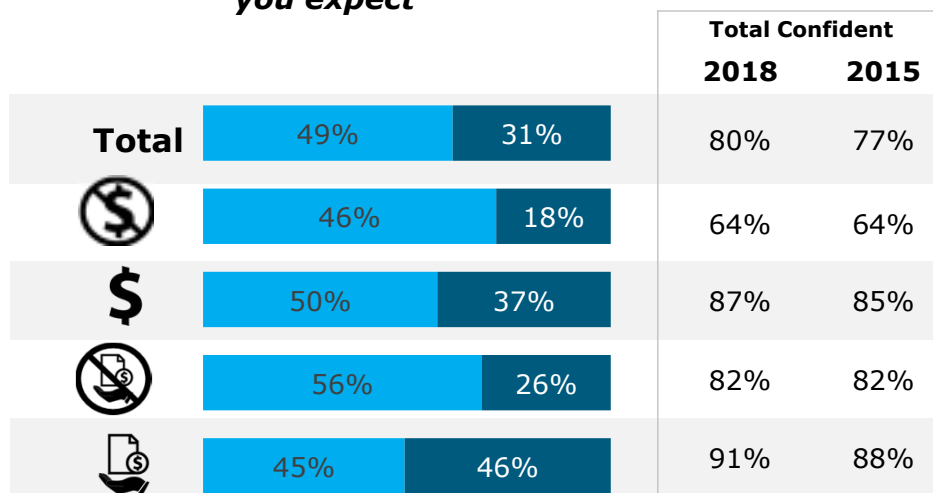


■ Somewhat confident ■ Very confident

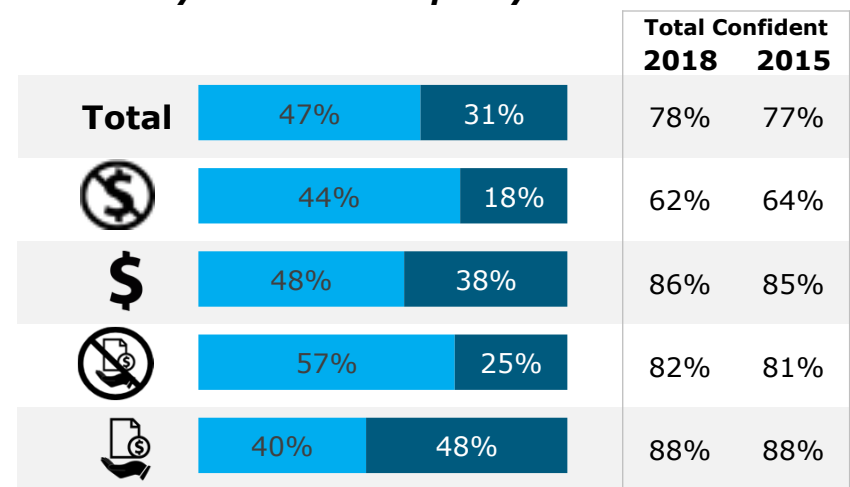
There is also confidence in policy coverage and quality of service

Confidence in travel medical insurance –

Provide the quality of service you expect



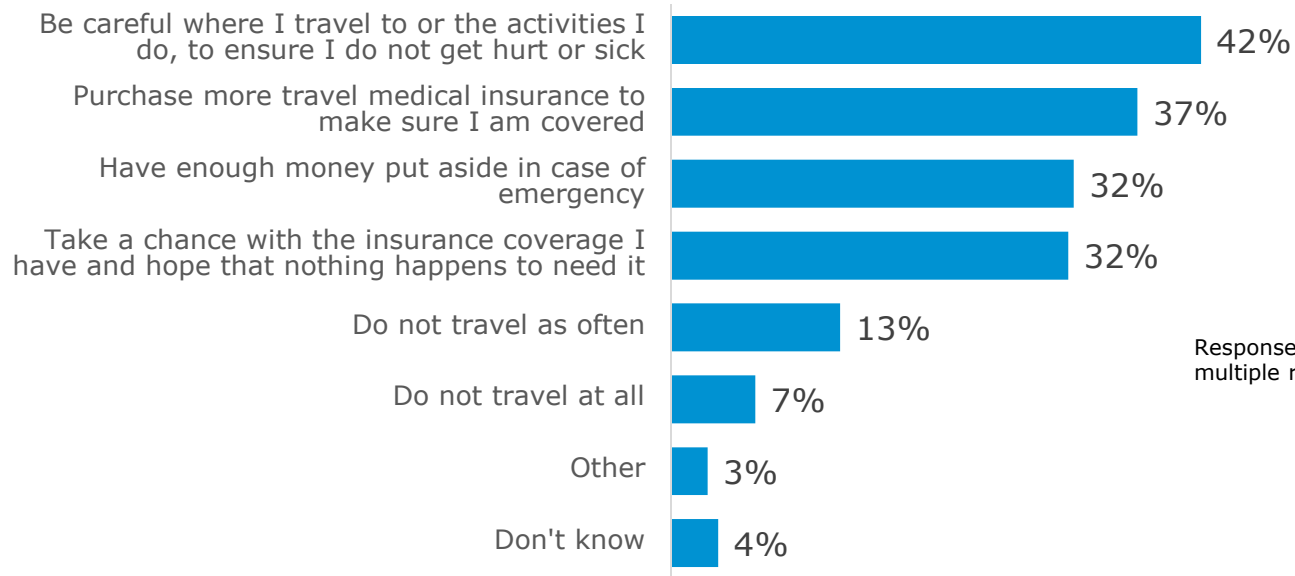
Cover your eligible claim expenses itemized in your insurance policy



■ Somewhat confident ■ Very confident

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.

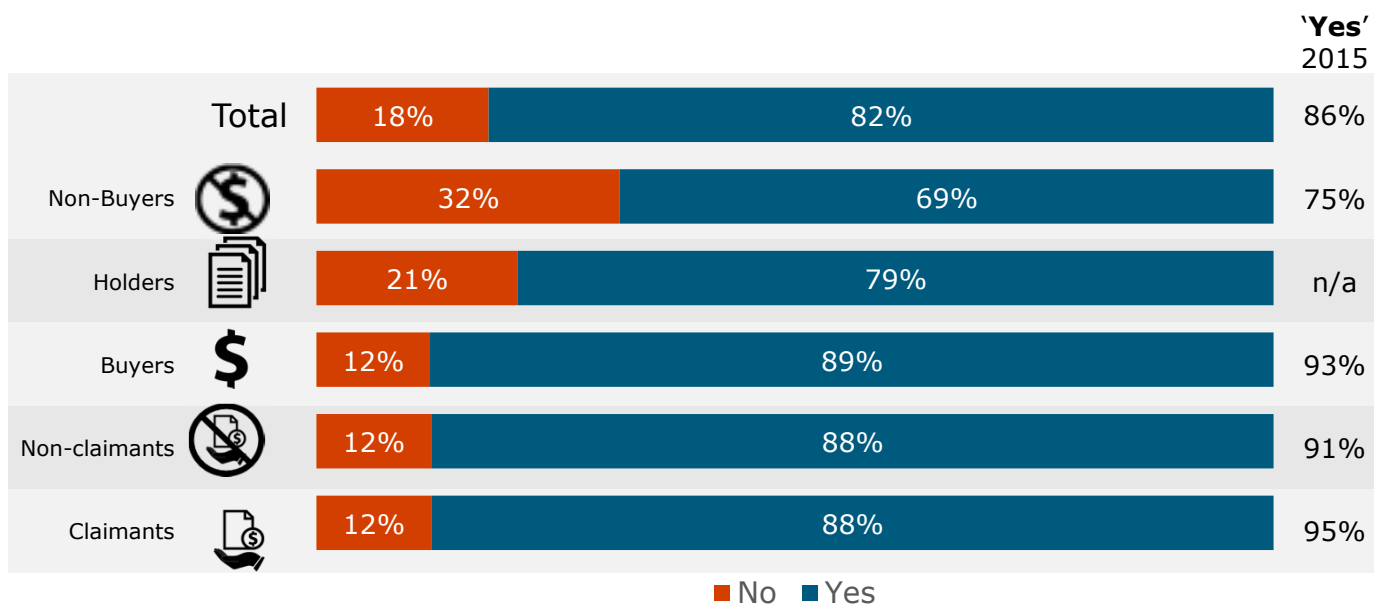
Ensuring Financial Coverage When Traveling Among Those Not Confident Travel Medical Insurance will Provide Needed Assistance



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

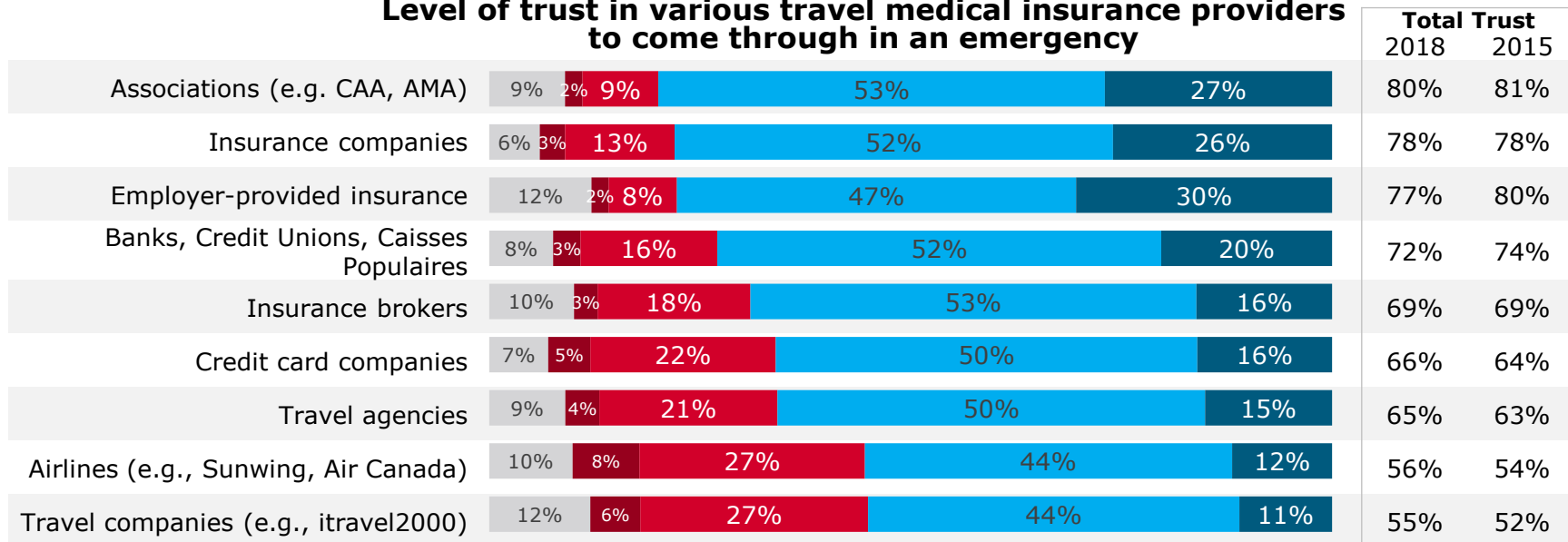
Respondents are quite confident they would know to call for information about their policy

Knowledge of who to call/contact to get needed information about policy



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

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



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



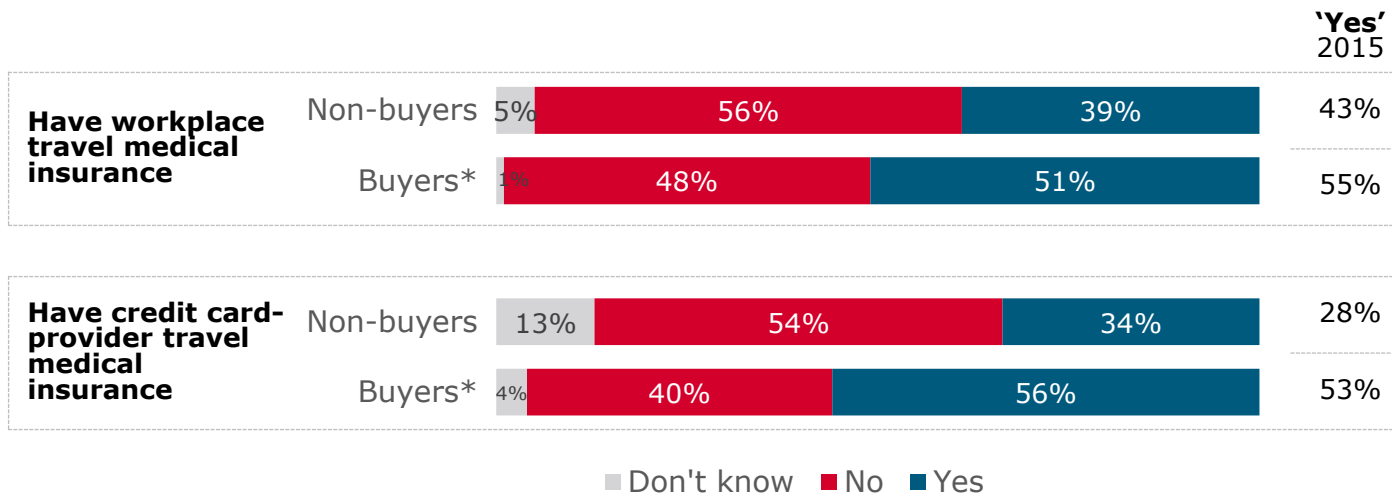
Workplace or Credit Card Travel Medical Insurance Coverage



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

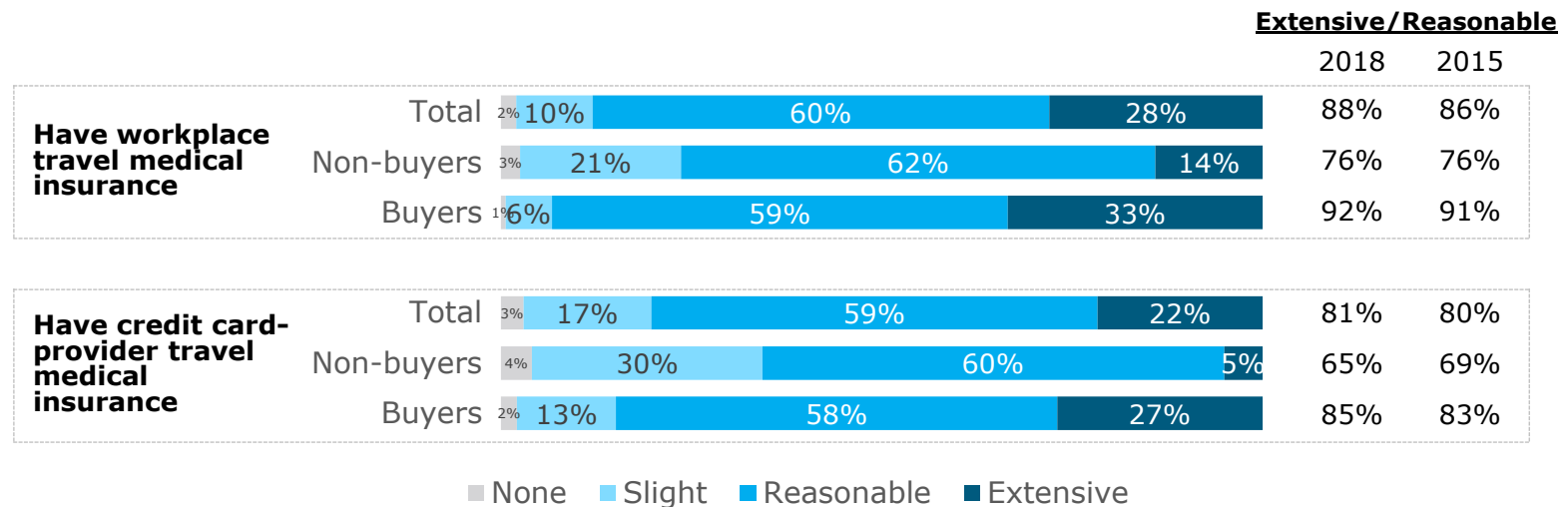
- Access to both workplace and credit card travel medical insurance: 31% (2015 30%)
- Access to neither workplace or credit card travel medical insurance: 32% (2015 38%)

Access to travel medical insurance (workplace/credit cards)



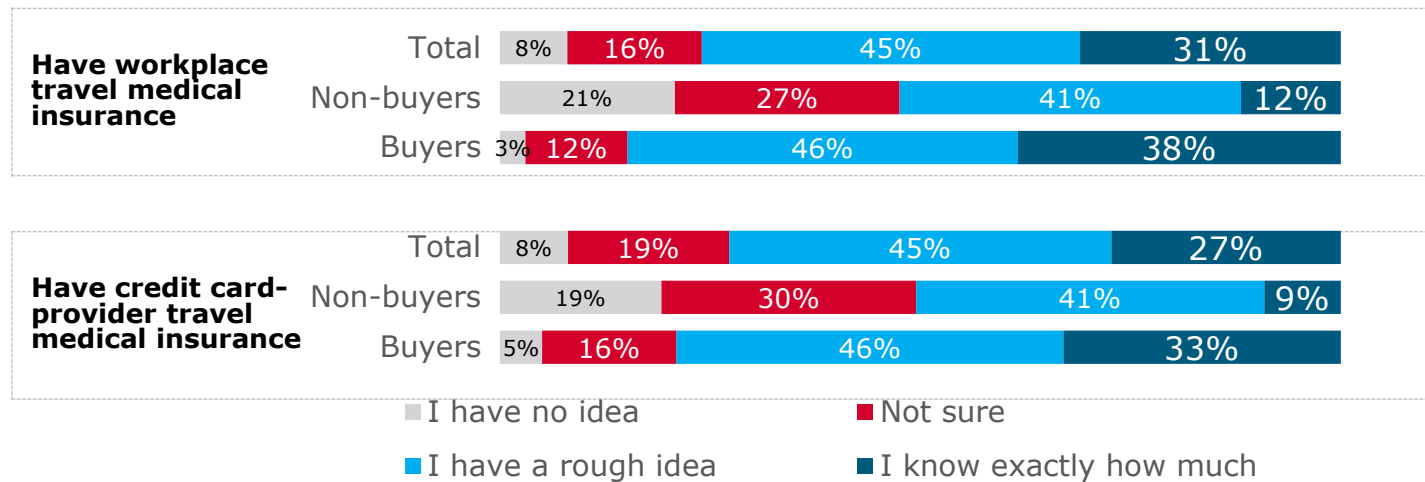
A majority of those who are covered by workplace or credit card insurance claim to have at least a reasonable level of understanding of what is and isn't covered by those policy terms.

Understanding of Policy Terms



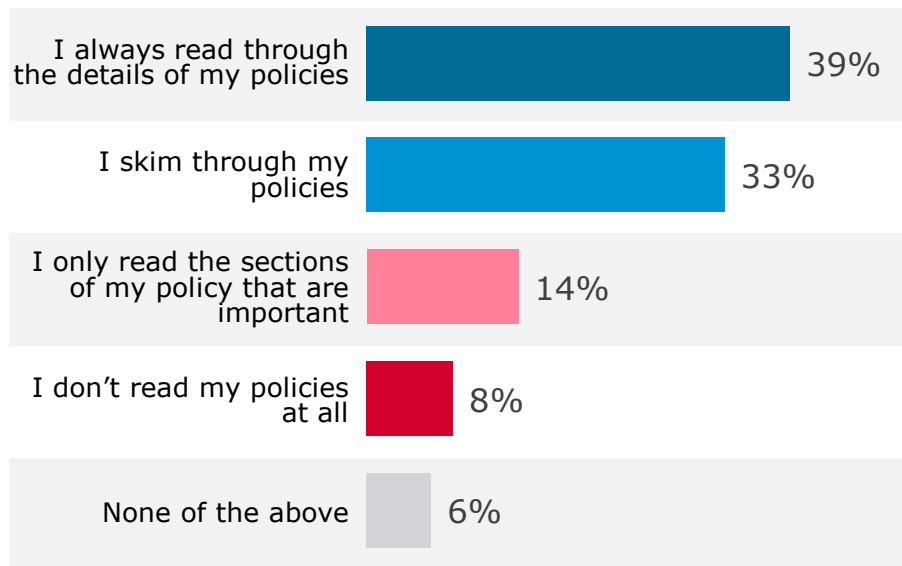
Most respondents have at least some idea of the maximum coverage of their work or credit card travel insurance policies.

Knowledge of Coverage Value

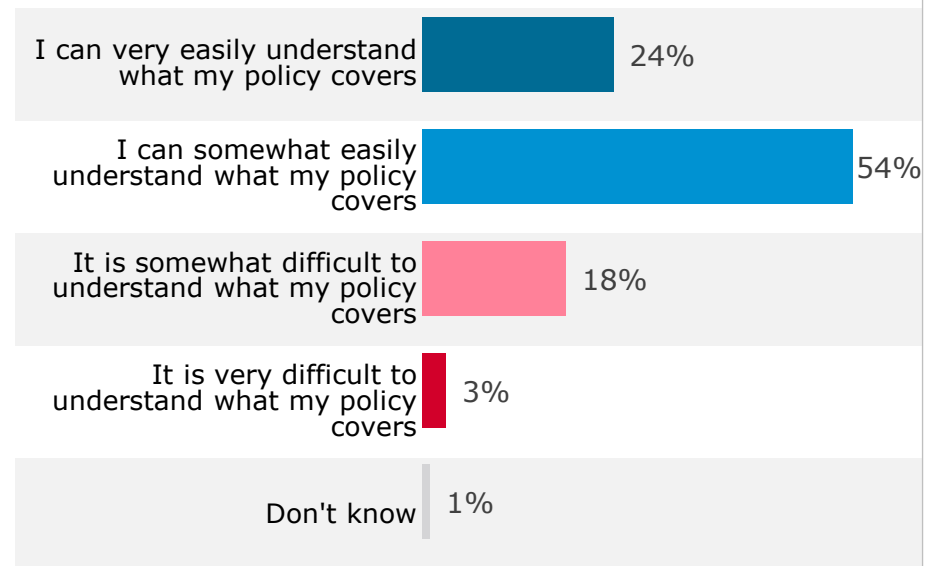


Most policy-holders tend to at least skim their policy before traveling and can at least somewhat easily understand their coverage. Diligence and clarity increases among purchasers and claimants.

Review of travel insurance policies



Policy Lay Out Easily Show Coverage



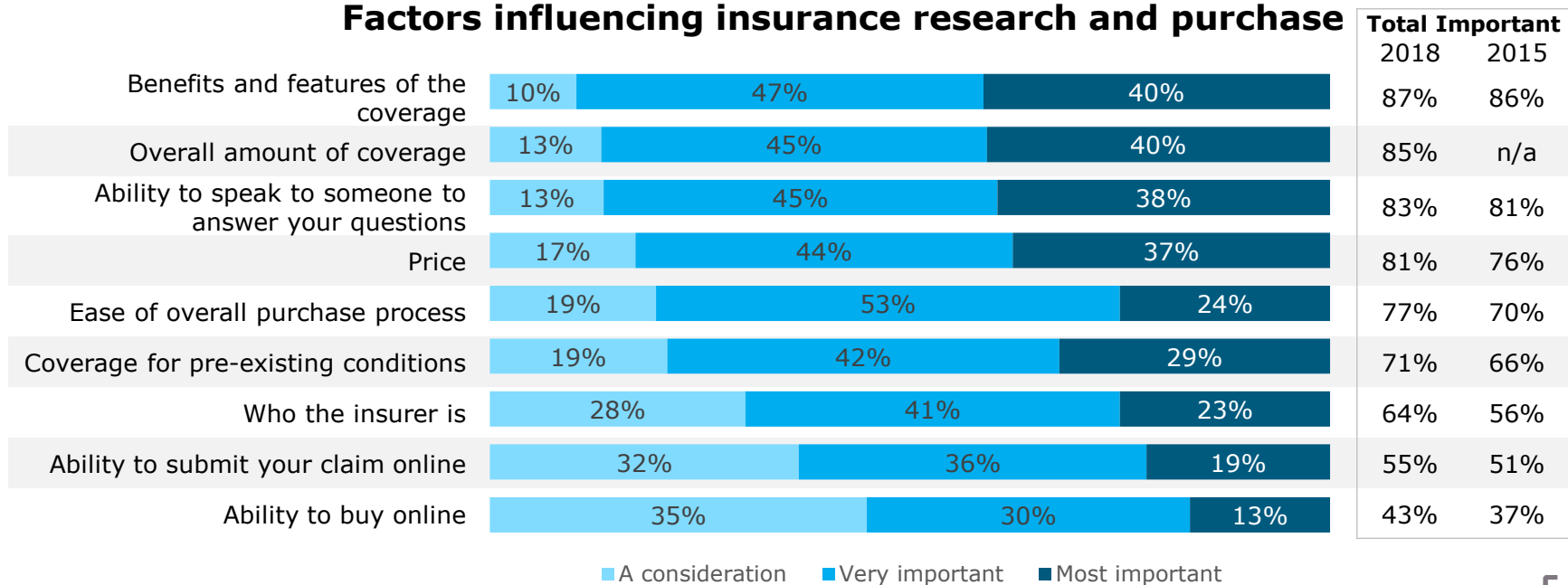


Travel Medical Insurance Purchase Experience



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.

Factors influencing insurance research and purchase



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

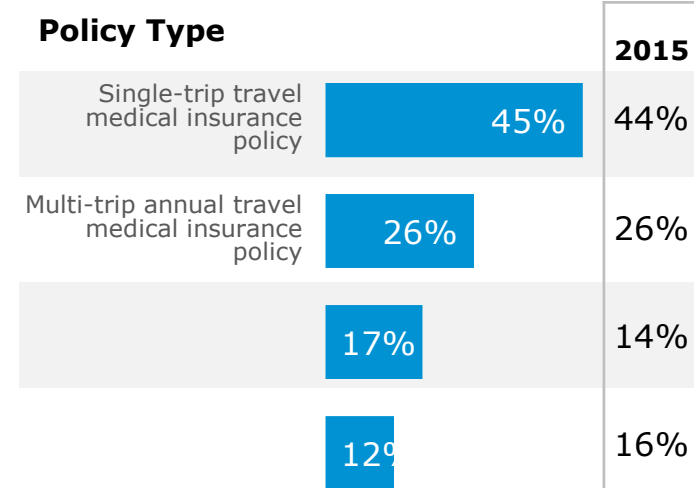
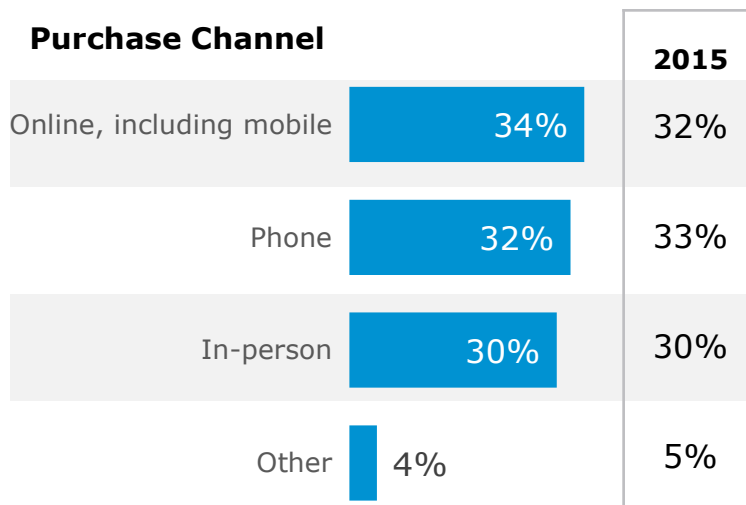
Behaviour when Reviewing Policies

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%

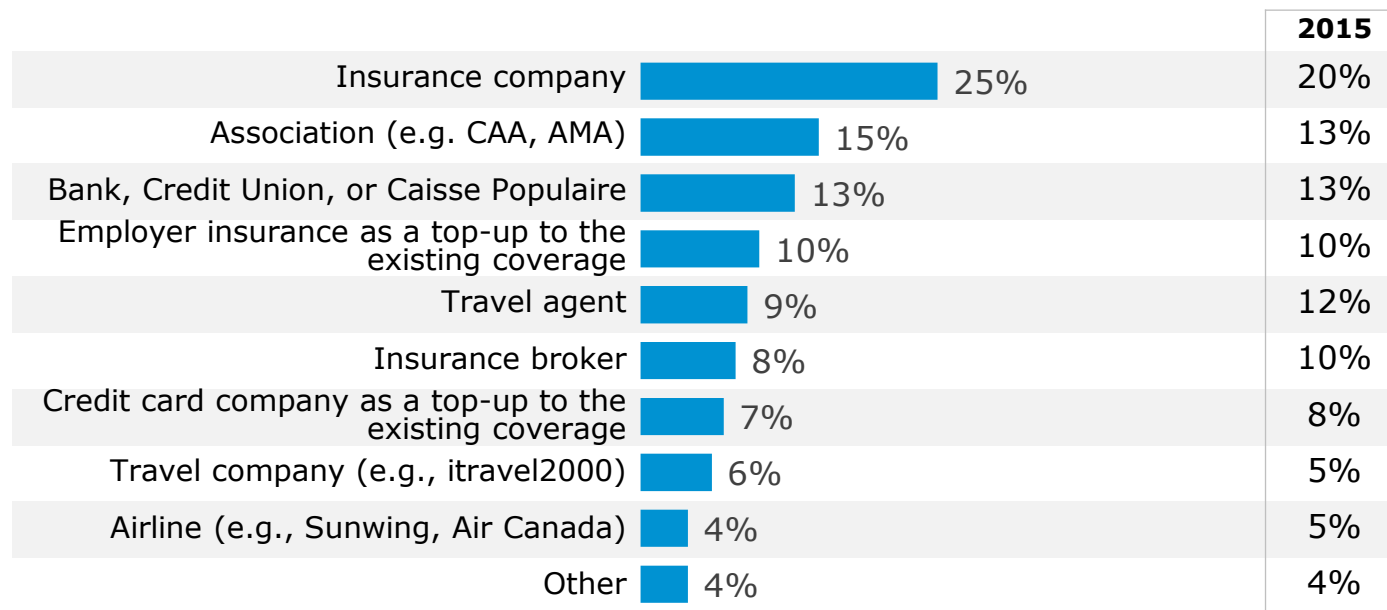
Purchases were evenly divided among phone, online and in person channels. In terms of products, single-trip medical insurance was once again most popular.

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

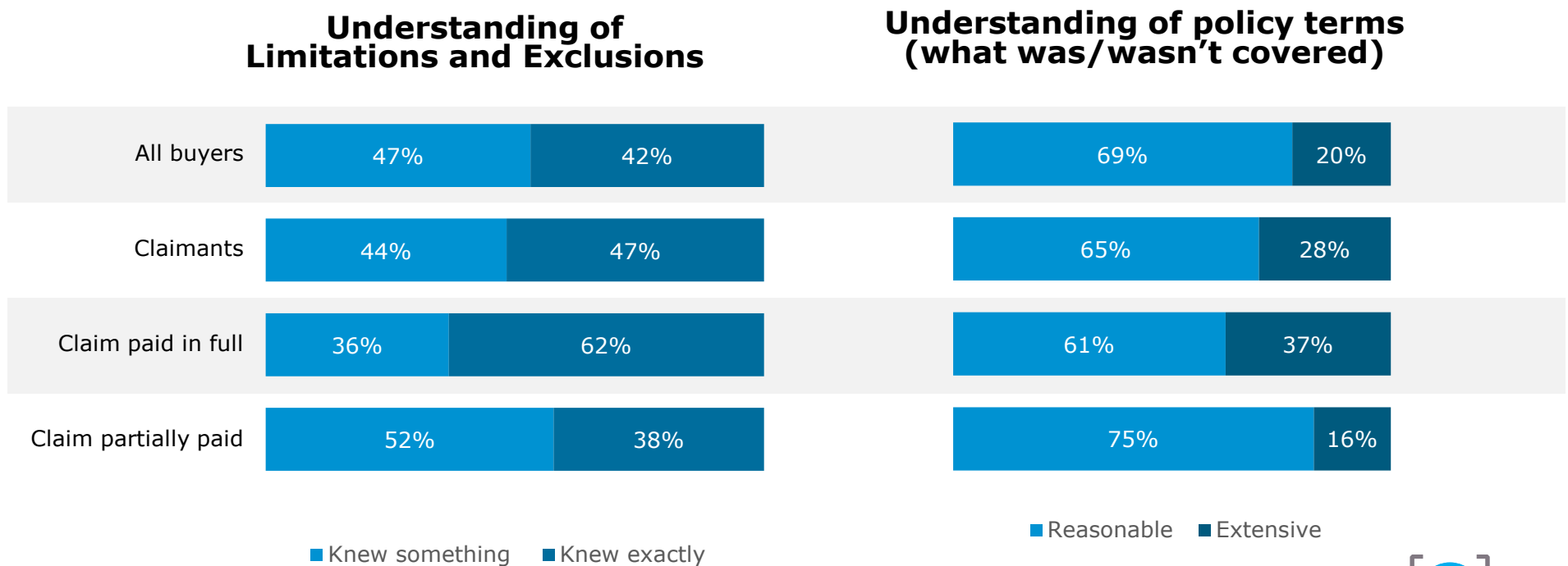


Insurance companies were most popular for those purchasing travel medical insurance in the past two waves, followed by associations and financial institutions.

Purchase Source

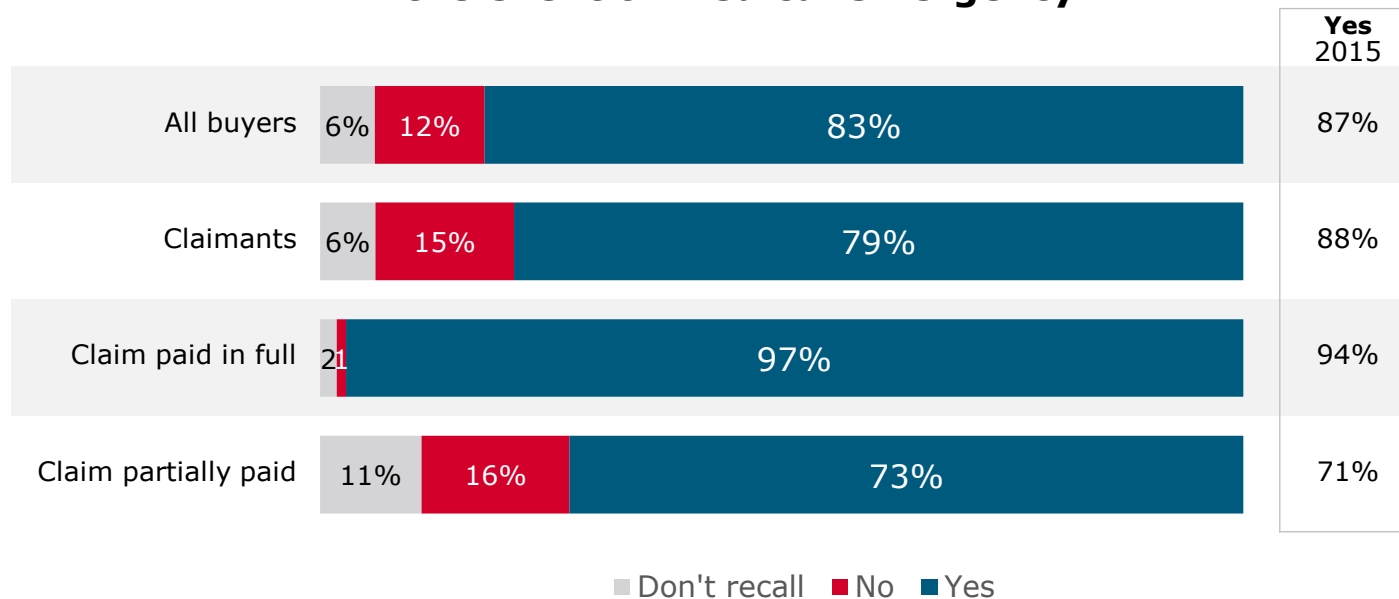


Buyers were quite aware of the limitations and exclusions of their policies, and what was and was not covered



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

Knowledge of who to contact/what to do in the event of medical emergency

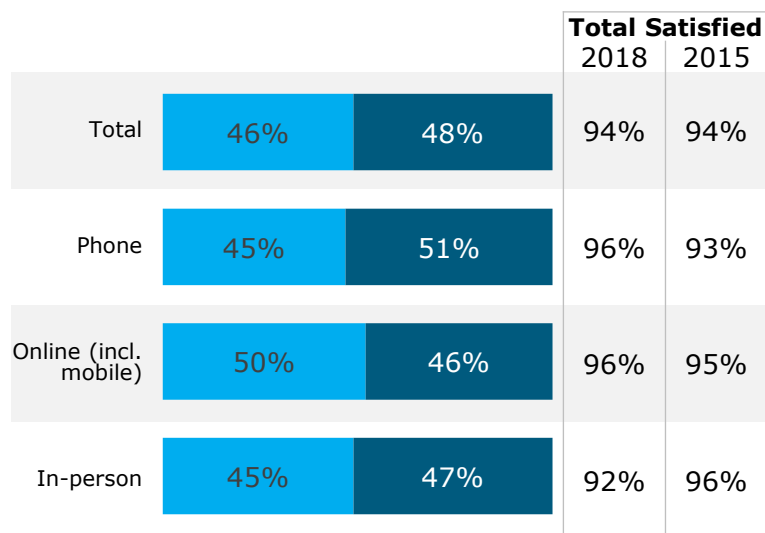




Satisfaction with Purchase Experience

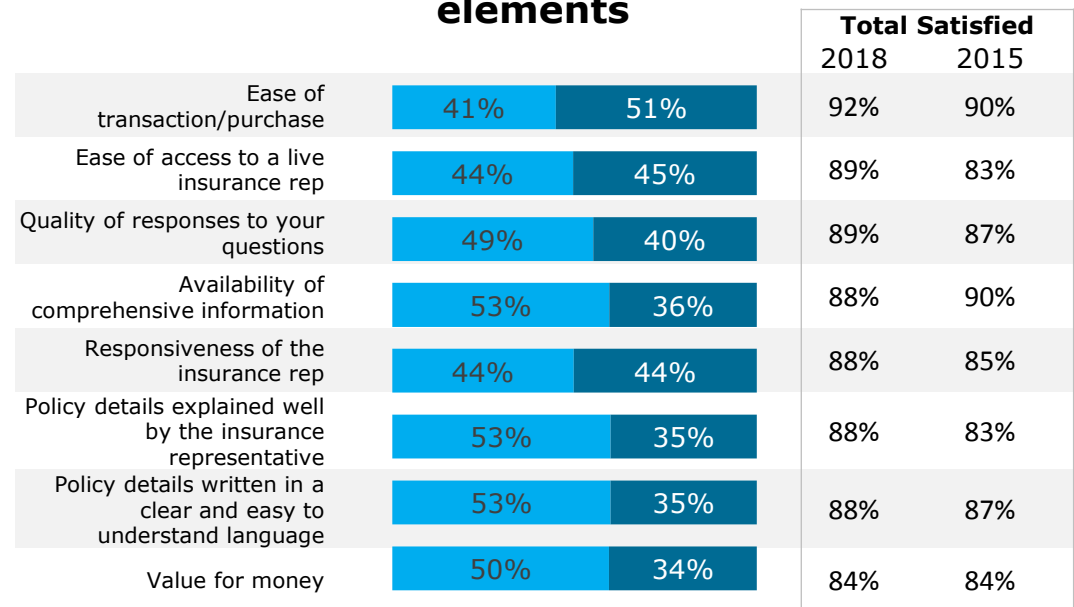
The level of satisfaction with the purchase experience and the range of elements that influence purchase remains high.

Satisfaction with the purchase experience



■ Somewhat satisfied ■ Very satisfied

Satisfaction with specific purchase elements



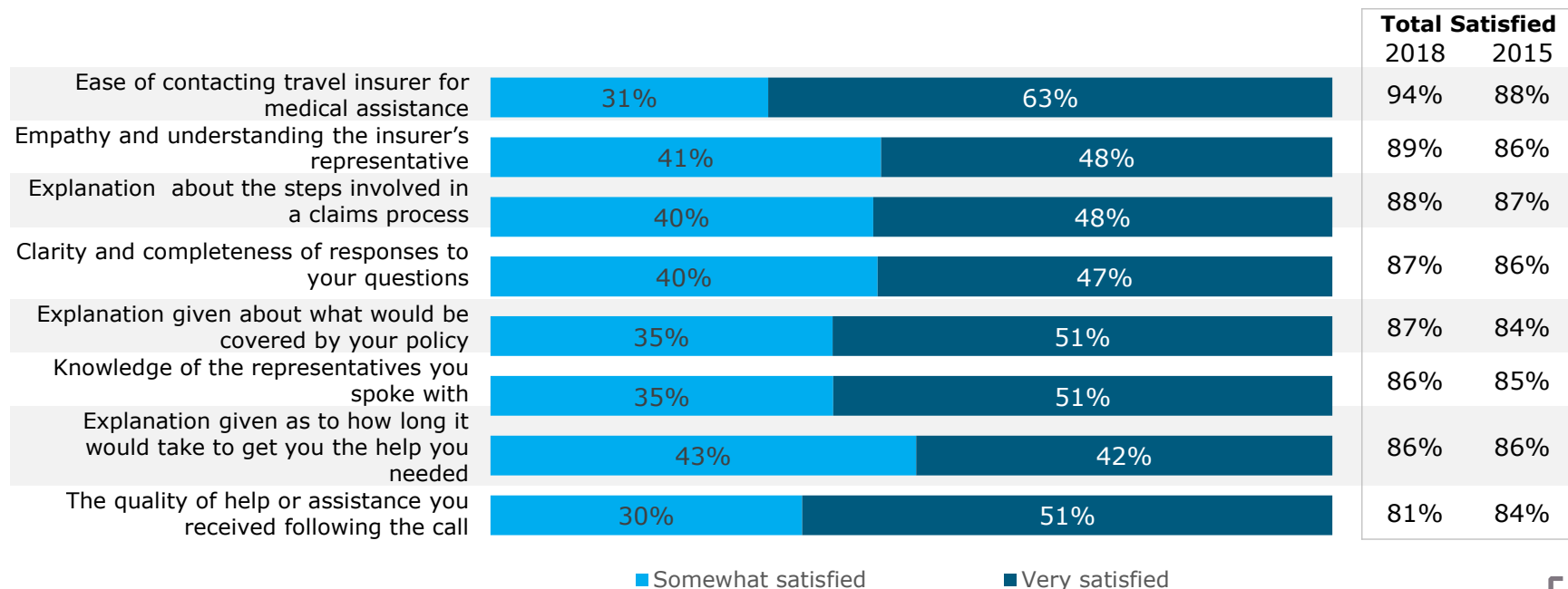


Travel Medical Emergency Experience



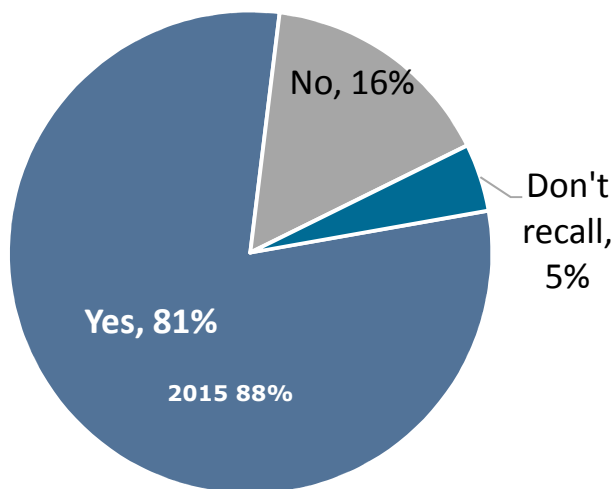
Claimants continue to be generally satisfied with all elements of their experience, particularly with the ease of contact

Satisfaction with specific elements of the emergency call experience

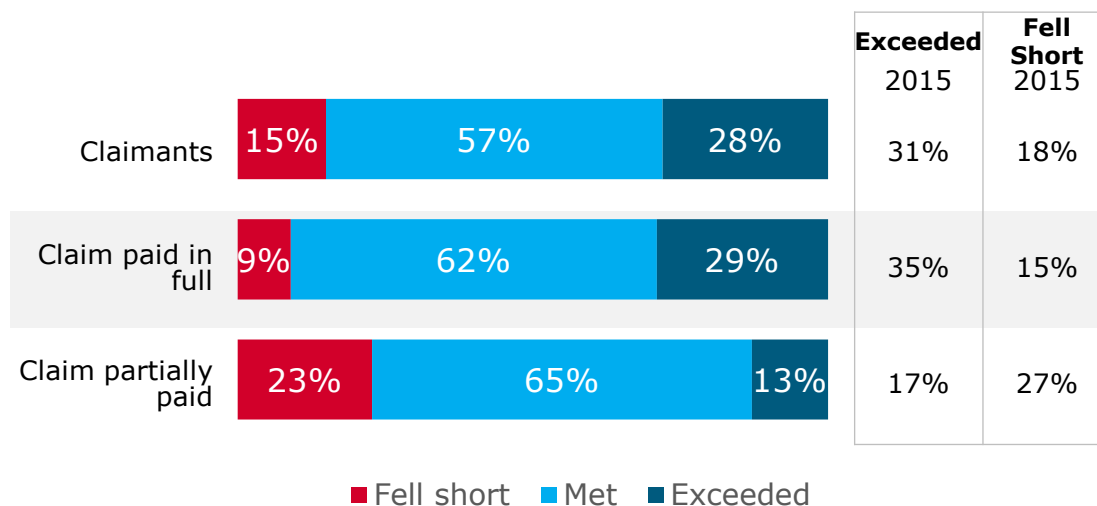


Support received during medical emergency was similar to initial expectations and met or exceeded expectations.

Similarity between the actual travel medical emergency experience and initial explanations



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



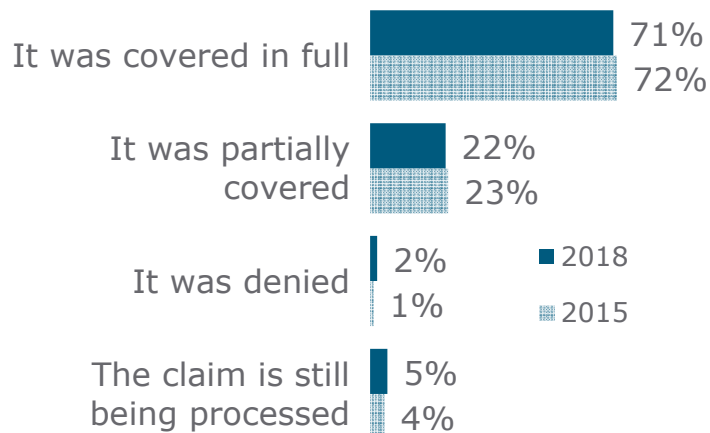


Claim Experience And Satisfaction

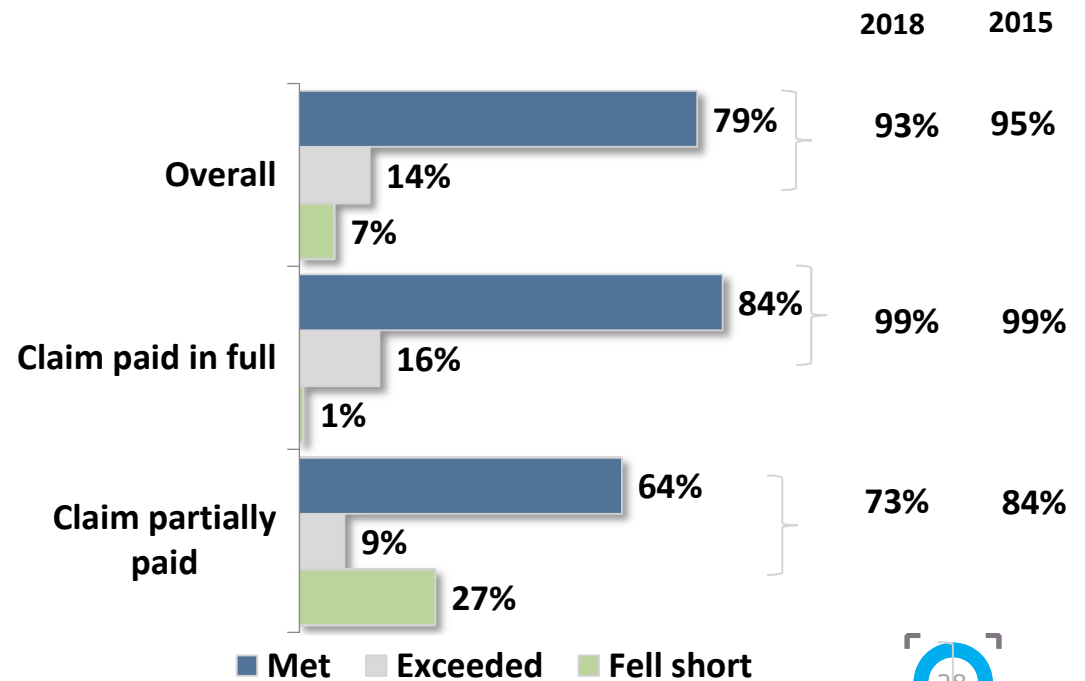
Virtually all claims were paid, with a vast majority of them paid in full. Most reported that the claim payment was in line with expectations.

Claim submission outcome

	2018	2015
Total claims paid	93%	95%
Total claims paid of all fully processed	98%	99%

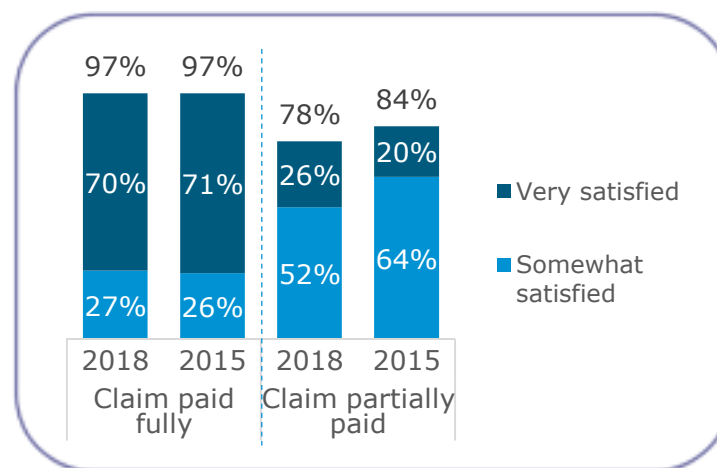
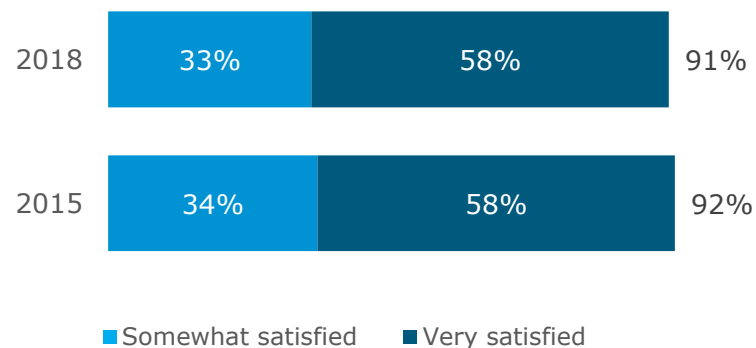


Delivery on expectations re: claim OUTCOME



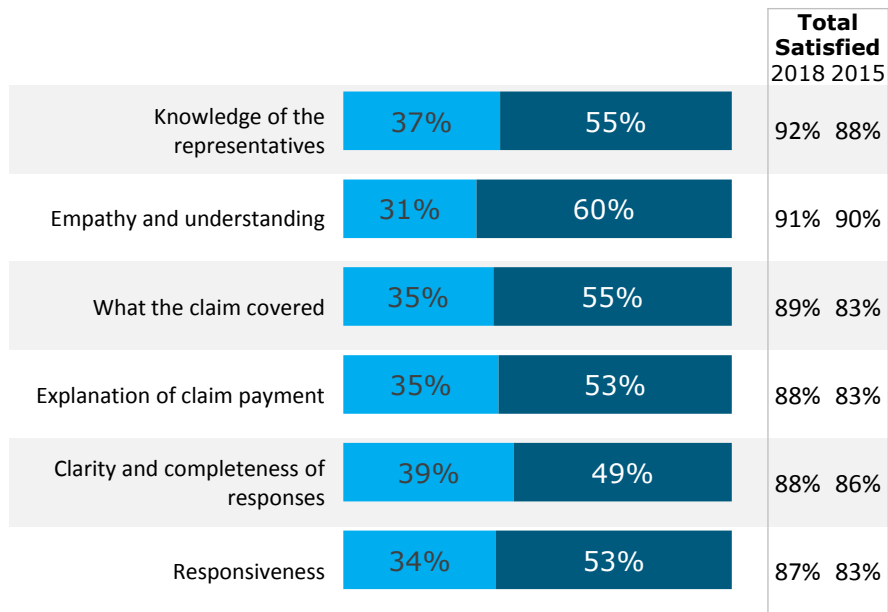
Overall satisfaction with the entire claim experience, from the initial contact to the final outcome, remains very high.

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

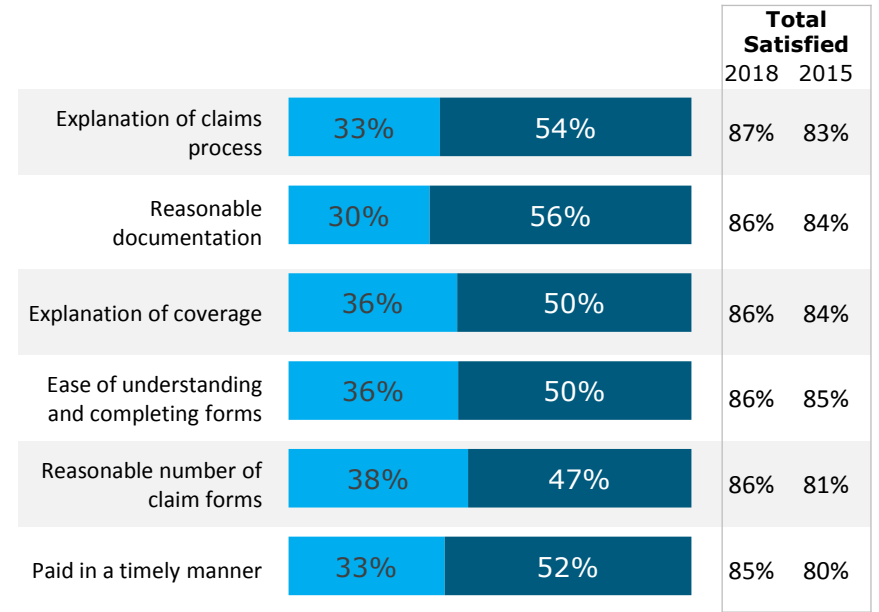


Satisfaction with the various aspects of the claim submission remains high, and higher than in 2015 for a number of measures.

Satisfaction with specific elements of the claim submission process

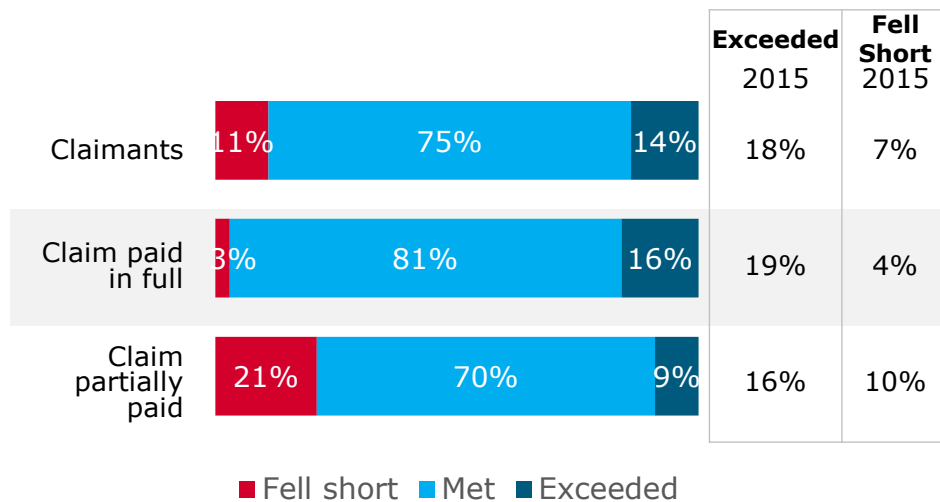


■ Somewhat satisfied ■ Very satisfied

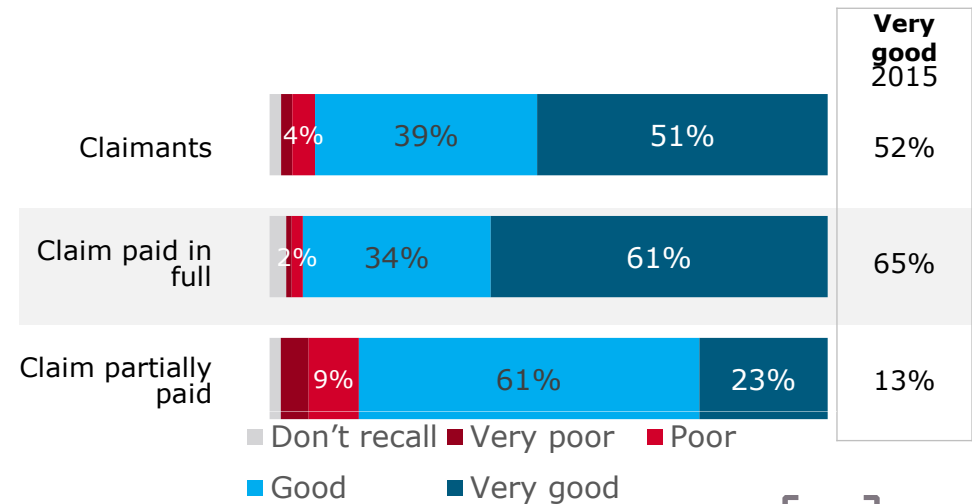


A vast majority of claimants felt that the claim submission experience met or exceeded their expectations and the explanation about their payment was clear

Delivery on expectations re: Claim SUBMISSION Experience



CLARITY OF EXPLANATION about the claim payment

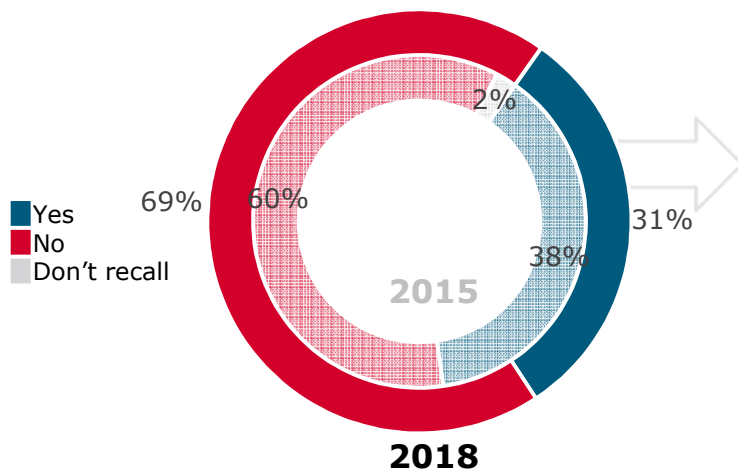




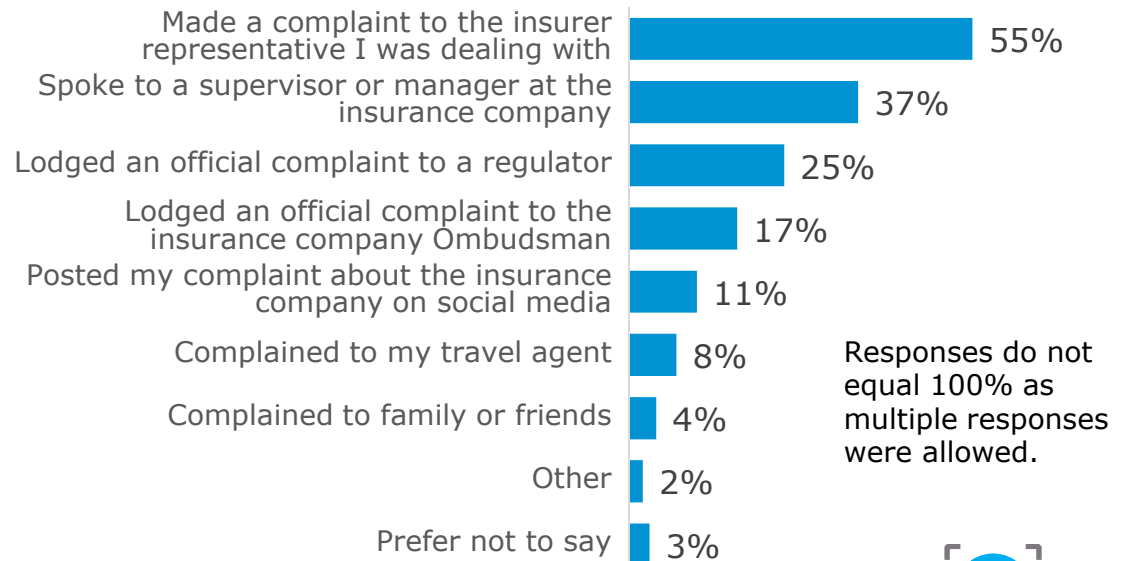
Complaints

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

Made a complaint about the claim



Complaint Method*



**Caution: Low base size*

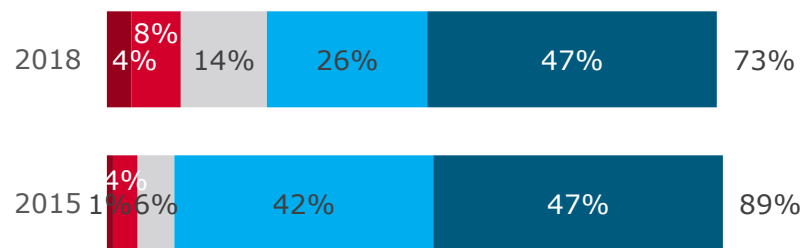
The two most common complaints were in relation to the claim processing timeliness, and lack of clarity about requirements.

Reasons for Complaint*

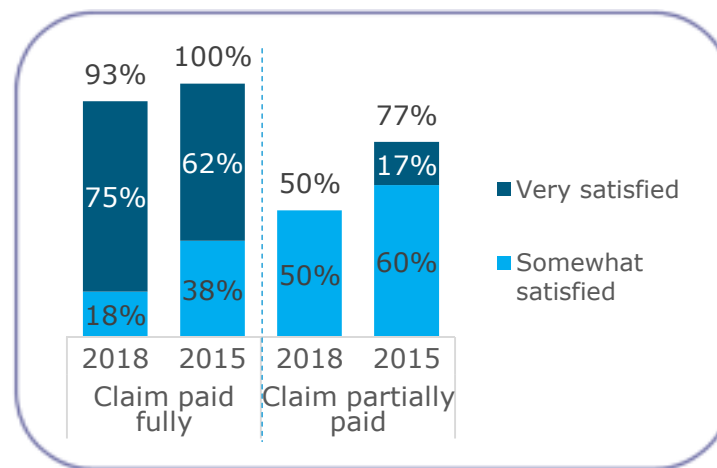
		2015
The length of time it took to process the claim	41%	25%
Lack of clarity about what was required	24%	n/a
Lack of updates during the process	12%	n/a
Difficult to contact/unresponsive insurer rep	10%	6%
Excessive documentation required	4%	15%
Conflicting information from different claims reps	3%	12%
Dissatisfied with the settlement outcome	2%	8%
Policy wording unclear/ambiguous	1%	19%
Lack of professionalism and courtesy of reps	1%	14%
Other	1%	1%

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

Satisfaction with how the claim complaint was handled*



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





Conclusions

Conclusions

Attitudes Toward Medical Insurance

- The confidence seen in the travel medical insurance industry in 2015 has continued this year. Additionally, the more dealings Canadians have with this industry the more trust they have; with buyers being more trustful than non-buyers and claimants more trustful than non-claimants.
- Canadians also have a good degree of trust toward many travel medical insurance providers, particularly Employers, Financial institutions, Associations or those in the primary business of insurance. In contrast, there is comparatively less trust in organizations whose core business is focused on travel. There is also less trust in credit card companies than other financial services.

Satisfaction with Purchase Experience

- Satisfaction with the purchase experience across all channels remains very high, similar to 2015 levels.
- Satisfaction is high across the range of measured factors that influence the overall purchase experience with no areas for concern.

Conclusions

Travel Medical Emergency Experience

- All aspects of the emergency call receive high satisfaction scores again this year.
- While agreement that the experience is in line with what was explained during the initial contact dropped slightly this year, more than four-fifths continue to say the experience met or exceeded their expectations, similar to 2015 findings.

Travel Medical Claim Submission

- As in the 2015 study, satisfaction with various aspects of the claim submission process *is strong and is in line with what they expected*, with most saying the experience was positive, regardless of their level of reimbursement.

Conclusions

Overall Claim Results

- *Almost all (93%)* of those who submitted a claim say they did receive payment. Of those whose claim process has been completed, *98% received payment*. Only 2% say they did not receive any payment for their claim. This is on par to 2015 findings
- *Overall satisfaction with the claim experience* remains very high. Most claimants say the outcome meets or exceeds their expectations. While one-quarter of those who received only part of claim payment said this did not meet their expectation (up from 16% in 2015), still the vast majority were expecting the outcome they received.

Complaints regarding Claim Submission

- Even though a vast majority declare satisfaction, three-in-10 made a complaint about the claims process, down slightly from last year. Most complaints were to the insurance representative or their supervisor and revolved around the timeline or clarity of requirements.
- While the majority remain satisfied with how their grievances were handled, this has declined since the first wave of study. Specifically, while almost half remain very satisfied with this issue, the number who are somewhat satisfied declined from 42% to 26%, leaving this year's total satisfaction score at 73%.



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