

## CANADIANS HAVE A POSITIVE VIEW OF TRAVEL MEDICAL INSURANCE

Approximately  
**1 in 3**  
Canadians buy  
travel medical insurance each year

About  
**1 in 10**  
Canadians  
who purchase travel medical insurance end  
up making a travel medical insurance claim  
and very few experience a problem with  
a claim



**30%**  
(-1% vs. 2015)

% of Canadians Who  
Purchased Travel  
Medical Insurance  
(Past 12 Months)

**9%**  
(+2% vs. 2015)

% of Canadians  
who Purchased  
Travel Medical  
Insurance who  
made a Claim

**3%**  
(+1% vs. 2015)

% of Canadians who  
Purchased Travel  
Medical Insurance who  
Made a Complaint  
about a Claim

**The Canadian market's confidence in the travel  
medical insurance industry remains high**  
Confidence is highest in Associations and Insurance companies,  
followed by banks

| Confidence in Travel Medical Insurance                                   | Somewhat confident | Very confident | Total | Vs. 2015 |
|--------------------------------------------------------------------------|--------------------|----------------|-------|----------|
| Provide the assistance you need                                          | 45%                | 37%            | 82%   | +2%      |
| Provide the quality of service you expect                                | 49%                | 31%            | 80%   | +3%      |
| Cover your eligible claim expenses itemized in your insurance policy     | 47%                | 31%            | 78%   | +1%      |
| Provide enough financial coverage to take care of your medical emergency | 46%                | 28%            | 74%   | NA       |

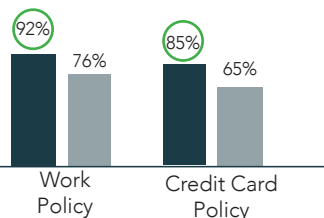
| Trust in Travel Medical Insurance Providers to Come Through in an Emergency | Somewhat confident | Very confident | Total | Vs. 2015 |
|-----------------------------------------------------------------------------|--------------------|----------------|-------|----------|
| Associations                                                                | 53%                | 27%            | 80%   | -2%      |
| Insurance companies                                                         | 52%                | 26%            | 78%   | 0%       |
| Banks, Credit Unions, etc.                                                  | 52%                | 20%            | 72%   | -2%      |
| Insurance brokers                                                           | 53%                | 16%            | 69%   | 0%       |
| Credit card companies                                                       | 50%                | 16%            | 66%   | +2%      |
| Travel agencies                                                             | 50%                | 15%            | 65%   | +2%      |
| Airlines                                                                    | 44%                | 12%            | 56%   | +2%      |
| Travel Companies                                                            | 44%                | 11%            | 55%   | +3%      |

Confidence much higher among 'Purchasers' and 'Claimants'

The greater one's  
depth of knowledge  
of existing policies  
the greater the  
likelihood to  
purchase private  
insurance

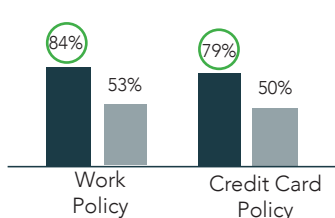
### Understanding of Policy Terms

% Extensive/Reasonable



### Knowledge of Coverage Value

% Know Exactly/ Have a  
Reasonable Idea of How Much



■ Purchasers ■ Non-Purchasers

## GENERAL CONCLUSIONS

Consumers' depth of knowledge of their existing travel medical insurance coverage (i.e., through work and/or credit card) strongly correlates with the purchase of private policies

Suggesting that existing policies are not sufficiently meeting consumers' needs. This highlights the importance of education, transparency and accessibility to private travel medical insurance

Confidence in the travel medical insurance industry is far higher among 'purchasers' and 'claimants' vs. the general population

Implying consumers' direct experiences with the industry has met or exceeded their expectations

Purchasers of travel medical insurance feel knowledgeable about the terms and conditions pertaining to the policies they buy

Illustrating that the industry is doing a good job educating its consumers

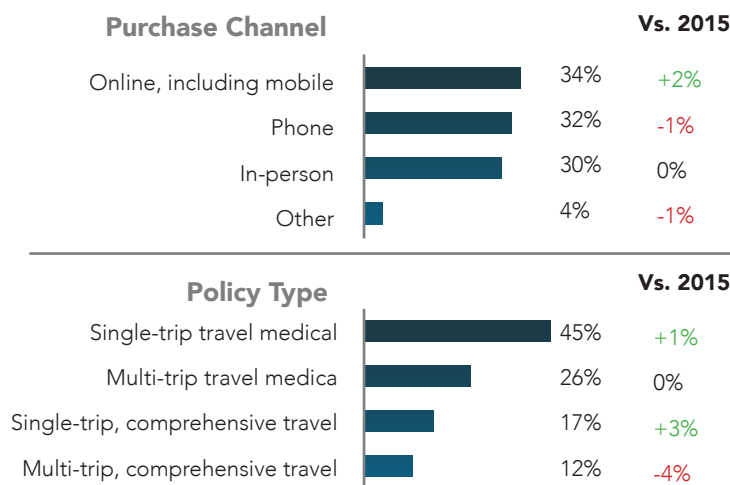
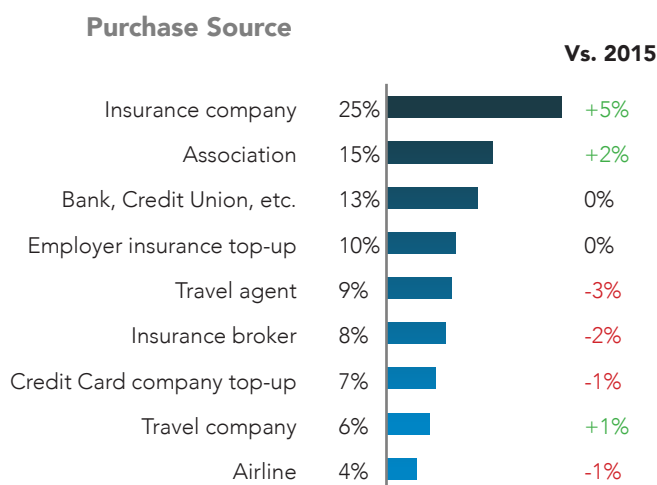
The vast majority of claims are being paid and consumers are highly satisfied with the claims submission experience overall

Providing further evidence that the industry is being open and transparent with consumers at the time of purchase and is also facilitating a client-friendly claim experience

## CANADIAN TRAVEL MEDICAL INSURANCE PURCHASE EXPERIENCE IS POSITIVE

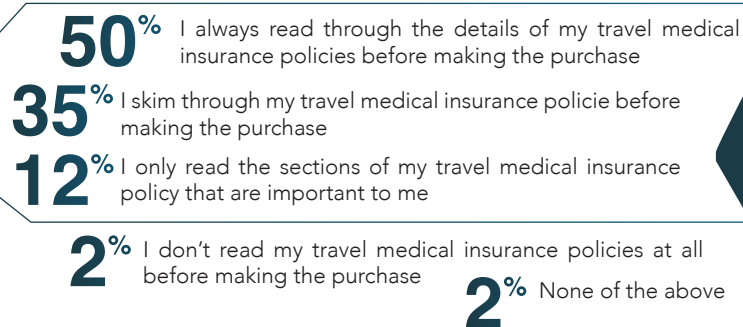
Consistent with 2015, Canadians continue to purchase a range of travel insurance policy types from a variety of sources and channels

**Purchases from the most trusted sources (i.e., Insurance Companies & Associations) is trending up**



The vast majority of travel insurance purchasers read at least some portion of the policy details before purchasing

### Behaviour When Reviewing Policies



**42%** Say they know exactly the limitations and exclusions

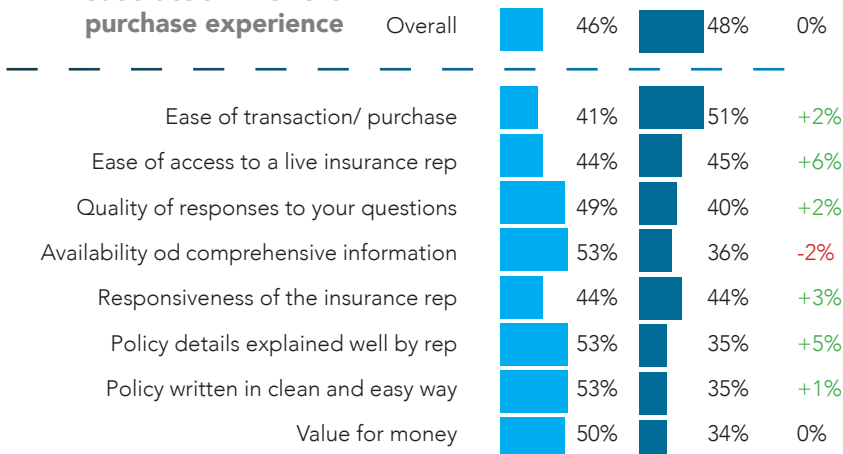
**89%** Say they have at least a reasonable knowledge of policy terms

**83%** Say they know who to contact in the event of a medical emergency

**As a result these consumers say they feel knowledgeable about the policy details before purchasing**

### Satisfaction with the purchase experience

**Vs. 2015**



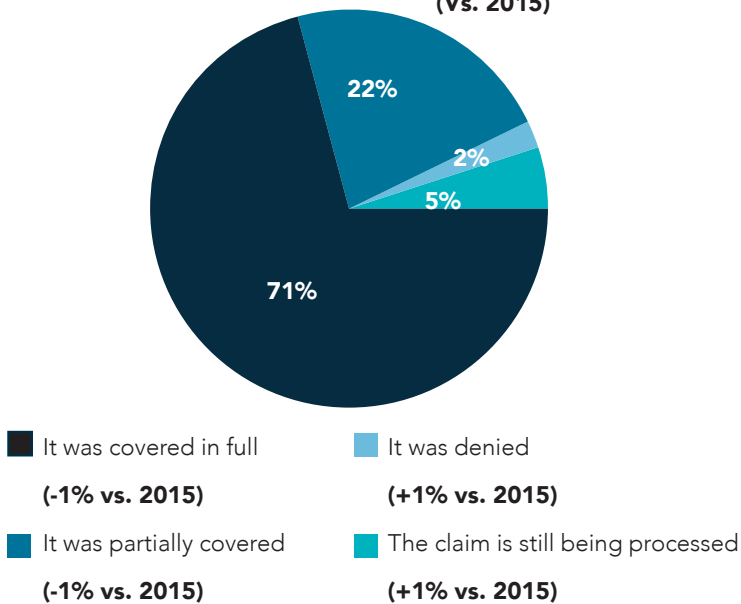
Satisfaction with the travel insurance purchase experience remains very high

**Somewhat satisfied**  
**Very satisfied**

## CANADIANS HAVE A POSITIVE VIEW OF THE TRAVEL MEDICAL INSURANCE CLAIMS PROCESS, AND 98% OF CLAIMS ARE PAID (FULLY OR PARTIALLY)

For the most part travel insurance claims are covered in full, leading to continued high levels of satisfaction with the claim submission experience

**Claim Submission Outcome  
(Vs. 2015)**



**% Satisfied  
(Vs. 2015)**

### Claim Submission Report Card

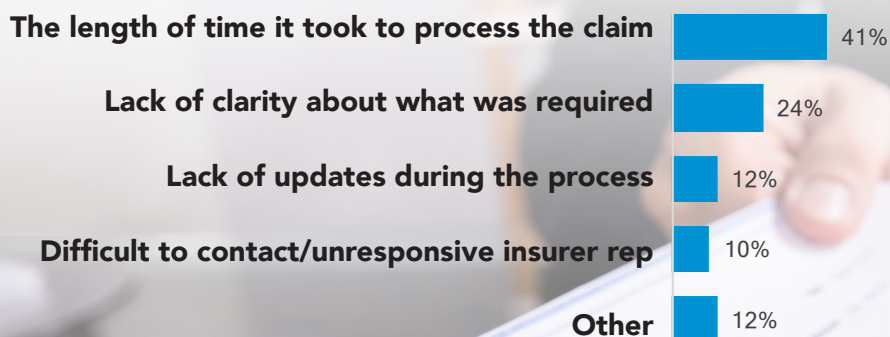
|           |                                                              |
|-----------|--------------------------------------------------------------|
| 91% (-1%) | Overall Satisfaction with Entire Claim Experience            |
| 92% (+4%) | Knowledge of the representatives                             |
| 91% (+1%) | Empathy and understanding the insurer's representative       |
| 89% (+6%) | Services/products the claim covered                          |
| 88% (+5%) | Explanation of how the claim payment was determined          |
| 88% (+2%) | Clarity and completeness of responses to your questions      |
| 87% (+4%) | Responsiveness of the claims department                      |
| 87% (+4%) | Explanation about the steps involved in a claims process     |
| 86% (+2%) | Required documentation was reasonable                        |
| 86% (+2%) | Explanation given about what would be covered by your policy |
| 86% (+1%) | Ease of understanding and completing the claim forms         |
| 86% (+5%) | Number of claim forms that you had to submit was reasonable  |
| 85% (+5%) | Claim was paid in a timely manner                            |

Complaints regarding the claim process most often relate to the length of processing time

Approximately 1 in 3 claimants made a complaint about their claim at some point during the process

However, most of those with a complaint were satisfied with how it was handled by the provider

### Reason for Complaint\*



83% very / somewhat satisfied with how their complaint was handled among those who completed the claim process

\*Caution Low Base Size Travel Insurance Claimants who Made a Complaint 2018 N=92