

Objectives, Media and Public Release

Pollara Travel Health Insurance Consumer Research

Objective: The Pollara Travel Health insurance consumer study demonstrates the generally high levels of satisfaction of Canadians with travel health insurance. It provides an objective, evidence-based counter-point to the one-off stories about negative experiences some Canadians have complained about, which have been picked up by the media. Given that the results are so positive, it seems appropriate to issue a press release and post the results of the Executive Summary on our website. The objective is to publicly share, and get media pickup on, the positive results of this study; and indirectly, to have evidence to back up our claims and key messages to regulators and policy-makers about the travel health industry.

Benefits – The benefits of a public strategy are:

- Share key study results publicly (which is vastly positive), and in the process, further establish CAFII as a credible and reliable source of industry information and data;
- Provide an opportunity for media pick up of our positive industry results now and in the future, as the results will remain in media archives for many years
- Show that we have nothing to hide, and that we are continuously looking at how to maintain and improve customer satisfaction;
- Provide factual, evidence-based information on the real situation in the industry, as opposed to the impressions left by sensationalist media stories, often encouraged by unopposed criticism from others;
- Show regulators that we are functioning well as an industry, are willing to share information about our industry, that we are not relying solely on regulators to correct public misinformation about the industry, and that we are focused on consumer satisfaction;
- Demonstrate the very high level of customer satisfaction with travel medical insurance, and in particular the 98% claims payout, and provide strong evidence that the original 2015 study was valid, since results in 2018 are so consistent with that earlier study;
- Provide information on the positives of the industry to journalists researching a story on the industry, where right now they would only see negative stories with no counter points or information providing the industry's point of view.

Risks – The risks of a public strategy are:

- There is always the possibility that a biased source, like a broker controlled industry outlet, could try to spin some of the research results negatively; however, this is unlikely to occur in the mainstream media;
- There are a few results that are less favourable in 2018 than 2015, for example “Three quarters (73%, down from 89% in 2015) were satisfied with how the claim was handled.” This is one of the few areas where there was a notable drop from 2015. However, it gives CAFII and the industry more credibility by including a few negatives, because otherwise we may appear dishonest by “cherry-picking” only positive results. Furthermore, by publishing all of the key findings including a few minor negatives, we make all the results more believable and useful. The few results that are not as strong are small relative to the overall positive results, so we can feel confident that media reporting will be generally positive given the overall positive nature of the results. Furthermore, a result like this can be explained:

- This is the age of the consumer, where we are compared to Amazon and COSTCO. Consumers expect more. As an industry, we take that seriously and our members will analyze the results carefully to see how to continue to improve customer experience.
- We are responding well to complaints, as overall satisfaction levels remain very high.
- The top two complaints are around time to process a claim, and clarity around the information required to process a claim. These are legitimate concerns that we hope to improve upon. However, while we want to make the claims process as simple and fast as possible, we also want to ensure we have enough information and time to properly assess claims and maintain a very high level of pay out, which right now is 98%.

Risk-Benefit Analysis:

- When reviewing the study results, and the benefits versus the risks of going public, there is a strong case to be made that the benefits of the public approach significantly outweigh the potential risks.

There will be a 90 minute media preparation session on Monday, 5 June with media consultant David Moorcroft; and his partner Brian Smith, with CAFII spokesperson Keith Martin, along with Brendan Wycks, Diane Quigley, Charles Blaquiere, and Sue Manson. At that session, we will review potential critical questions that could be asked and how best to manage these.