


CAFII WEBSITE VIDEO - TRAVEL MEDICAL INSURANCE

“What Canadians think about Travel Medical Insurance”

Draft 4, November 19, 2018

Audio	Story Board Description	Time
CAFII recently commissioned an independent research firm to survey Canadians about Travel Medical Insurance. The researchers asked a variety of questions, including how often people use Travel Medical Insurance, whether they had made a claim, and how happy they were with the process. What we found was pretty interesting!	Logo of Canadian Association of Financial Institutions in Insurance (CAFII) Logo of Pollara Strategic Insights Other storyboard graphics provided by Rankhigher	17 sec
Pollara’s research showed that 1 in 3 Canadians buy travel medical insurance each year. That’s good, because it shows a lot of people understand the financial risk of leaving their home province without travel medical insurance coverage.	Storyboard graphics provided by Rankhigher	12 sec
Equally important, more than 8 in 10 Canadians said they felt confident that the Travel Medical Insurance they purchase will provide the assistance they need. And three out of four Canadians felt that Travel Medical Insurance would provide enough financial coverage to take care of a medical emergency.	Storyboard graphics provided by Rankhigher	14 sec
Of the people who bought travel medical insurance, about one in 10 made a claim to cover medical expenses. And most had a very positive experience with their claims process.	Storyboard graphics provided by Rankhigher	9 sec
Furthermore, the research showed that most people with travel medical insurance understand the terms of their policy. This is why CAFII members take pains to offer policies with easy to understand language.	Storyboard graphics provided by Rankhigher	11 sec

The vast majority of Canadians said they were very satisfied with their experience in purchasing travel medical insurance, particularly when buying a policy from a CAFII member such as a bank, credit union or insurance company, or from an Association. Canadians also felt that travel medical insurance provides good value for money.	Storyboard graphics provided by Rankhigher	19 sec
When it comes to making a claim, Canadians were also very positive about travel medical insurance. In fact, more than 9 in 10 consumers expressed satisfaction with the overall claims process, and 85% said their claim was paid in a timely fashion.	Storyboard graphics provided by Rankhigher	14 sec
Perhaps best of all from a consumer's point of view, the research showed that 98% of travel medical insurance claims were paid in full or in part. Yes, that's right: 98% of claims paid!!	Storyboard graphics provided by Rankhigher	12 sec
There were a few areas that consumers thought could be improved, including the amount of time it takes to process and pay out a claim. However, more than 8 in 10 said they were satisfied with the final outcome of their claim.	Storyboard graphics provided by Rankhigher	11 sec
In summary, Pollara's research shows that Canadians have confidence in Travel Medical Insurance as a product, and are very satisfied with the overall service provided by the industry.	Storyboard graphics provided by Rankhigher	10 sec
However, we also know there is always room for improvement. As a result, CAFII members will continue to conduct research, look for ways to improve customer satisfaction, and continue to deliver the best travel medical insurance experience in Canada.	Storyboard graphics provided by Rankhigher	13 sec

<p>CAFII: Making insurance accessible, simple, and affordable</p>	<p>Write out the full name here: Canadian Association of Financial Institutions in Insurance</p>  <p>Add the CAFII URL – www.cafii.com</p>	<p>4 sec</p>
<p>Total:</p>		<p>2.21 min</p>