



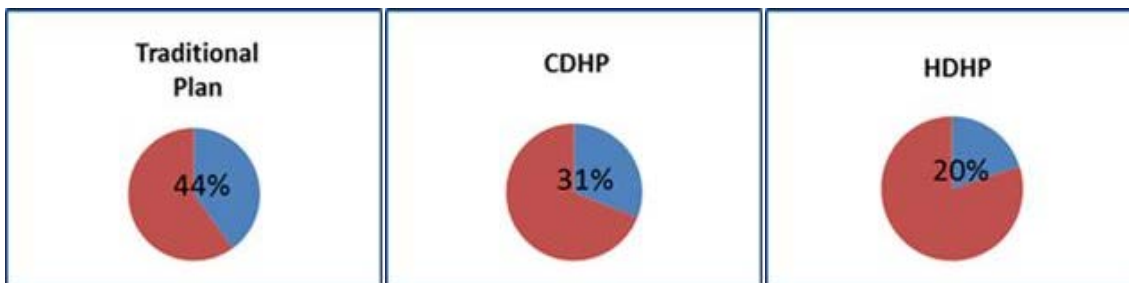
benefitNEWS

Consumer-Directed Plans Performing Strong

According to a recent survey conducted by the *Employee Benefit Research Institute (EBRI)*, consumer satisfaction with Consumer-Directed Health Plans (CDHPs) is gradually increasing, while it is gradually decreasing among traditional plan enrollees.

According to their analysis, consumers in traditional plans tend to be more satisfied with their health plan than others with less traditional plans, such as a high-deductible health plan or a consumer-driven health plan. Though traditional health plan holders still remain happiest with their plan, with the boom in consumer-driven health plans, that satisfaction gap is narrowing. In 2013, 44% of traditional-plan participants were extremely or very satisfied with out-of-pocket costs (for healthcare services other than for prescription drugs), while 31% of CDHP participants were extremely or very satisfied.

Satisfaction has been trending upward among CDHP enrollees in recent years, EBRI said in a research brief. Meanwhile, 20% of high deductible health plan enrollees reported being very satisfied.



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