Consumer Outreach Survey of State Departments of Insurance

1. On a scale from 1-5 with 1 being the least effective and 5 being the most effective, how effective are the following methods to inform consumers about health insurance? If your department does not use a method, indicate by selecting NA.

Outreach events sponsored by your department or in collaboration with other state agencies

1 2 3 4 5 NA

Events targeted to an audience and not sponsored by state government, such as health provider conferences, consumer group meetings, etc.

1 2 3 4 5 NA

Online public meetings

1 2 3 4 5 NA

Website content

1 2 3 4 5 NA

Digital advertising

1 2 3 4 5 NA

Radio advertising

1 2 3 4 5 NA

Television advertising

1 2 3 4 5 NA

Social media

1 2 3 4 5 NA

Newspaper or other print advertising

1 2 3 4 5 NA

Outdoor advertising such as billboards

1 2 3 4 5 NA

Partnerships with other government agencies

1 2 3 4 5 NA

Partnerships with non-government organizations

1 2 3 4 5 NA

If you use other methods of outreach not listed above, please describe them.

[Free entry field] Not applicable

1. If you partner with other agencies or organizations, please list who they are.

[Free entry field] Not applicable

1. If you do paid advertising, what is your budget for health insurance related advertising this fiscal year?

[Free entry field] Not applicable

1. If you use digital advertising, do you use search engine optimization?

Yes No Don’t use digital

1. On a scale from 1-5 with 1 being the least effective and 5 being the most effective, please rate the effectiveness of each of the following social media platforms for consumer outreach related to health insurance.

Twitter

1 2 3 4 5 Don’t use

Facebook

1 2 3 4 5 Don’t use

LinkedIn

1 2 3 4 5 Don’t use

Next Door

1 2 3 4 5 Don’t use

YouTube

1 2 3 4 5 Don’t use

TikTok

1 2 3 4 5 Don’t use

Instagram

1 2 3 4 5 Don’t use

If you use other social media platforms not listed above, please describe them.

[Free entry field] Not applicable

1. Does your department quantitatively measure the effectiveness of consumer outreach activities?

Yes No Don’t know

If Yes, which of the following metrics does your department use? Choose all that apply.

[Box] Number of visits to consumer education pages on the department’s website

[Box] Amount of time spent on consumer education pages on the department’s website

[Box] Number of downloads of consumer education materials from the department’s website

[Box] Likes on social media

[Box] Content shares

[Box] Other engagement with social media

[Box] Number of people who visit a booth or table at an event

[Box] Number of calls to your department

[Box] Analysis or correlation between events and metrics

[Box] Other

Please specify

[Free entry field]

1. Does your department have dedicated consumer outreach staff?

Yes No Don’t know

1. Do others in your department, besides dedicated consumer outreach staff, also engage with consumers?

Yes No Don’t know

If yes, what is their regular role in your department?

[Free entry field] Not applicable

1. Regulators, with input from industry and consumer representatives, develop materials for distribution through the NAIC to educate consumers about health insurance issues. Do you currently use any of these health insurance materials?

Yes No Don’t know

1. If yes to questions 9 or 10, how do you use them? Choose all that apply.

[Box] Link to the document on the NAIC website

[Box] Print and use the document as written

[Box] Brand the document with your department’s info and use as written to post to own website

[Box] Brand the document with your department’s info and print and use as written

[Box] Use only parts of the document as a basis to develop your own document

[Box] Use language from the document as the basis for social media posts

[Box] Use internally, for staff training or other internal purposes

[Box] Other

Please describe

[Free entry field]

1. If your department does not use the health insurance materials distributed through NAIC, why is that? Choose all that apply.

[Box] I wasn’t aware they are available

[Box] We develop our own materials

[Box] The information is not state specific

[Box] Other reasons

Please specify

[Free entry field]

1. What is the ideal format for materials you most commonly use for consumer outreach about health insurance?

[Button] A few sentences

[Button] A paragraph or two

[Button] A page or so

[Button] Up to 2 pages

[Button] Text of whatever length is necessary to communicate the information

[Button] Short videos

[Button] Infographics

1. As it relates to health insurance, my department is most likely to use materials that provide (choose all that apply):

[Box] Basic health insurance definitions

[Box] Information about how to use health insurance

[Box] Information about choosing plans

[Box] Information about open enrollment

[Box] Information about how to file or appeal claims

[Box] Information about cost sharing when using health insurance

[Box] Information about new or changing laws impacting health insurance

[Box} Other

Please explain

[Free entry field]

1. Regulators, with input from industry and consumer representatives, meet regularly to discuss and develop materials that we think would be useful to state insurance departments in conducting outreach about health insurance. What suggestions do you have for us?

[Free entry field]