

Perception Shift:

How Health Insurers Can Meet New Consumer Expectations During the Public Health Crisis

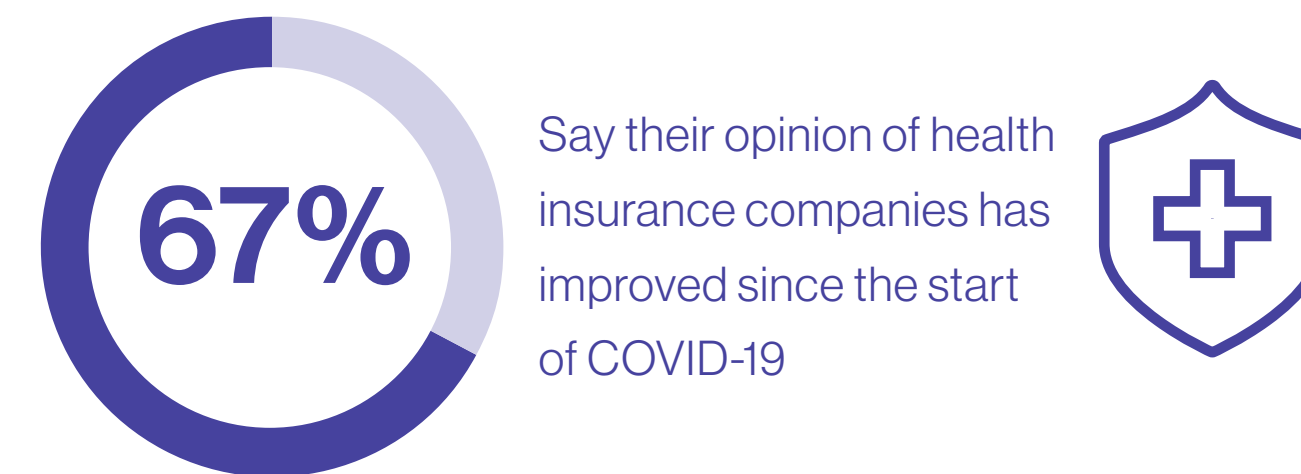
Ketchum recently conducted a survey of nearly 4,000 Americans to explore how the COVID-19 pandemic has changed consumer perceptions and expectations toward health insurers. We found health insurers have earned newfound levels of consumer trust as a result of the quick actions they took early in this public health crisis. This shift presents a long-term opportunity to maintain momentum and build brand reputation via sustained action and stakeholder engagement.

Source: Ketchum Brand Reckoning 2020: How Crisis Culture Is Redefining Consumer Behavior, Loyalty and Value

Our research insights can guide business opportunity:

The reputation halo.

How can this improved consumer perception convert to sustainable momentum?



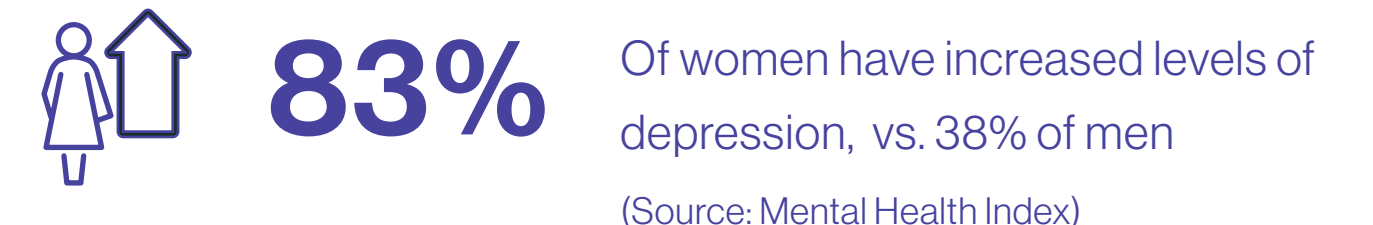
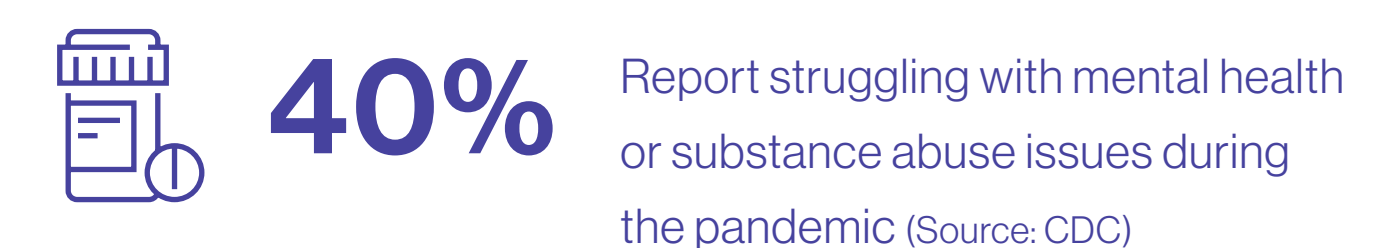
Broad consumer permission.

What new roles will consumers allow *and* expect health insurers to play?



The wellness imperative.

Do shifting priorities in mental health and wellness allow insurers to meet new consumer needs?



Assessing Your Reputation:

Introducing Ketchum's Reputation Maturity Model

Reputation is how others perceive and choose to engage with your brand. With the right focus and action, a positive brand reputation can lead to a significant competitive advantage.

How can health insurers maximize the opportunity to expand brand reputation in this time of shifting consumer expectation? We believe it takes assessment, benchmarking, proactive action and thoughtful monitoring of the issues and stakeholders that matter most to your business.

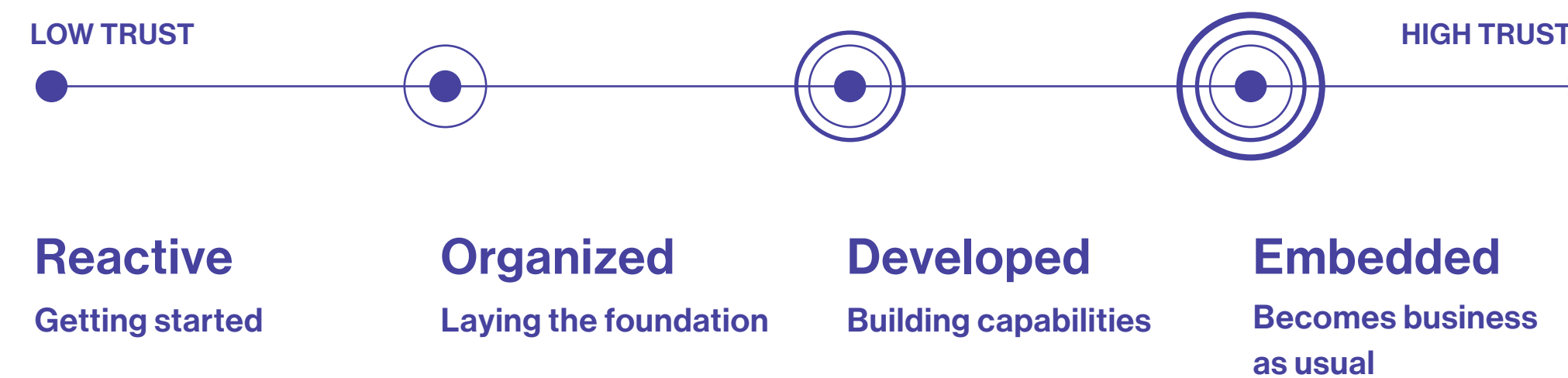
That's why we developed the Reputation Maturity Model assessment. It's equal parts workshop and work plan to help you define where you stand — and where you can expand your reputation's impact on business success.

Ketchum's Health Services team has the dedicated, deep industry expertise to support and steer health insurers' reputation journeys.

How we secure competitive advantage:

- 1) Drive reputation from the top down
- 2) Eliminate silos
- 3) Ensure it is data driven and measured over time
- 4) Close the 'say/do gap'
- 5) Put customers and employees at the center

Assessing your brand reputation: **Reputation Maturity Model**



To understand your company's reputation maturity, contact:

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Visit ketchum.com/covid-health-survey for more information