

# Brooklyn HealthWorks

## *2011 Member Survey Results*



# Survey Methodology and Response Rate

- A survey was e-mailed to 676 active Members during October/November 2011
  - 308 Members responded to survey
    - 46% response rate
    - A mix of long-time and newer Members responded to survey
      - 78% have been with Brooklyn HealthWorks for 1-6 years
      - 22% have been with Brooklyn HealthWorks for less than 1 year



# Most Members Sign Up for HealthWorks Because of Low Price

- What made you sign up for Brooklyn HealthWorks?
  - Affordability of plan (90%)
  - Benefits package (30%)
  - Flexible participation requirements: only 50% of employees need to sign up or have other coverage; can sign up as few as 1 employee (26%)
  - Doctors/providers in the GHI tri-state network (23%)
  - No referrals required to see specialists (21%)
  - Personalized service provided by Brooklyn HealthWorks staff (17%)
  - No employer requirement to contribute to premiums (12%)
  - Plan allows coverage for part-time workers (12%)
  - Broker recommendation (12%)
  - Plan allows coverage for 1099 (contract) workers (11%)
  - Availability of dental/vision benefits (10%)



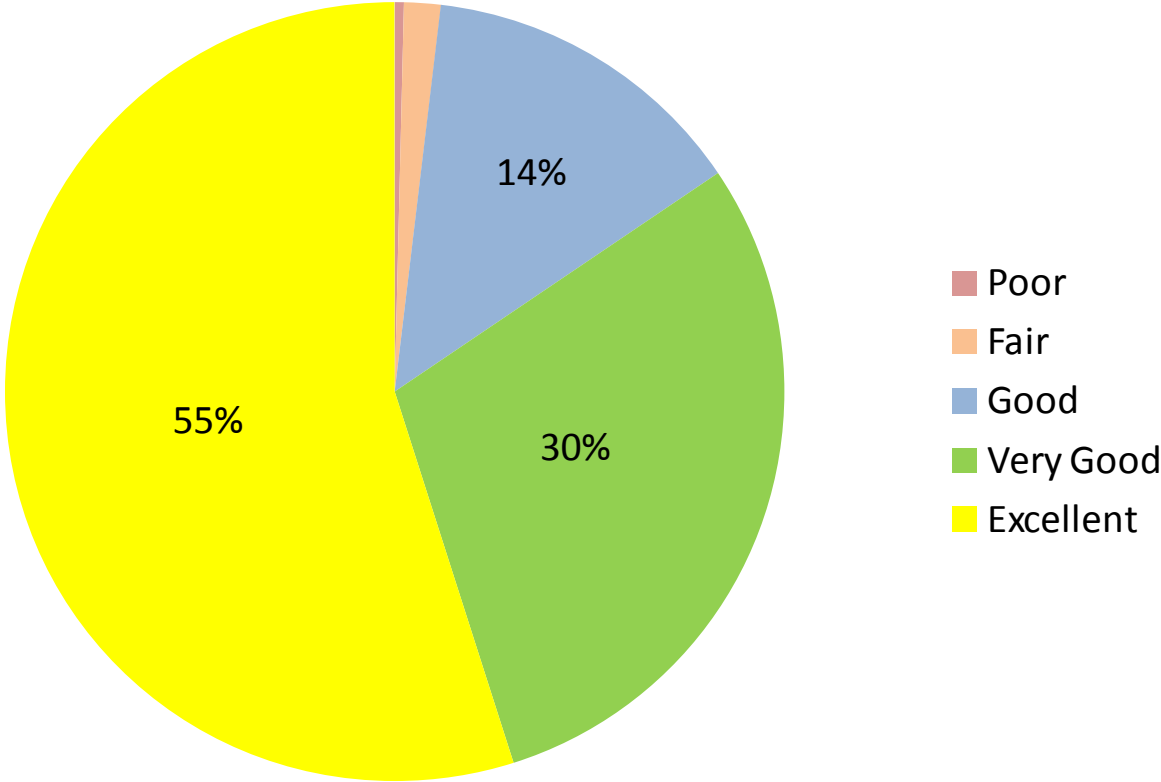
# Members Stay with Brooklyn HealthWorks for Similar Reasons

- What are the primary reasons you renewed your plan with Brooklyn HealthWorks?
  - Affordability of plan (80%)
  - Benefits package (37%)
  - Doctors/providers in the GHI tri-state network (29%)
  - No referrals required to see specialists (25%)
  - Personalized service provided by Brooklyn HealthWorks staff (24%)
  - Flexible participation requirements: only 50% of employees need to sign up or have other coverage; can sign up as few as 1 employee (18%)
  - Plan allows coverage for part-time workers (15%)
  - Availability of dental/vision benefits (14%)
  - No employer requirement to contribute to premiums (13%)
  - Plan allows coverage for 1099 (contract) workers (11%)
  - Broker recommendation (8%)



# 85% of Members Rate HealthWorks Customer Service as “Excellent” or “Very Good”

What is your overall rating of customer service provided by Brooklyn HealthWorks staff?



# Member Comments about Brooklyn HealthWorks Customer Service

- “The staff at Brooklyn HealthWorks is one of the biggest reasons we stay with this health plan. They are always friendly, personable, knowledgeable and try to help when they can.”
- “The Brooklyn HealthWorks staff made every step of the way remarkably and surprisingly easier than I thought it would be.”
- “The Chamber staff is totally responsive, helpful and reliable.”
- “I've dealt with each staff member in the past. All are very dedicated.”
- “The staff is amazing. It's clear they really care.”
- “Everyone there is fantastic! You are the best part about having this insurance. My questions are answered quickly and thoroughly and I couldn't be happier with our relationship!”



# Member Comments about Brooklyn HealthWorks Customer Service

- “The staff are absolutely wonderful!”
- “The Chamber staff has always been helpful and friendly. I appreciate their accessibility.”
- “All emails are answered right away and issues resolved quickly. The staff is amazingly helpful and they go well beyond what is expected. A pleasant and wonderful surprise.”
- “Anytime I email, I get quick responses and everything is taken care of promptly...thanks!”
- “You guys have all been fantastic! Great help and communication all around. Much appreciated.”
- The staff is always available and very helpful, besides being quick to answer whenever I have a question.”
- All were extremely helpful in getting my account established early this year.



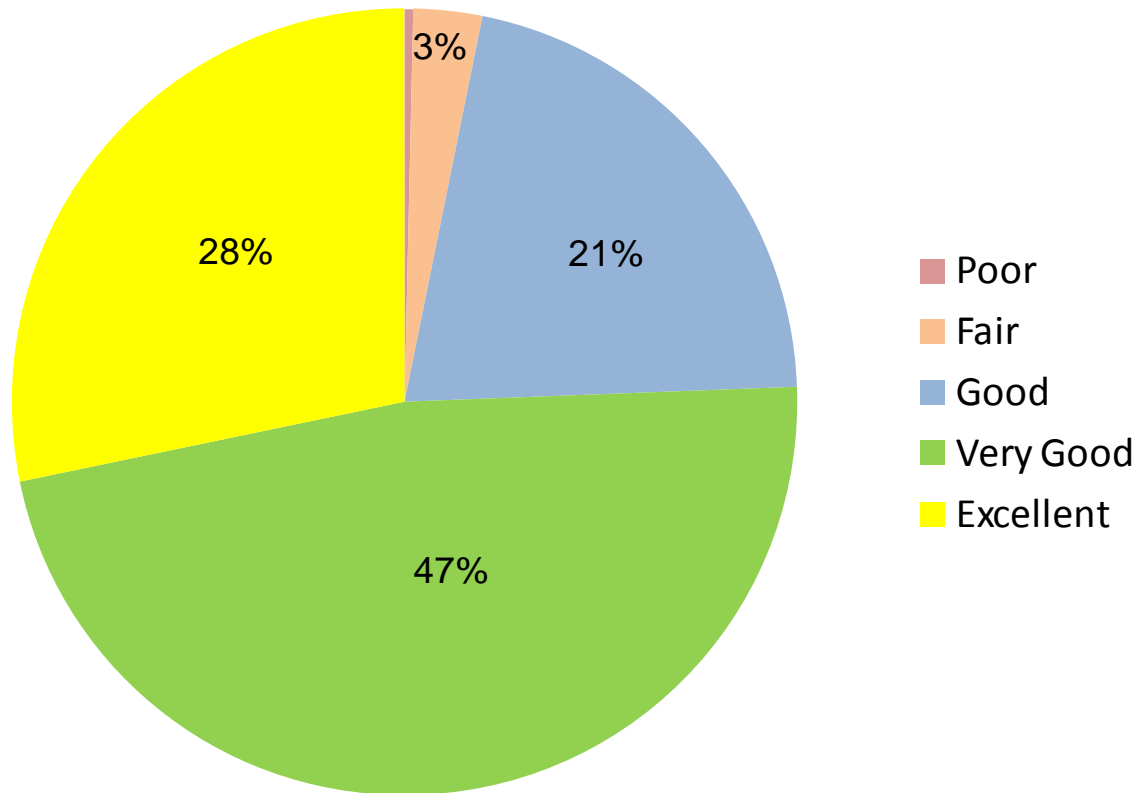
# Member Comments about Brooklyn HealthWorks Customer Service

- “Always receive quick responses to inquiries. Great personal attention.”
- “The staff answers phone messages promptly and courteously. They are so helpful and great!”
- I have dealt with all staff members on various issues throughout the year and have nothing but good things to say about their responses to my issues.”
- “You guys are great!”
- “Brooklyn HealthWorks seems to be making a concerted effort to provide good, clear customer support -- it's much appreciated!”
- “All of you are wonderful. Thank you for being so incredibly nice and helpful each time I call!”



# 75% of Members Rate HealthWorks as Either “Excellent” or “Very Good”

What is your overall rating of Brooklyn HealthWorks?



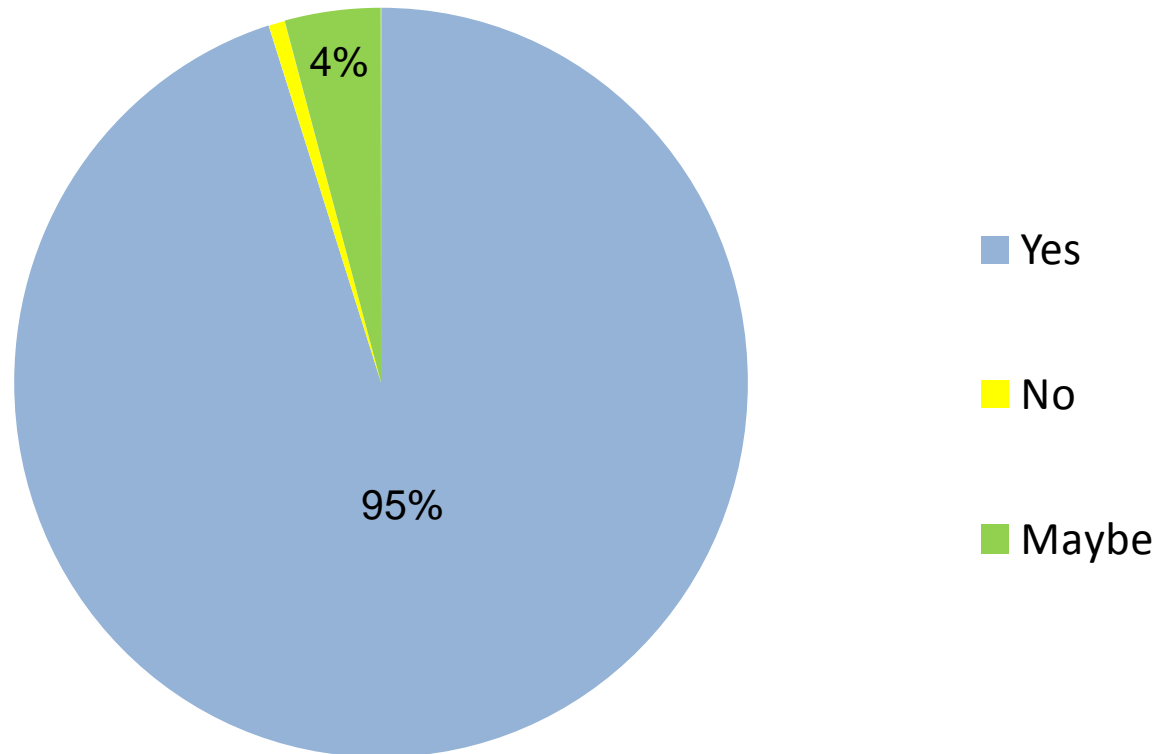
# Member Comments about Brooklyn HealthWorks

- “It’s a great program and empowering for small businesses based in Brooklyn.”
- “This is a fantastic program and one of the only fringe benefits we’ve been able to take advantage of running a small business in Brooklyn. Please keep up the good work!”
- “We feel fortunate that we found this coverage years ago when we had no coverage and were not able to afford most plans. It is extremely affordable relative to comparable plans.”



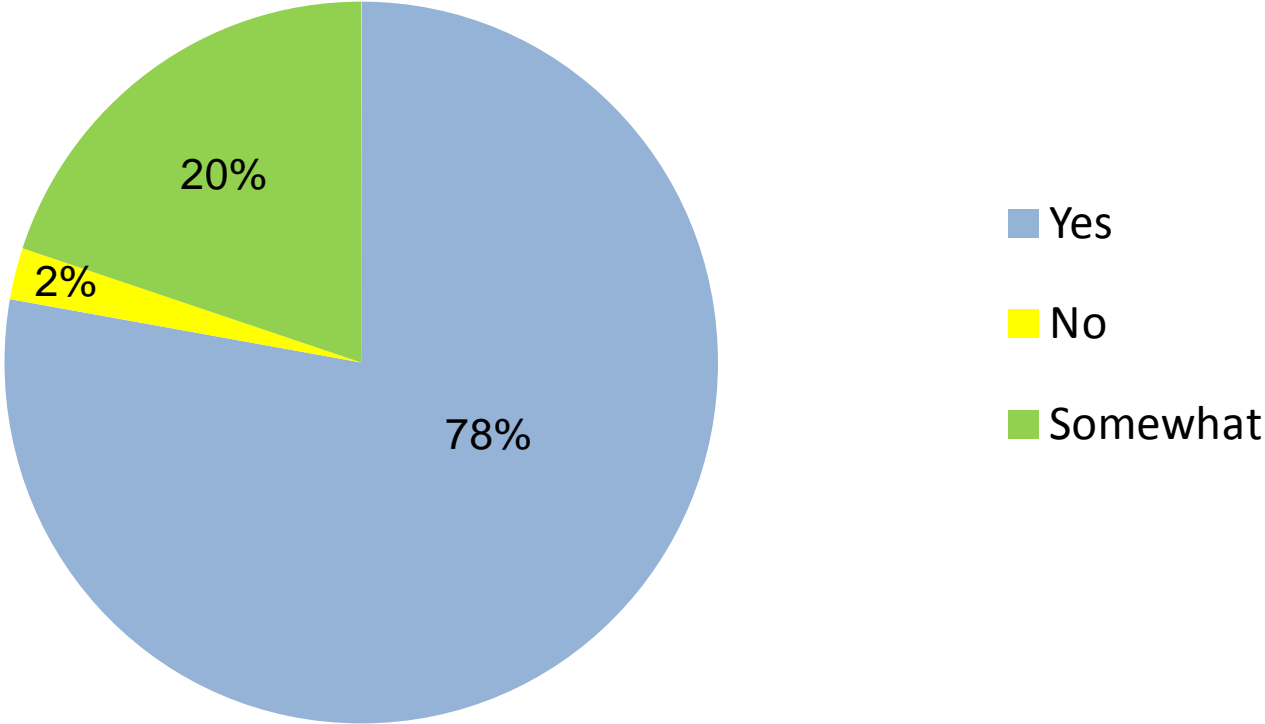
# Almost All Members Would Recommend HealthWorks to Others

Would you recommend Brooklyn HealthWorks to others?



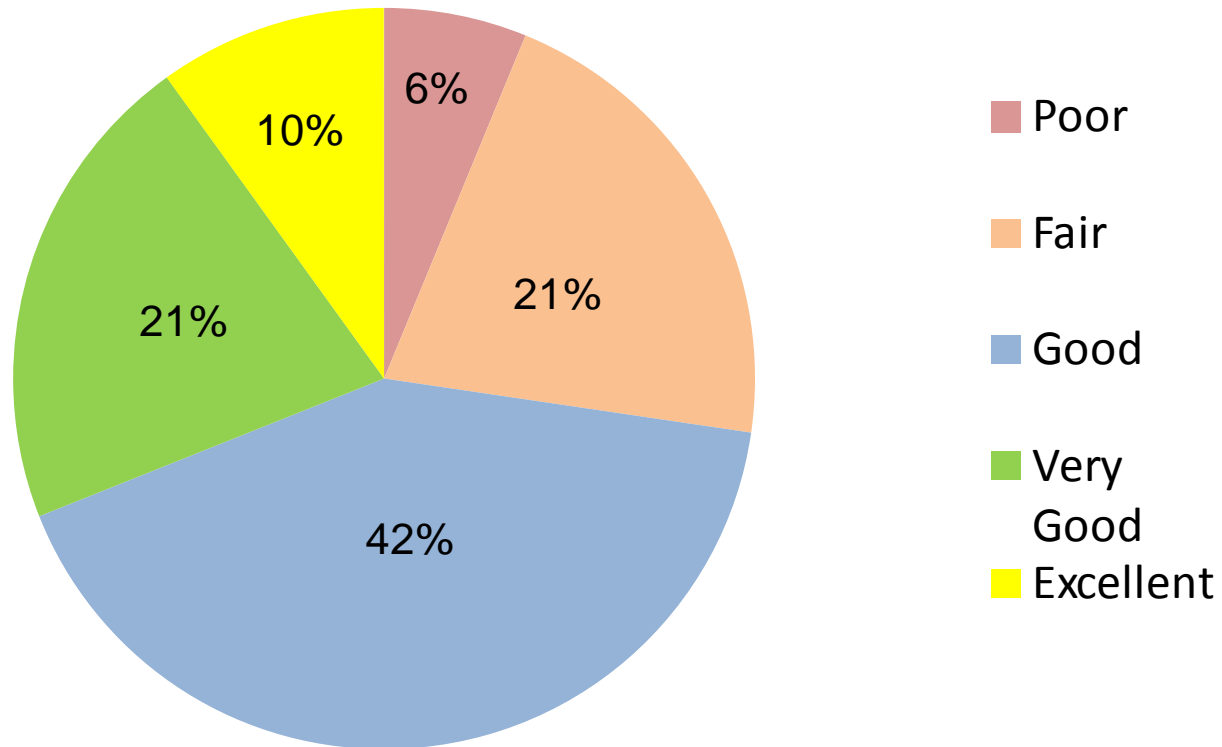
# Brooklyn HealthWorks Benefits Meet the Needs of Most Covered Employees

In general, do Brooklyn HealthWorks medical/prescription drug benefits meet the needs of your employee(s)?



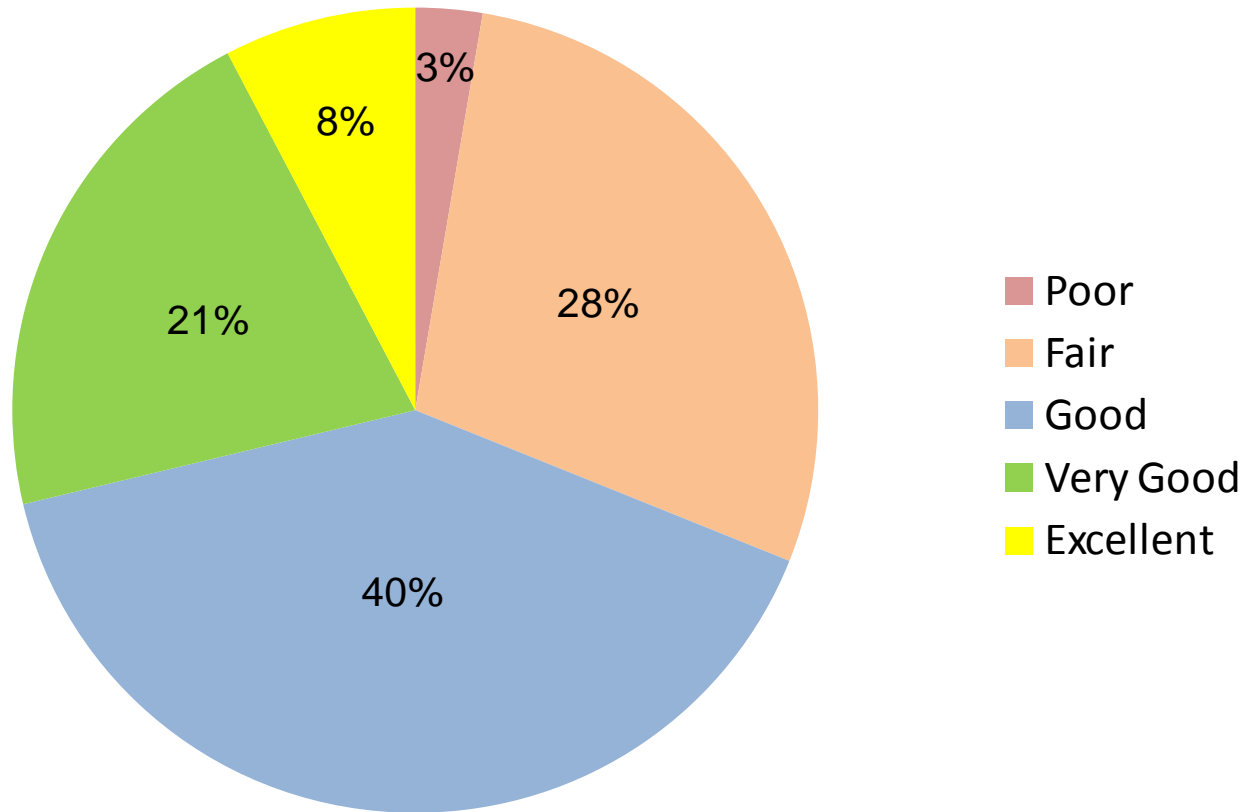
# A Majority of Members are Satisfied with Brooklyn HealthWorks Dental Plans

What is your overall rating of Brooklyn HealthWorks dental plans?



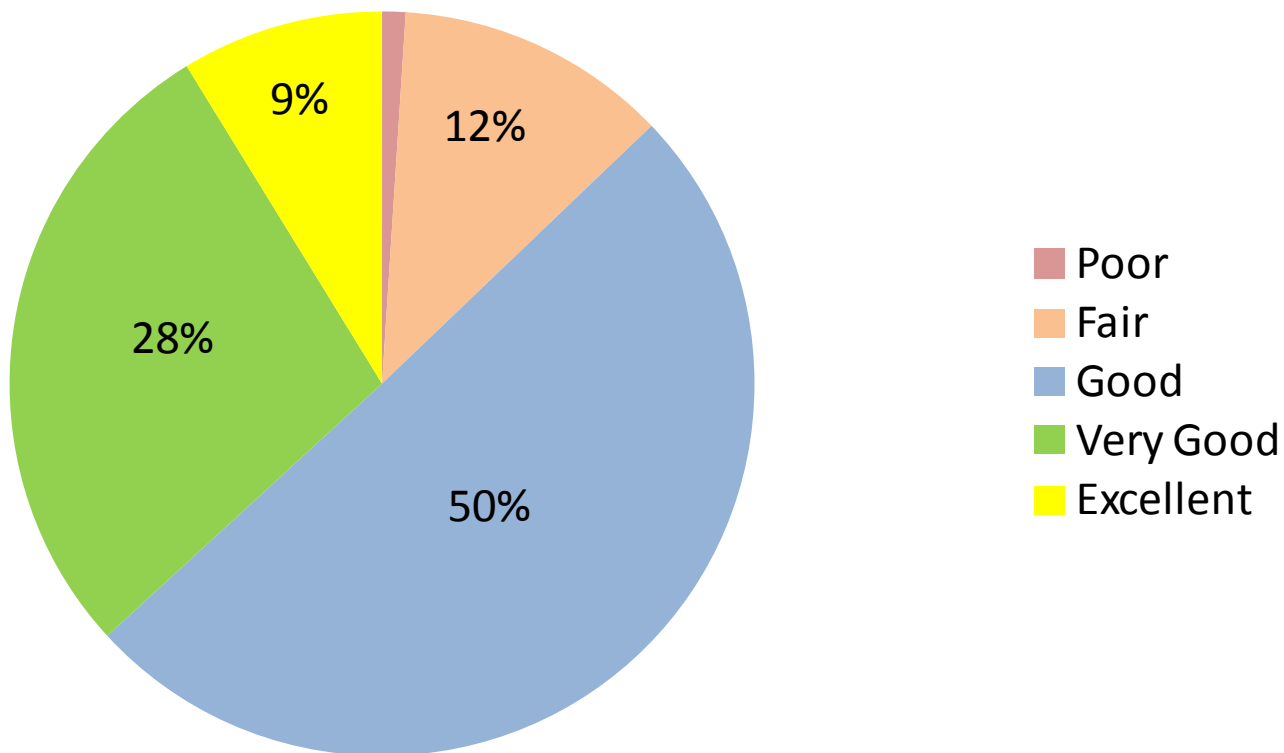
# Despite Signing Up for Low Price, Some Members Think HealthWorks is Still Too Expensive

What is your overall rating of the affordability of Brooklyn HealthWorks monthly premiums?



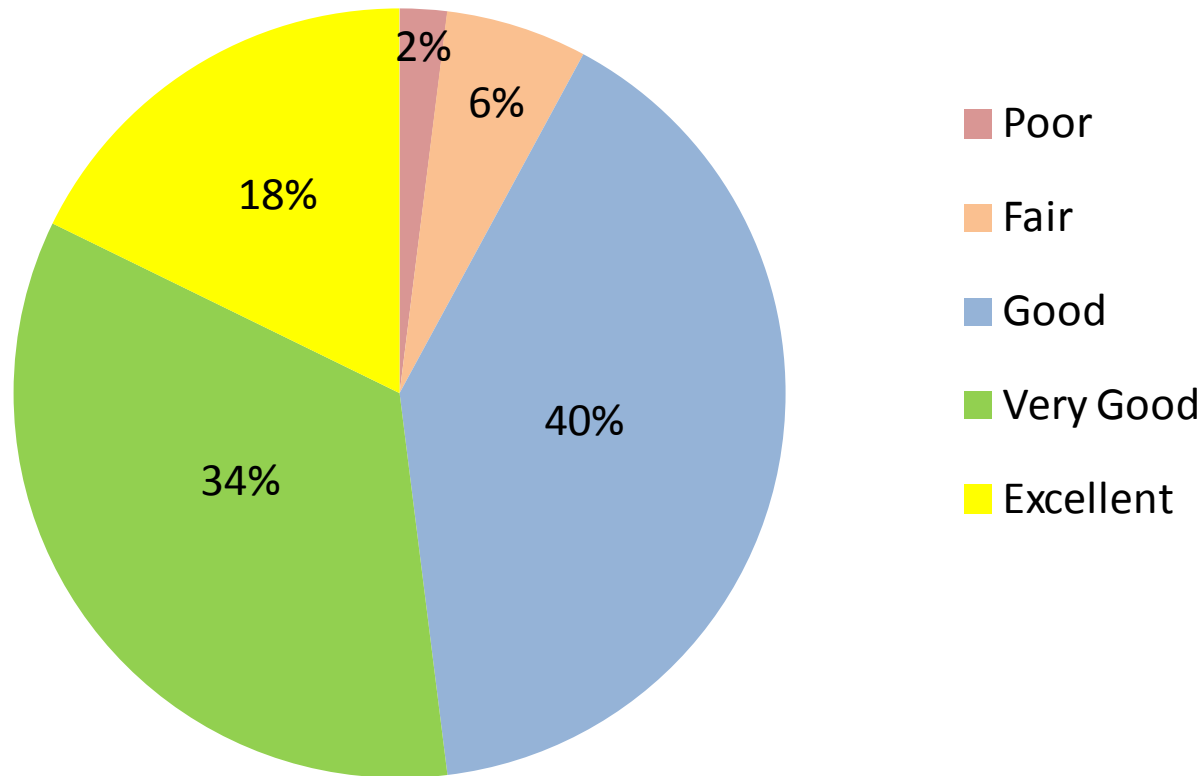
# Most Members Are Satisfied with GHI Provider Network

What is your overall rating of the GHI provider network (doctors, specialists and hospitals)?



# Most Members Are Happy with Online Account Management System

What is your overall rating of the online account management system?



# Two-thirds of Employers Contribute at Least Half the Monthly Premium

What percentage of the monthly premium does your business/organization contribute to single employee coverage?

