

2023 CX and Communications Consumer Insights

For Healthcare

What's at stake when healthcare payers and providers don't meet members' and patients' expectations for a good customer experience?

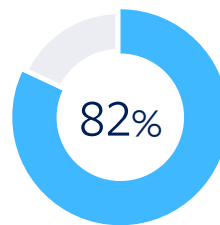
With dissatisfaction nearly doubling over the past five years, we surveyed over 4,000 consumers across North America to create the learnings in our fifth annual report, CX and Communications Consumer Insights.

These are some of the questions we asked – and the answers can impact customer loyalty and the bottom line.

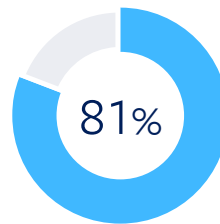
- Which communication channels do you prefer?
- What's your interest in moving from paper to digital?
- What do you think of the experiences you are receiving?
- Are you concerned about online privacy and data security?

Key CX and Communications Consumer Insights

Here's a sampling of what you can find in our 2023 report.



of consumers would go paperless if they received a more engaging digital experience.

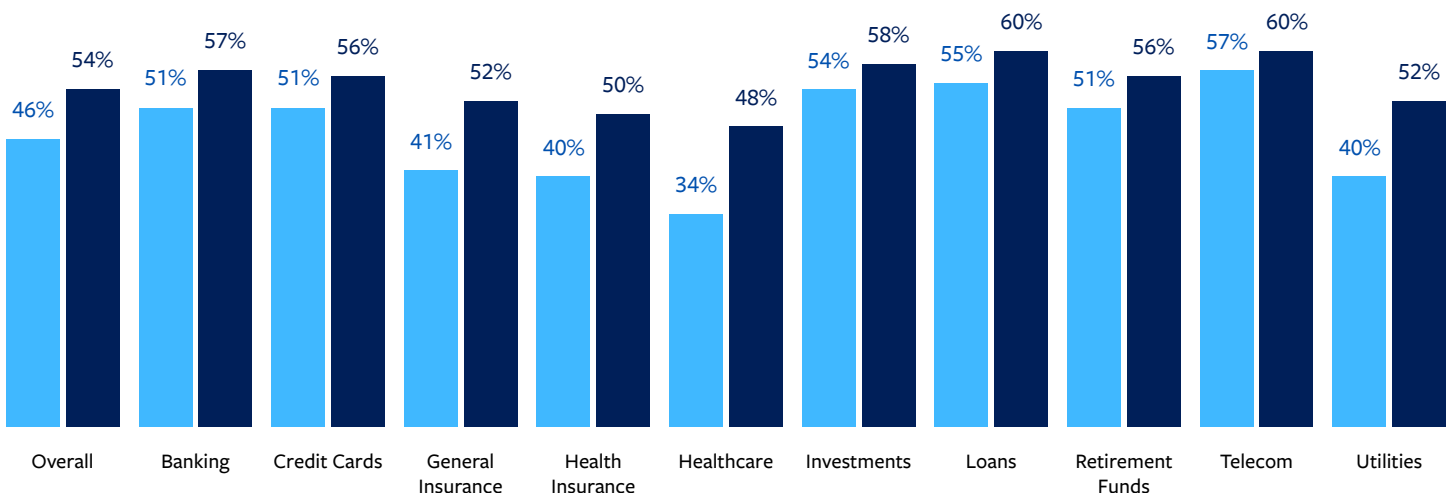


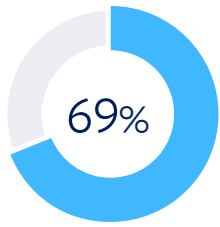
of consumers indicated they want companies to customize their experience based on what the company knows about them. This is up from 74% last year.

Paperless Rates Across Verticals

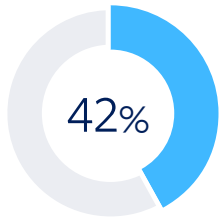
Across industries, there's a gap between how consumers currently receive their information and how they'd prefer to receive it. For health insurance and healthcare communications, 40% of members and 34% of patients report they receive paperless communications, but another 10% and 14%, respectively, would prefer to be paperless.

■ Currently digital only
■ Prefer digital only





of consumers say companies need to improve the customer experience – that’s up from 35% in 2019.



of consumers have stopped doing business with a company because of a hack that exposed consumer data.

Members and patients told us:

“Digital communication is the best method. Such as online booking, emailing, and informing through online chat or website.”

“Keep my data private.”

“Make the bill more transparent.”

What our report reveals can help you improve your members’ and patients’ communications experience, strengthen loyalty, and prepare your business for the next phase of digital transformation.

We conduct our annual survey to help companies take their communications to the next level. Visit us at Broadridge.com or call +1 415-805-9772 to discover how we can help execute your print-to-digital strategies and meet your customers’ omni-channel expectations with the [Broadridge Communications Cloud](#).



[Download the full report](#) by hovering your phone over the QR code.

About the study

Broadridge commissioned Big Village to conduct this CARAVAN survey. The survey was administered October 28 -November 7, 2022 to 4,014 U.S. and Canadian residents aged 18 and older. The U.S. data was weighted to age, sex, geographic region, race, and education. The Canadian data was weighted to age, sex, and geographic region. The figures are statistically significant at the 95 percent confidence level with a +/- 1.55% margin.

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with \$5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance, and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for banks, broker-dealers, asset and wealth managers and public companies. Broadridge’s infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. Our technology and operations platforms underpin the daily trading of more than U.S. \$9 trillion of equities, fixed income and other securities globally.

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