



Press Release

J.D. Power and Associates Reports: Humana Ranks Highest in Member Satisfaction among Health Plans in Texas For a Second Consecutive Year

WESTLAKE VILLAGE, Calif.: 2 April 2009 — Humana ranks highest in member satisfaction with health plans in Texas for a second consecutive year, according to the J.D. Power and Associates 2009 National Health Insurance Plan StudySM released today.

Now in its third year, the study measures [member satisfaction among 131 health plans](#) in 17 regions throughout the United States by examining seven key factors: coverage and benefits; provider choice; information and communication; claims processing; statements; customer service; and approval processes.

“Across the industry, satisfaction with health plans remains fairly stable, increasing only slightly compared to 2008,” said Jim Dougherty, executive director of the healthcare practice at J.D. Power and Associates. “Members still tend to be least satisfied with the information and communications they receive from their health plan—the third-most-important factor in overall satisfaction. Consequently, improving member communications can go a long way in driving higher levels of overall member satisfaction—particularly since only one-third of members say they fully understand how their health plans work.”

Humana achieves a score of 733 on a 1,000-point scale in 2009 and performs particularly well in the Texas region in four of seven factors: coverage and benefits; provider choice; information and communication; and claims processing. Following Humana in the regional rankings are CIGNA (728) and Aetna (719).

The average member satisfaction index score in [Texas](#) is 712—equal to the 17-region average. However, overall satisfaction among commercial health plan members in the region has improved slightly in 2009, compared with 2008.

“In this tough economic climate, in which many people have lost jobs and health benefits, even those consumers who are currently covered by employer-sponsored health plans are closely examining their individual health plan options, including COBRA or high deductible alternatives, some for the first time,” said Dougherty. “At the same time, as employers face increased economic pressure, health plans are at risk of losing members as some companies strive to cut costs by switching health plans. In light of heightened consumer scrutiny and the increased likelihood of switching, many health plans appear to be focusing on member satisfaction more than ever before as a means of retaining members.”

The 2009 National Health Insurance Plan Study is based on responses from 33,007 members of commercial health plans. There were 1,441 respondents in Texas. For more comprehensive [health plan rankings](#) for all 17 U.S. regions or to read an [article](#), visit www.jdpower.com.

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Media Relations Contacts:

Jeff Perlman; Brandware Public Relations; Malibu, Calif.; (310) 589-7749; jperlman@brandwaregroup.com

John Tews; J.D. Power and Associates; Troy, Mich.; (248) 312-4119; media.relations@jdpa.com

Syvetril Perryman; J.D. Power and Associates; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

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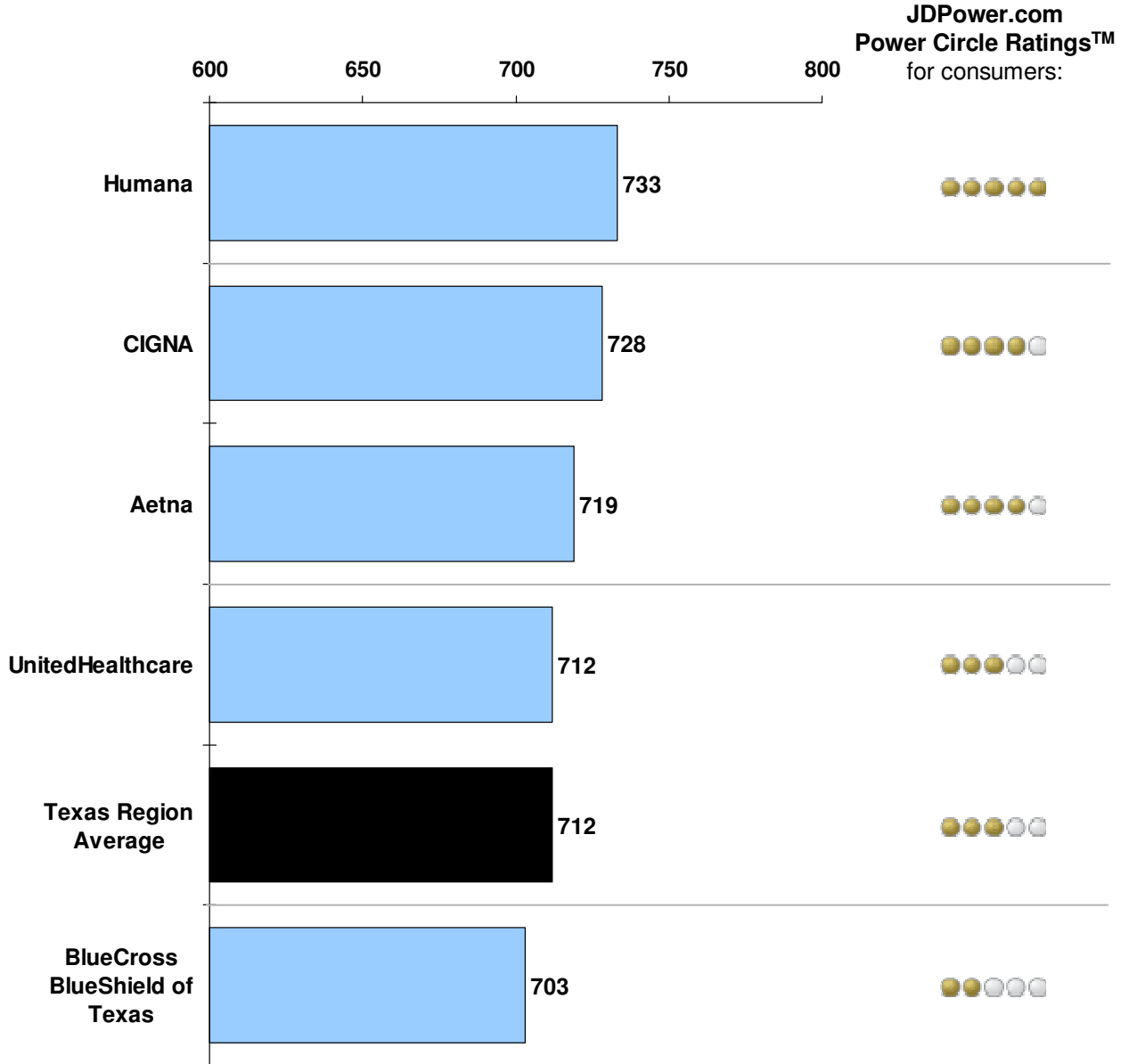
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NOTE: One chart follows.

J.D. Power and Associates 2009 National Health Insurance Plan StudySM

Member Satisfaction Index Ranking Texas

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2009 National Health Insurance Plan StudySM

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