



Press Release

J.D. Power and Associates Reports:

Dean Health Plan Ranks Highest in Member Satisfaction among Health Plans in the Minnesota-Wisconsin Region for a Second Consecutive Year

WESTLAKE VILLAGE, Calif.: 1 April 2010 — Dean Health Plan ranks highest in member satisfaction with [health plans in the Minnesota-Wisconsin region](#) for a second consecutive year, according to the J.D. Power and Associates 2010 U.S. Member Health Insurance Plan StudySM released today.

Now in its fourth year, the study measures satisfaction among members who purchased their coverage individually or through their employer from [133 health plans in 17 regions](#) throughout the U.S. The study examines seven key factors: coverage and benefits; provider choice; information and communication; claims processing; statements; customer service; and approval processes.

Dean Health Plan achieves a score of 750 on a 1,000-point scale and performs well in the Minnesota-Wisconsin region in four of the seven factors: coverage and benefits; information and communication; claims processing; and statements. Following Dean Health Plan in the regional rankings are HealthPartners (731) and BlueCross BlueShield of Minnesota (700).

After a slight improvement in [2009](#), overall member satisfaction across the country declines significantly in 2010 to a score of 701, falling below 2008 levels.

“Members are considerably less satisfied with coverage and benefits, which is partially driven by a lack of understanding of their plans’ services and benefits and how to successfully access them,” said Jim Dougherty, director of the healthcare practice at J.D. Power and Associates.

The average satisfaction index score in the Minnesota-Wisconsin region is 692—significantly lower than the 17-region national average. Overall satisfaction among health plan members across the country has declined significantly in 12 of the 17 regions, and performance in the Minnesota-Wisconsin region has declined considerably in 2010, compared with 2009.

“The recent healthcare debate has demonstrated just how complicated the health insurance market can be,” said Dougherty. “Health plans that focus on building relationships through member education, communication and reliable, consistent delivery of health insurance products and services are the most successful in delivering a satisfying member experience—which, in turn, may give them an edge in today’s competitive environment.”

According to Dougherty, health plans can create a foundation for a more satisfying member experience by providing subscribers with a strong understanding of how their health plans work. Members with higher levels of understanding also tend to be more loyal and are better advocates for the health plan. However, only four in 10 members say they fully understand their plans.

“While the full implications of the recent healthcare reforms will not take effect for a number of years, it is likely that individual consumers will have more choices than they have had in the past,” said Dougherty. “Health

insurance plans that proactively strive to provide an outstanding member experience will be best positioned to retain and acquire employer customers and individual members in the new healthcare exchanges, and demonstrate value in an increasingly competitive marketplace.”

The 2010 U.S. Member Health Insurance Plan Study is based on responses from nearly 34,000 members of commercial health plans. There were 2,335 respondents in the Minnesota-Wisconsin region. The study was fielded in November and December 2009. 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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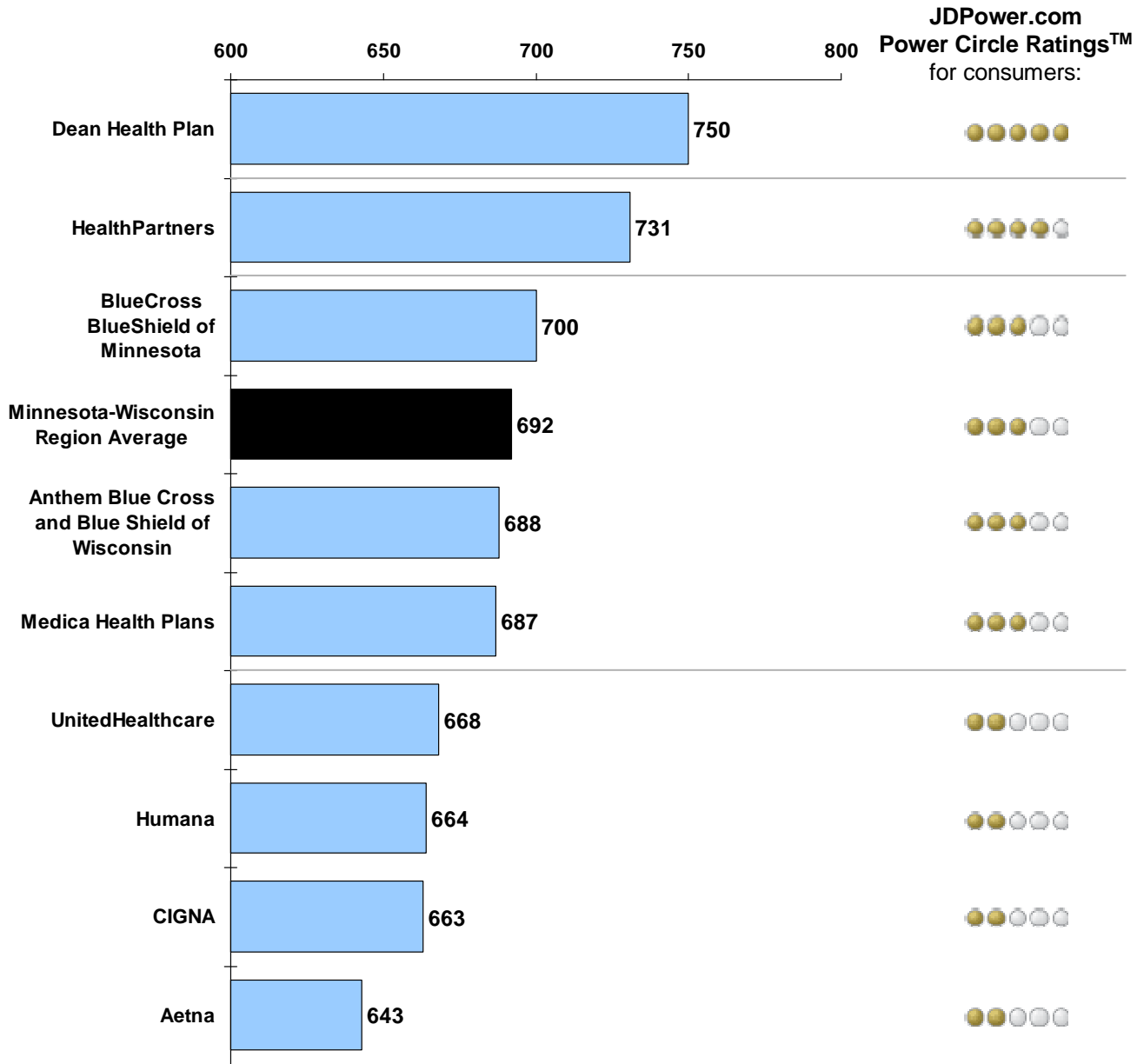
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NOTE: One chart follows.

J.D. Power and Associates 2010 U.S. Member Health Insurance Plan StudySM

Member Satisfaction Index Ranking *Minnesota-Wisconsin Region* (Based on a 1,000-point scale)



Source: J.D. Power and Associates 2010 U.S. Member Health Insurance Plan StudySM

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