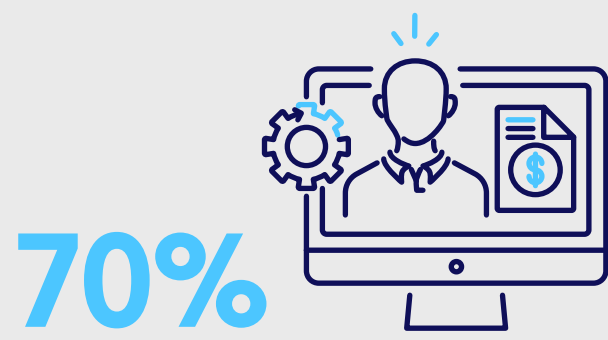


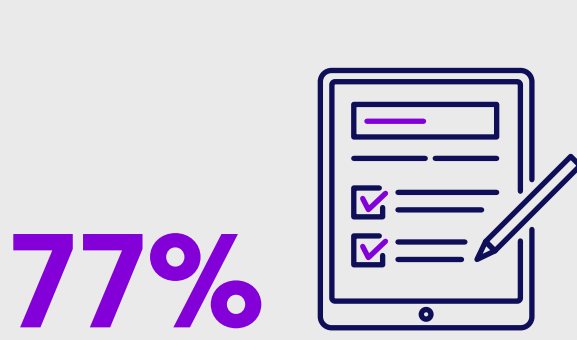
# Are Members Ready to Switch from Paper to Digital Communications?

Most say, "yes!"

Our behavioral science research<sup>1</sup> can help guide your transition from expensive, labor-intensive print communications to fast, efficient digital delivery. Here's what survey participants had to say:



are comfortable/very comfortable moving to a paperless, digital experience



are comfortable/very comfortable using an electronic signature for documents



## Reasons members want to go paperless:

### • 3-Way Tie:

- Prefer keeping digital records
- Faster receipt of communications
- Avoids paper waste/supports the environment

- Prefer to read documents digitally

- Saves space

## Age group with the highest preference for digital communications:

18-34



**35-44**



45-54



55-65+

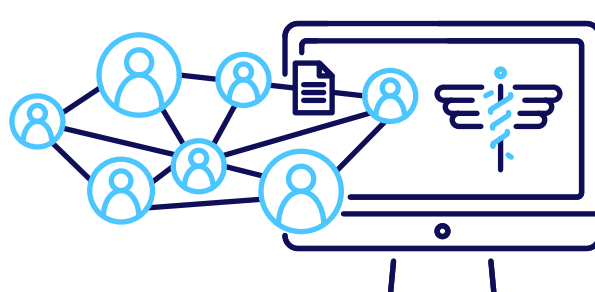


## Our research also reveals:



1. Members' concerns about going paperless

2. Members' channel preferences (from among a list of 7 options) for information delivery across 13 communication types spanning Enrollment Communications, Alerts/Notifications, and Member Information



3. What drives members to embrace digital communications, categorized by gender, income, and other demographics

To hear more about the research results and to learn how you can smoothly transition your members to a **digital communications program**, call our sales team at **1-866-817-3813**.

<sup>1</sup> Change Healthcare online survey of 250 insured consumers, representative of the U.S. population in gender and ethnicity, conducted in August 2020.