

SIR 2025 Annual Conference

CHICAGO, IL

Fairmont Hotel in Chicago

May 4-6, 2025



SIR | SOCIETY OF
INSURANCE
RESEARCH

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Harnessing the Power of REL and SOGI Data for Transformative Insights

Jenny Patel, Director, Blue Cross Blue Shield Association

Nancy Scherden, Managing Director, Blue Cross Blue Shield Association



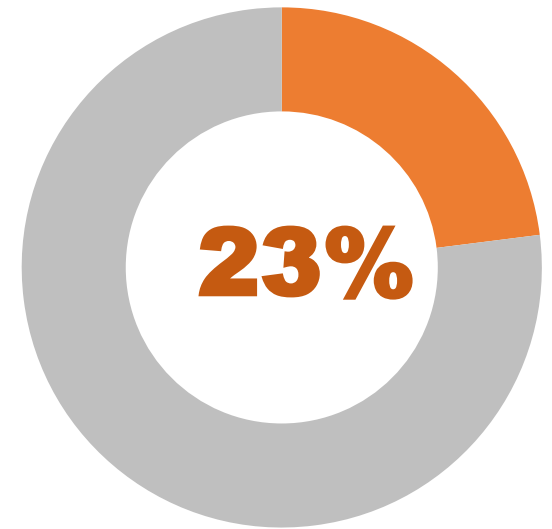
Macro Factors Influence our World and Business – Deep dive into the P and S of a PEST analysis

As of April 2025, political and societal trends concerning gender identity, sexual orientation, and race and ethnicity are marked by significant polarization and policy shifts across the United States and internationally.

GALLUP'S 2024 SURVEY:

9.3% of U.S. Adults identify as LGBTQ+ - nearly doubling from 5.6% in 2020.

Increase driven by younger generations with 23.1% of GenZ adults identifying as LGBTQ+



**% GEN Z IDENTIFY
AS LGBTQ+**

Source: <https://news.gallup.com/poll/656708/lgbtq-identification-rises.aspx>

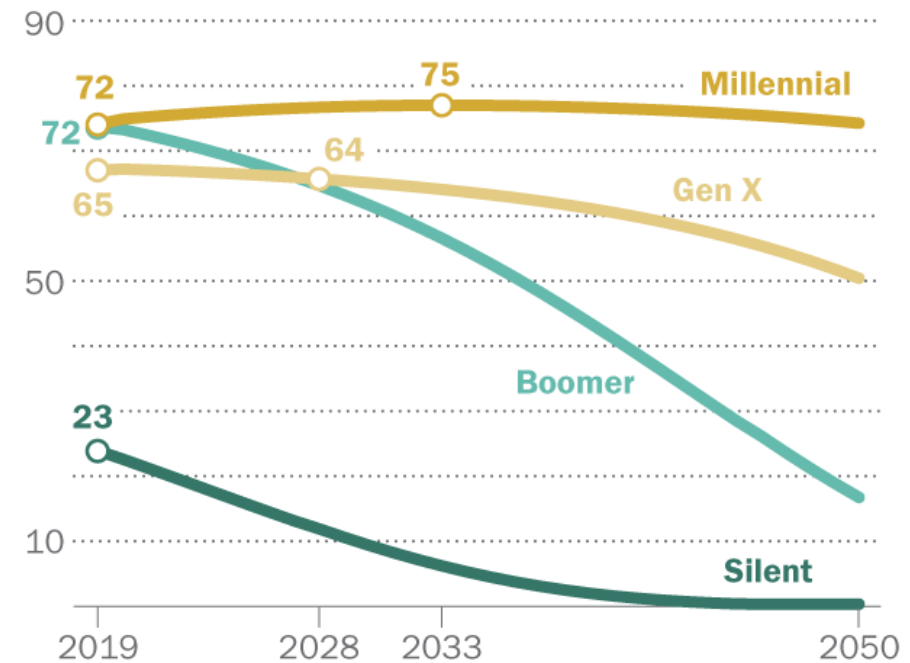


Generational Trends

Millennials are the nation's largest living adult population while Boomers, who have traditionally had the largest presence, are shrinking. Millennials are expected to peak in population in 2033 at ~75M lives.

Projected population by generation

In millions



Source: <https://www.pewresearch.org/short-reads/2020/04/28/millennials-overtake-baby-boomers-as-americas-largest-generation/>

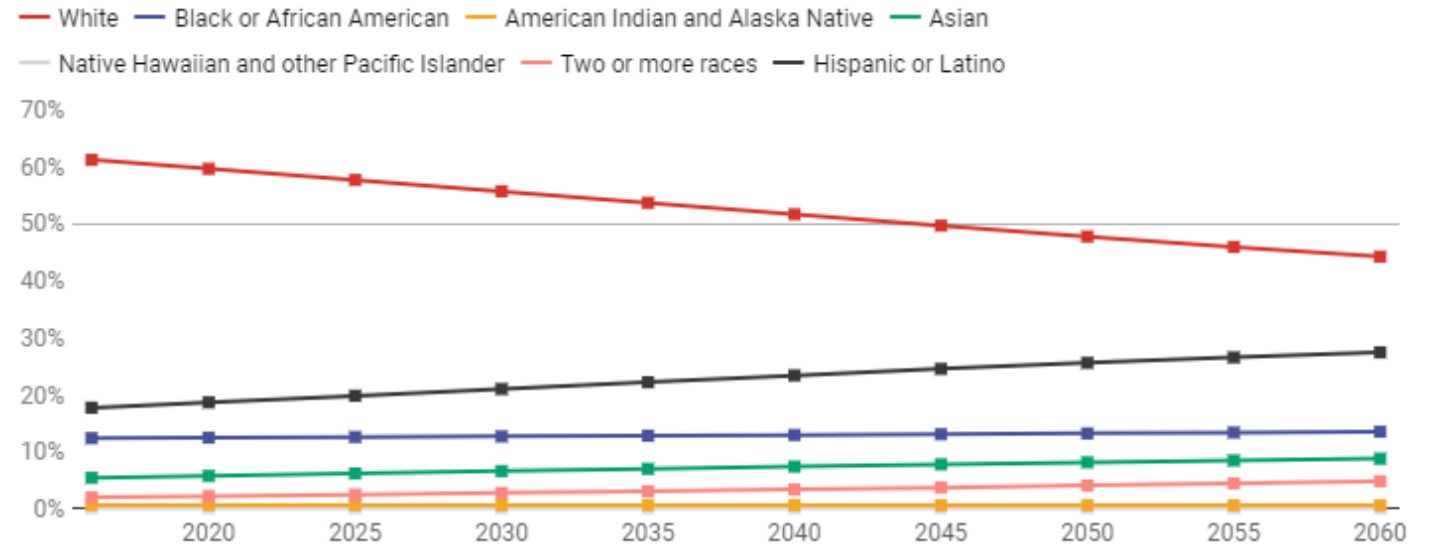


Outlook on Race/Ethnicity

The White population has been decreasing and by 2030, they will represent ~56% of the U.S. population, while Hispanics/Latino will have grown to ~21%. Black/African American and Asians are expected to grow significantly as well.

Projected race/ethnicity breakdown

After 2045, non-Hispanic whites will likely make up less than half of all Americans.



All groups not Hispanic or Latino unless specified otherwise.

Chart: The Conversation, CC-BY-ND • Source: U.S. Census Bureau • [Get the data](#)

Source: <https://www.pbs.org/newshour/nation/3-ways-that-the-u-s-population-will-change-over-the-next-decade>



Why It Matters?

UNEQUAL ACCESS DISPARITIES

- Marginalized groups often face barriers—such as systemic racism or discrimination that impact their ability to access quality healthcare.

CARE THAT REFLECTS CULTURE

- Culturally sensitive care builds “trust” and helps providers create treatment plan that is inclusive.

IMPROVE DATA/POLICY

- More accurate and representative data leads to policies that address real-world complexities.

MENTAL AND EMOTIONAL WELL-BEING

- Experiences of discrimination, microaggressions affects both physical and mental health.



Data Quality is Critical in Addressing Health Disparities

The percentage of adults reporting **fair or poor health status is higher** among **African Americans, Hispanics, American Indian and Alaskan Natives** that it is among whites.¹

LGBTQ+ people are **more likely to report difficulties** with their health care providers, such as having their health concerns dismissed or being blamed for their health problems.²

African Americans are **2X as likely** as whites to die from diabetes.³

Research has shown that **African American and Hispanics** face **greater barriers** in trying to gain access to health care services.⁴

Despite being younger in average age than other population groups, **LGBTQ+ individuals** more commonly report being in **fair or poor health** than non-LGBTQ+ people and report **higher rates of disabilities and chronic disease**.⁵

Cancer incidence rates are higher among white individuals compared to African Americans, and yet **African Americans** have a **significantly higher mortality rate** from disease.⁶



Our charge involved looking at incorporating SOGI* data and initial focus on data acquisition and standards.

REL DATA COLLECTION SURVEY LEARNING'S (March 2021)

- **Member REL is primarily imputed data** and collected in inconsistent ways.
- **SOGI data is often not collected.**
- **Securing Member trust** are the greatest challenges and opportunities.
- Existing research focuses on **question structure and naming conventions.**

APPROACH TO COLLECTING SOGI & REL DATA

1. Gain a holistic picture of someone's lived experience to address disparities.
2. Understand how a person's identity shapes their experiences with the healthcare system, access to care, and overall well-being to improve health outcomes.

Phase I: Research to identify the barriers and opportunities to address when collecting self-reported SOGI and REL data

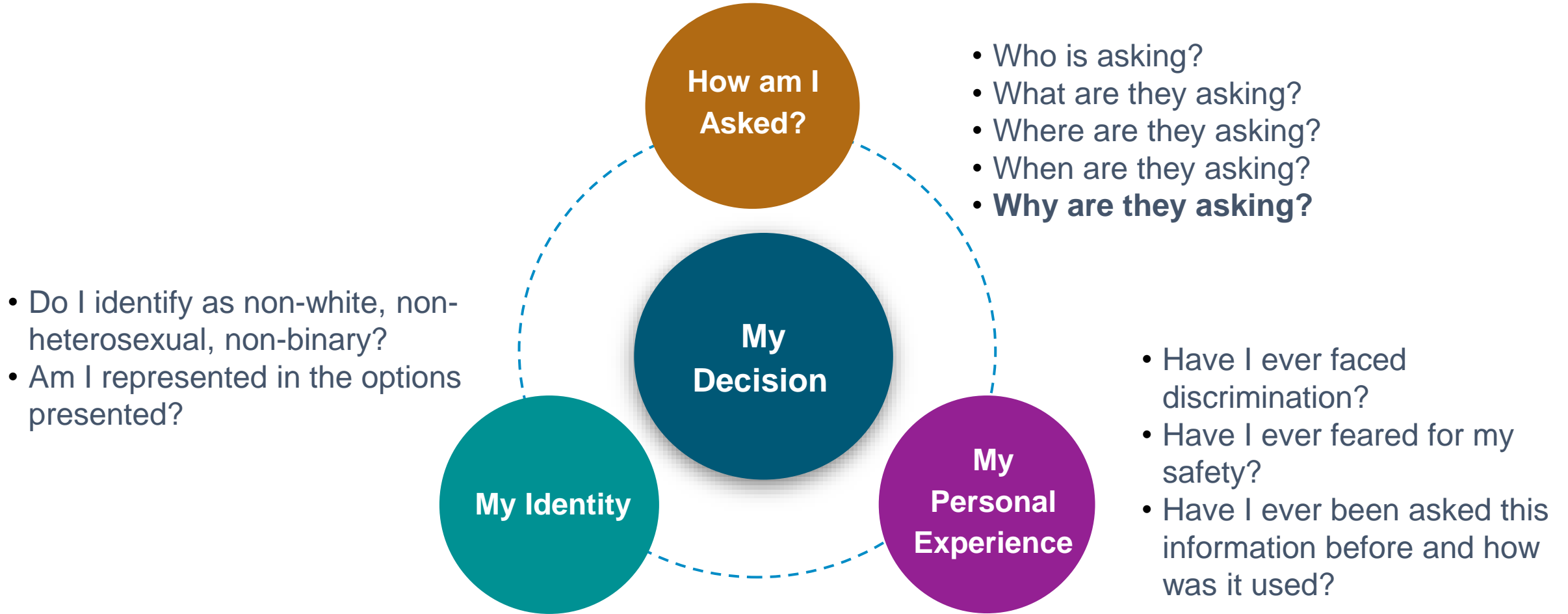
Phase II: Build upon the learnings from Phase I and execute research to inform design recommendations to collect REL & SOGI data industry-wide and inform OMB SPD 15 updates

* SOGI/REL = Sexual Orientation (SO) Gender Identity (GI) Race (R) Ethnicity (E) and Language (L)



Phase I:

An individual's decision to share personal information is complex - It's more than just checking a box



Phase I:

By understanding barriers, we can better respond to people's concerns and help overcome objections.

How am I asked?

UNCERTAINTY



Puzzled as to what and how this information is going to be used. Whether it could be used against me or in favor to me. (female, straight, 53, Hispanic)

My Identity

NOT INCLUDED



*I believe sexuality is a spectrum; therefore, categorizing people's sexual orientations **does not fully describe** how they might identify as. (male, gay, 24, Caucasian/White)*



I didn't know what to select, I had to ask my cousin, who told me to select 'white'. (hetero, female, Hispanic/white)

My Personal Experience

FEAR



*I feel like they might discriminate on my insurability if I tell them I'm gay or **they might deny certain medications/procedures based on my sexual orientation.** (non-hetero)*



Phase II: **Study Background**

The overall **business objective** is to **improve health outcomes** by improving the efficacy of self-reported REL/SOGI data

RESEARCH OBJECTIVES

- Identify the **optimized** way of asking REL/SOGI to maximize responses
- **Pressure test barriers** to providing personal and sensitive information and how to best overcome them
- **Identify messages or content** to improve opt-in rates



PHASE II RESEARCH

METHODOLOGY

- 1** **Large scale, quantitative** online survey, with views by key subgroups, e.g., race, gender, region, sexual orientation, etc.
- 2** **N=15,000 completed online surveys*** (Nationally represented)
- 3** **Experimental design**, to understand how people value different attributes related to REL/SOGI
- 4** Augmented learnings via surveys among followers of **LGBTQ social influencer** via Instagram

* Conducted in English only



KEY INSIGHTS

Notable Themes From Research





REL/SOGI RESEARCH

NOTABLE KEY THEMES

Data Are Points In Time, It Will Evolve

Where possible, we provide a perspective that takes a forward-looking view.



Generational Trends are Evident

The younger generations favor more options and more inclusive language than the older generations.



Marginalized Communities Are Most At Risk

LGBTQ and non-whites are most likely to not answer, especially without context.



Center Benefits on Personalization

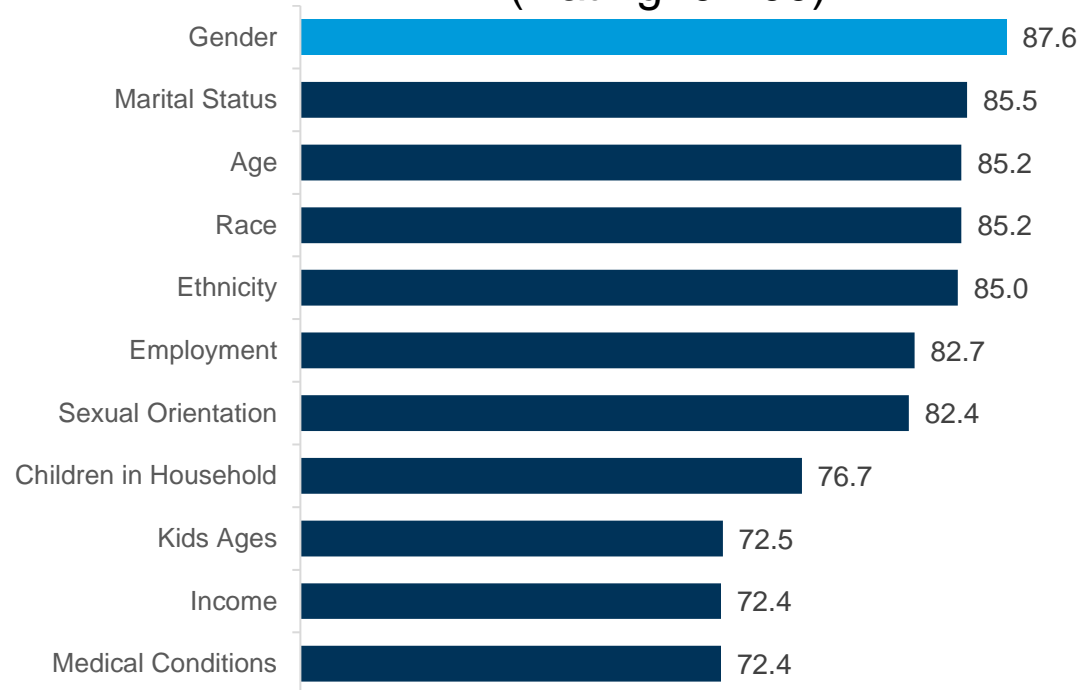
Linking data requests to personal benefit in messaging is key. What's in it for me?

DETAILED LEARNINGS



There are varying degrees of comfort with sharing specific pieces of personal information.

Comfort Sharing Specific Information (Rating: 0-100)



Respondents are comfortable sharing their **gender** though less comfortable sharing **kids' ages**, **medical conditions**, and **income levels**.

The following groups are less comfortable sharing personal information:

- Non-White
- Millennials
- Gen Z
- Transgender/ Genderqueer
- Non-Heterosexual
- Democrats, and
- Independents

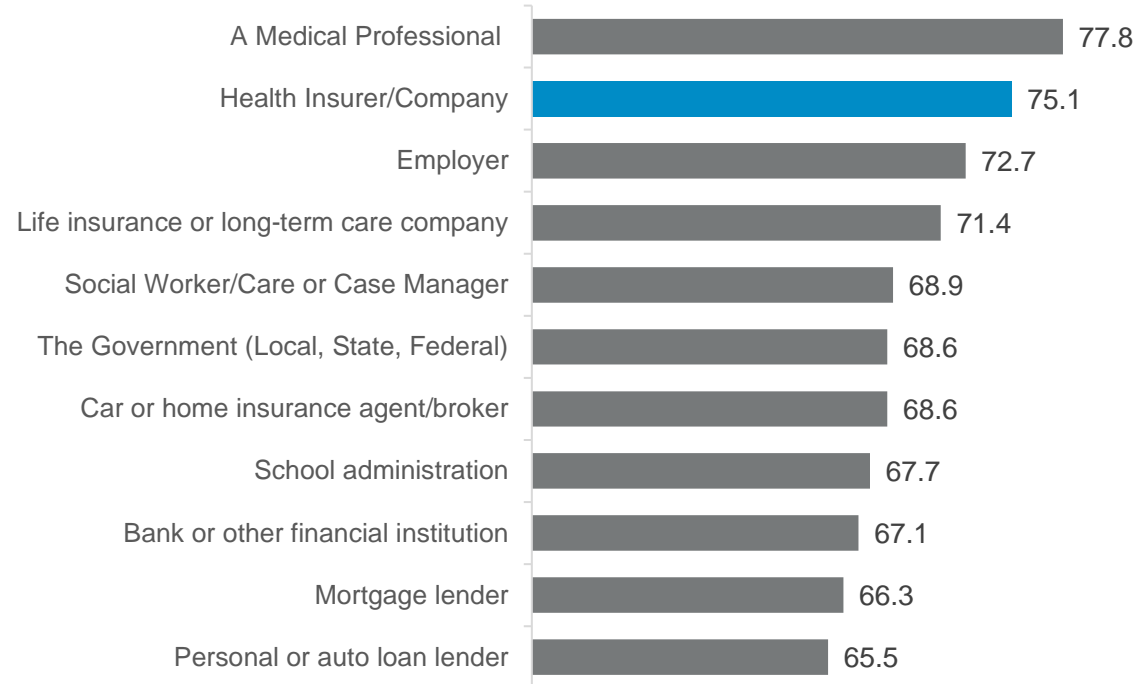
Base: Total Respondents

Q2a. How comfortable do you feel answering the following types of questions in general?



And, we found differences in the likelihood of sharing information based on the type of organization asking!

Likelihood of Sharing Personal Info with Organizations
(Rating: 0-100)



Medical/Health-related organizations are **trusted more** than financial institutions.

- Democrats are more comfortable sharing personal information with the government and a social worker/care or case manager.

Base: Total Respondents

Q2b. How likely would you be to share your personal information (e.g. age, gender, race/ethnicity, income, marital status, sexual orientation, etc.) with the following organizations if they asked for it??



Sharing the context for asking will improve opt-In rates.

The context and security of data matter!

Gender Identity

Provide the reason as some will only provide under the right circumstances

*“I feel most comfortable when I know that my gender has a **prevalent reason** to be asked for.”*

- Social Influencer Survey

Sexual Orientation

It is the most sensitive – be prepared for “why are you asking?”

*Ask only in a place where it’s **actually relevant**, and not in places where it isn’t. Why would an auto loan need to know that? But for some medical things it makes sense.”*

- Social Influencer Survey

Race & Ethnicity

Context is helpful as discrimination is cited as A reason not to answer

*“It would give a **good reason** why this information is needed. We live in a country where racism is common, and people are often **discriminated against**.”*

Language

Less controversial but context will be appreciated

*“**How** is this information **pertinent** to the setting in which it is asked? **Why** is the information being requested?”*

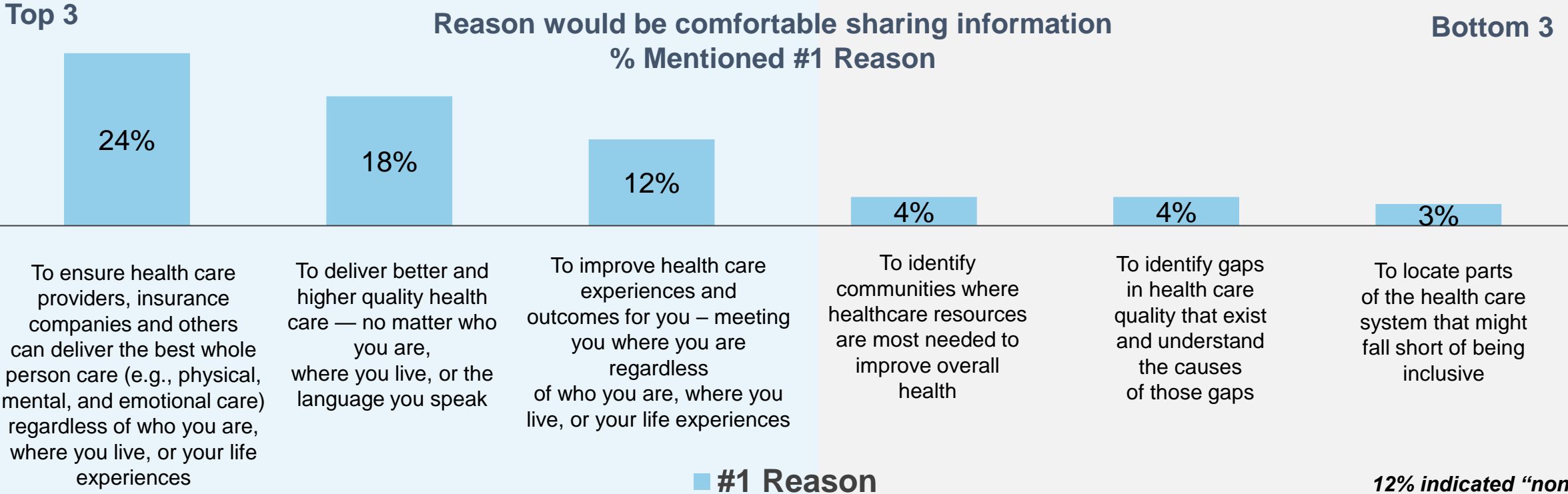


And having reason linked to a benefit and is personalized to the individual will help overcome objections.

It is personal and “About Me”

vs.

It is about the Community or Greater Good



Reasons_1: There are a number of reasons WHY an organization might ask you to provide your personal information such as Gender Identity, Sexual Orientation, Race/Ethnicity, or Preferred Language. Please review the list of possible reasons below and select the [ONE, SECOND, THIRD] reason which would make you MOST comfortable sharing your information with them.. Or select “None”.



TESTED OPTIONS



Gender Identity Example

Baseline

What is your current gender identity?
(Check all that apply.)

- Male
- Female
- Female-to-Male (FTM)/Transgender Male/Trans Man
- Male-to-Female (MTF)/Transgender Female/Trans Woman
- Genderqueer, neither exclusively male nor female
- Additional gender category or other, please specify: _____
- Choose not to disclose

Optimization

How would you like to be asked your gender identity?

- What is your gender?
- How do you identify?
- Which of the following best describes you?
- Which of the following best represents how you think of yourself?
- What is your current gender identity?

Which list of answer choices do you prefer from the options below?

<input type="radio"/>	<ul style="list-style-type: none">FemaleMale
<input type="radio"/>	<ul style="list-style-type: none">WomanMan

Which (if either) of these options should be used?

<input type="radio"/>	Transgender
<input type="radio"/>	<ul style="list-style-type: none">Female-to-Male/Transgender Male/Trans ManMale-to-Female/Transgender Female/Trans Woman
<input type="radio"/>	Do not include either of these options

Please select any additional options, if any, you think should be used.

- Two-Spirit
- Gender Non-conforming
- Genderqueer, neither exclusively male nor female
- Gender fluid
- Non-binary
- Cisgender
- None of these

What "OTHER" option should be offered?

- Another gender, please describe: _____
- Prefer to self describe, describe here: _____
- I use a different term: _____
- Additional gender category or other, please specify: _____
- Other: _____

Always Included:

Don't know

Prefer to not answer



Live Poll

Gender Identity Live Poll



**SCAN THE QR CODE
TO PARTICIPATE**





21 responses submitted

How would you like to be asked your gender identity? (Select one.)

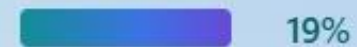
Scan the QR or use
link to join



<https://forms.office.com/r/QgzRKiwLwD>

Copy link

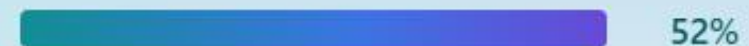
What is your gender?



How do you identify?



Which of the following best describes you?



Which of the following best represents how
you think of yourself?



What is your current gender identity?



Treemap

Bar



1 of 5



RECOMMENDATIONS



GENDER IDENTITY

KEY INSIGHTS



Gender identity is the **most polarizing** of the 4 topics driven by generational, political and SOGI groups.



Clear preference for **Male/Female**.



Transgender options are **more divided**



Non-heterosexual or other marginalized groups prefer a **Transgender option be included**. **Non-binary as another option**



Strong **generations splits** are evident with more openness among **Millennials and Gen Z**.

SPECIAL CONSIDERATION

Review preferences from this research against current standards



How to ask: Gender Identity

Current Baseline

What is your current gender identity?
(Check all that apply.)

- Male
- Female
- Female-to-Male (FTM)/Transgender Male/Trans Man
- Male-to-Female (MTF)/Transgender Female/Trans Woman
- Genderqueer, neither exclusively male nor female
- Additional gender category or other, please specify: _____
- Choose not to disclose

[Source](#)

Always include "Don't know" and "Prefer to not answer" as response options.

* Popular choice among Social Influencer respondents and groups with lower baseline opt-in rates (e.g., Gen Z, Millennials, LGBTQ, and Democrats).

BEST CHOICE

QUESTION	HOW TO ASK
	<p>What is your gender? OR Which of the following best describes you?*</p>
	<p>MALE/ FEMALE</p> <p>Female/Male</p>
	<p>TRANSGENDER</p> <p>Transgender <i>Depends on audience</i> <i>Or</i> <i>None tested - Do Not Use Any of These Options</i></p>
	<p>ADDITIONAL OPTIONS</p> <p>None of these Or Non-binary</p>
	<p>OTHER</p> <p>Other: _____ OR Prefer to self describe, describe here: _____</p>

Millennials, Gen Z, LGBTQ, and Democrats also prefer "How do you identify?"

Recommendation based on general population data



DESIGN PRINCIPLES



Utilized 5 Key Design Principles To Guide Our Thinking.

DESIGN PRINCIPLES



Personalize Context

Consider the situation and context from an individual's perspective

Implications

- Consider different approaches to asking for personal data for different populations
- Ensure reasons for asking are valued, believable, and personally impactful
- Convey a personal benefit to individuals or groups holding similar views



Look Forward Flexibly

Be mindful of the evolving societal norms and demographic shifts impacting collection

Implications

- Look to the younger/future members' preferences to see trends
- Make back-end data collection systems and survey tools flexible to include more categories in the future



Engage Authentically

Be genuine and honest to establish rapport and trust

Implications

- Include why we are asking for the data
- Use clear and simple language
- Disclose what the data will and will not be used for
- Ensure privacy and data security



Empathetically Respond

Respond inclusively and meaningfully to the data provided

Implications

- Share communications in preferred language
- Use inclusive language
- Use correct pronouns
- Build services that support the data shared



Meet People Where They Are

Consider customers' unique perspectives when providing survey choices

Implications

- Adjust questions, options, or reasons, for the subgroups whose opinions wholly or partially differ from the general population (e.g., by political affiliation, age, or gender/sexual orientation)





GUIDING PRINCIPLE | 1



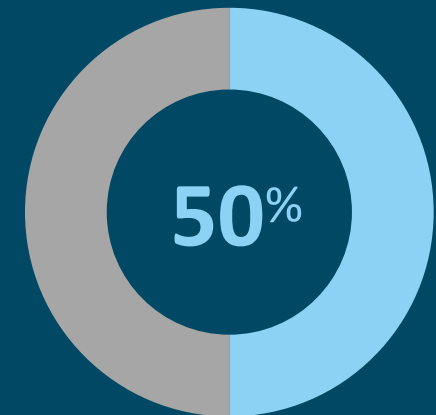
Personalize Context

Consider the situation and context from an individual's perspective

IMPLICATIONS

- Consider different approaches to asking for personal data for different populations
- Ensure reasons for asking are valued, believable, and personally impactful
- Convey a personal benefit to individuals or groups holding similar views

PREFER A TYPE OF PERSONAL BENEFIT



INSIGHT

While benefits to the community are important to select cohorts, the reasons a company could use to influence someone to provide their personal information should center on more “personal benefits.”





GUIDING PRINCIPLE | 2



Look Forward Flexibly

Be mindful of the evolving societal norms and demographic shifts impacting collection

IMPLICATIONS

- Look to the younger/future members' preferences to see trends
- Make back-end data collection systems and survey tools flexible to include more

TODAY: LGBTQ+ (~20M) or 8% of population

By 2030: White 58%, Black of African American 13%, Hispanic 21%, Asian 7%

~17+ PPT

Gap in preferences in options between **younger and older generations** on SOGI & REL



INSIGHT

There are vastly different opinions on how to ask SOGI / REL questions and preference differ by generational cohorts, political affiliation and sexual orientation/gender identity.





GUIDING PRINCIPLE | 3



Engage Authentically

Be genuine and honest to establish rapport and trust

IMPLICATIONS

- Include why we are asking for the data
- Use clear and simple language
- Disclose what the data will and will not be used for
- Ensure privacy and data security

“If I felt the questionnaire was trustworthy or they had a good reason for asking, I would answer, otherwise I would hesitate or refuse.”

– Social Influencer Respondent



INSIGHT

Sharing context will improve opt-in rates. Context & security of the data matters!





GUIDING PRINCIPLE | 4



Empathetically Respond

Respond inclusively and meaningfully to the data provided

IMPLICATIONS

- Share communications in preferred language.
- Use inclusive language.
- Use correct pronouns.
- Build services that support the data shared.

+60%
of Millennials and Gen Z support using pronouns vs. less than half of older generations



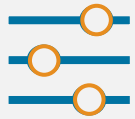
INSIGHT

Personalize communications to the member and their preferences.





GUIDING PRINCIPLE | 5



Meet People Where They Are

Consider customers' unique perspectives when providing survey choices

IMPLICATIONS

- Adjust questions, options, or reasons for the subgroups whose opinions wholly or partially differ from the general population (e.g., by political affiliation, age, or gender/sexual orientation)

~20+ PPT

in preferences between
**Republicans and
Democrats** across SOGI
& REL topics, particularly
Gender Identity



INSIGHT

There are vastly different opinions on how to ask SOGI / REL questions and preference differ by generational cohorts, political affiliation and sexual orientation and gender identity.



Ways Organizations Can Leverage REL & SOGI Data

Design More
Inclusive
Insurance
Policies

Enhance Customer
Experience – Meet
Customers Where
They Are At -
Empathy

Offer
Personalized
Service

Refine Risk
Assessment
Models &
Underwriting

Create Market
Segmentation &
Targeted
Marketing
Strategies

Inform Product
Development &
Drive Innovation

Inform Strategic
Planning

Build Trust &
Brand
Reputation



Connect With Customers And Prospects

Asking someone about their REL/SOGI can evoke positive emotions when asked in a genuine and respectful manner.

Some of those emotions include:



A Few Words From Our Social Influencer, Justsaysk



justsaysk



3,322
Posts

53.4K
Followers

1,742
Following

Sarah Kate Smigiel (SK) she/they
Embracing Themininity ✨ Gender Bender & Educator

Come for the Education, Stay for the LOVE 🏳️‍🌈 🏳️‍⚧️
Work With Me? sarahkatesmigiel@gmail.com

linktr.ee/Justsaysk



Followed by **the_socialq**, **frankielipinski** and 2 others





QUESTIONS?
CONTACT US



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APPENDIX



SEXUAL ORIENTATION

KEY INSIGHTS



Sexual Orientation is an **evolving and more sensitive** topic based on varied responses provided.



Marginalized groups prefer **inclusive options**, a downstream consideration.



Differences in opinion exist by **generation, SOGI, and political affiliation**.



Polarization exists for inclusion of **additional SO response options** among groups noted previously.

SPECIAL CONSIDERATION

Review preferences from this research against those provided by US Census and other standards



How to ask: Sexual Orientation

Current Baseline

Do you think of yourself as:

- Straight or heterosexual
- Lesbian, gay or homosexual
- Bisexual
- Something else, please describe: _____
- Don't know
- Choose not to disclose

[Source](#)

BEST CHOICE

QUESTION	HOW TO ASK	What is your sexual orientation? OR Which of the following best describe you?
	STRAIGHT	Straight <i>or</i> heterosexual
	GAY	Lesbian, gay or homosexual
	ADDITIONAL OPTIONS	None of these Or Bisexual*
	OTHER	Other: _____
RESPONSE OPTIONS		

Millennials, Gen Z, LGBTQ, and Democrats also prefer “How do you identify?”

Using “or” makes this more inclusive.

Homosexual on its own did well but not as strongly..

Polarity among:
I use a different term: _____
Another sexual orientation, please describe: _____

Recommendation based on general population data, see considerations in appendix to inform best practices by sub-group.



Always include “Don’t know” and “Prefer to not answer” as response options.

* Popular choice among Social Influencer respondents and groups with lower baseline opt-in rates (e.g., Gen Z, Millennials, LGBTQ, and Democrats).



RACE

KEY INSIGHTS



More descriptive question wording is most popular among individuals.



More inclusive response options for race categories is highly preferred allowing individuals to **see themselves** reflected in the options provided.



Younger generations continue to have **different preferences** from the general population.



Equal interest in each of the test **other” response options “**

SPECIAL CONSIDERATION

Review preferences from this research against those provided by US Census and other standards





How to ask: Race

True among self reported Black or African American

BEST CHOICE

Current Baseline 1

What is your race?
(Select one or more.)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other: _____

[Source](#)

Current Baseline 2

What is your race?
(One or more categories may be selected)

- White
- Black or African American
- American Indian or Alaska Native
- Asian
 - Asian Indian
 - Chinese
 - Filipino
 - Japanese
 - Korean
 - Vietnamese
 - Other Asian
- Native Hawaiian or Other Pacific Islander
 - Native Hawaiian
 - Guamanian or Chamorro
 - Samoan
 - Other Pacific Islander

[Source](#)

QUESTION	HOW TO ASK	BEST CHOICE
		Which of the following best describes you?
	WHITE	White or Caucasian*
	BLACK OR AFRICAN AMERICAN	Black or African American
	NATIVE AMERICAN	Native American or Alaskan Native
	NATIVE HAWAIIAN OR PACIFIC ISLANDER	Native Hawaiian or Other Pacific Islander
	ASIAN	Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese) OR Asian Indian Chinese Filipino Japanese Korean Vietnamese Other Asian (as a list)
	ADDITIONAL OPTIONS	Middle Eastern or North African Northern Asian or Eastern European Indian or Pakistani
	OTHER	Other: _____ OR Another race, please describe: _____

Always include "Don't know" and "Prefer to not answer" as response options.

* "Caucasian" is largely considered outdated, and some deem it to be problematic given its historical and anthropological origins.

Recommendation based on general population data..

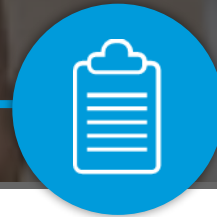


ETHNICITY

KEY INSIGHTS



Differences in **younger, non-white responses** are key for this topic.



Non-white align with **“What is your ethnicity or ethnic background?”** in addition to a more robust list of ethnic response options.

SPECIAL CONSIDERATION

Review preferences from this research against those provided by US Census and other standards



How to ask: Ethnicity

Current Baseline 1

Are you Hispanic or Latino?

- No, not Hispanic or Latino
- Yes, Hispanic or Latino

[Source](#)

Current Baseline 2

Are you Hispanic, Latino/a, or Spanish origin?
(One or more categories may be selected)

- No, not Hispanic, Latino/a, or Spanish origin
- Yes, Mexican, Mexican American, Chicano/a
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin

[Source](#)

BEST CHOICE

QUESTION	HOW TO ASK	What is your ethnicity or ethnic background?
RESPONSE OPTIONS	ETHNICITY OPTIONS	2 options list OR 15 options #2 34 options #3
RESPONSE OPTIONS	OTHER	Other: _____ OR Another ethnicity, please describe: _____

Appealing among those who self classify as different race and/or ethnicity

Recommendation based on general population data.



Always include "Don't know" and "Prefer to not answer" as response options.



Preferred Ethnicity Options

2 Options	15 Options	34 Options
<ul style="list-style-type: none"> • Hispanic or Latino • Not Hispanic or Latino 	<ul style="list-style-type: none"> • European • American • Hispanic/Latino • Mexican • Latin American • Black • African/American • Vietnamese • Asian Indian • Iranian • Filipino • Arab • Laotian • Chinese • Russian 	<ul style="list-style-type: none"> • German • Black or African American • Irish • Mexican • English • American • Italian • Polish • French • Scottish • Scotch-Irish • American Indian or Alaska Native • Dutch • Puerto Rican • Norwegian • Swedish • Chinese • Russian • Asian Indian • West Indian • Filipino • French Canadian • Welsh • Cuban • Salvadoran • Arab • Vietnamese • Czech • Hungarian • Portuguese • Korean • Danish • Dominican • Greek



LANGUAGE

KEY INSIGHTS



Language has the **least polarization**, though there is opportunity to be **more inclusive** when including language options with diverse populations.



Asking for **overall language preference** is highly preferred over language for specific situations (e.g., reading, discussing health information, speaking, etc.)



There appears to be a relationship between R/E and language where non-white prefer **more extensive response options**



How to ask: Language

Current Baseline

What language(s) do you usually speak at home?
(Select all that apply.)

- English
- Spanish
- Vietnamese
- Farsi
- Laotian
- Arabic
- Tagalog
- Cantonese
- Russian
- Cambodian
- Korean
- Mandarin
- Punjabi
- Bulgarian
- Polish
- Other – (open-ended response)

[Source](#)

Always include “Don’t know” and “Prefer to not answer” as response options.

		BEST CHOICE
QUESTION	HOW TO ASK	What is your preferred language?
RESPONSE OPTIONS	PREFERED LANGUAGE OPTIONS	2 options list OR 20 options list
	OTHER	Other: _____

Appealing among those who self classify as different race and/or ethnicity

Recommendation based on general population data, see considerations to inform best practices by sub-group.



Preferred Language Options

2 Options	20 Options
<ul style="list-style-type: none">•English•Spanish	<ul style="list-style-type: none">•English•Spanish•Arabic•Cantonese•Farsi•French•French Creole•German•Hindi•Hokkien•Italian•Korean•Mandarin•Polish•Portuguese•Russian•Somali•Swahili•Tagalog•Vietnamese



How We Asked: Reasons Why We're Asking For This Information



Participants were asked to select **up to 3 reasons** for which they would be **comfortable sharing their personal information**

9 Health Related Reasons:

To confirm if healthcare programs and services are available to and supporting everyone

To locate parts of the healthcare system that might fall short of being inclusive

To identify gaps in healthcare quality that exist and understand the causes of those gaps

To deliver better and higher quality healthcare — no matter who you are, where you live, or the language you speak

To ensure healthcare providers, insurance companies and others can deliver the best whole person care regardless of who you are, where you live, or your life experiences

To increase access to preventive healthcare services and resources to keep you healthy and lower how much you pay for care

To identify communities where healthcare resources are most needed to improve overall health

To improve healthcare experiences and outcomes for you – meeting you where you are regardless of who you are, where you live, or your life experiences

To connect you with information and support related to your health experiences and needs

If none of the reasons would be compelling enough to share their personal information, they could select “None”

Base: Total Respondents;

Reasons_1: There are a number of reasons WHY an organization might ask you to provide your personal information such as Gender Identity, Sexual Orientation, Race/Ethnicity, or Preferred Language. Please review the list of possible reasons below and select the [ONE, SECOND, THIRD] reason which would make you MOST comfortable sharing your information with them. If you would not be comfortable with providing your personal information for any of the reasons below, then select “None”.

