

SIR 2025  
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# #HealthInsurance: What Young Adults are Saying

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# #HealthInsurance: What Young Adults are Saying



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# Goals of the Session

- To understand how much Gen Z knows about health insurance
- To examine Gen Z's trust levels and perception of health insurers
- To discuss what health insurers should know about communicating with and engaging Gen Z



# Methodologies

## Corporate Insight

In April 2024, CI fielded a survey of 1,082 respondents, who were required to be at least 18 years old, live in the U.S. and have health insurance. We administered the survey online via Lucid, a sample marketplace.

The survey featured three thematic approaches to assessing health insurance literacy:

- **Aptitude** – Refers to the possession of knowledge needed to make proper decisions around health insurance. Respondents with high levels of aptitude demonstrate awareness of important health insurance concepts and practices. These questions are factual and used to benchmark levels of understanding in later sections.
- **Behavior** – Refers to the actions taken by respondents related to their health insurance. These questions focus on whether respondents have performed or are likely to perform certain behaviors.
- **Confidence** – Refers to the respondents' comfort with making decisions related to health insurance and who respondents turn to for information about health insurance.

CI's User Experience Researcher conducted 10 one-hour, in-depth interviews on Zoom from July 9 to 11, 2024. The first part of the interview was generative in nature and discussed the respondent's sense of understanding and confidence with health insurance, both in general and regarding their specific plan. We also touched upon research strategies for learning about health insurance.

Pages 6-7 and 11-13 reflect data from CI's survey.

## Decision Analyst

In February 2025, Decision Analyst fielded survey of 1,003 respondents who were required to be at least 18 years old, and live in the U.S. We administered the survey online, and respondents were source from American Consumer Opinion® and partner panels.

Decision Analyst's data in this report primarily features Gen Z and Millennial participants. Base sizes for the generational groups shared in this document are as indicated below. (Due to the small base size, Silent Generation respondents are excluded from this document):

- 142 Gen Z
- 283 Millennials
- 299 Gen X
- 252 Boomers

Pages 8-10 and 14-17 reflect data from Decision Analyst's survey.



# Generational Definitions

Baby Boomer  
1946 to 1964  
(ages 60 to 78)



Gen X  
1965 to 1980  
(ages 44 to 59)



Millennial  
1981 to 1996  
(ages 28 to 43)



Gen Z  
1997 to 2012  
(ages 12 to 27)



# 70% of Gen Zers have low health insurance literacy

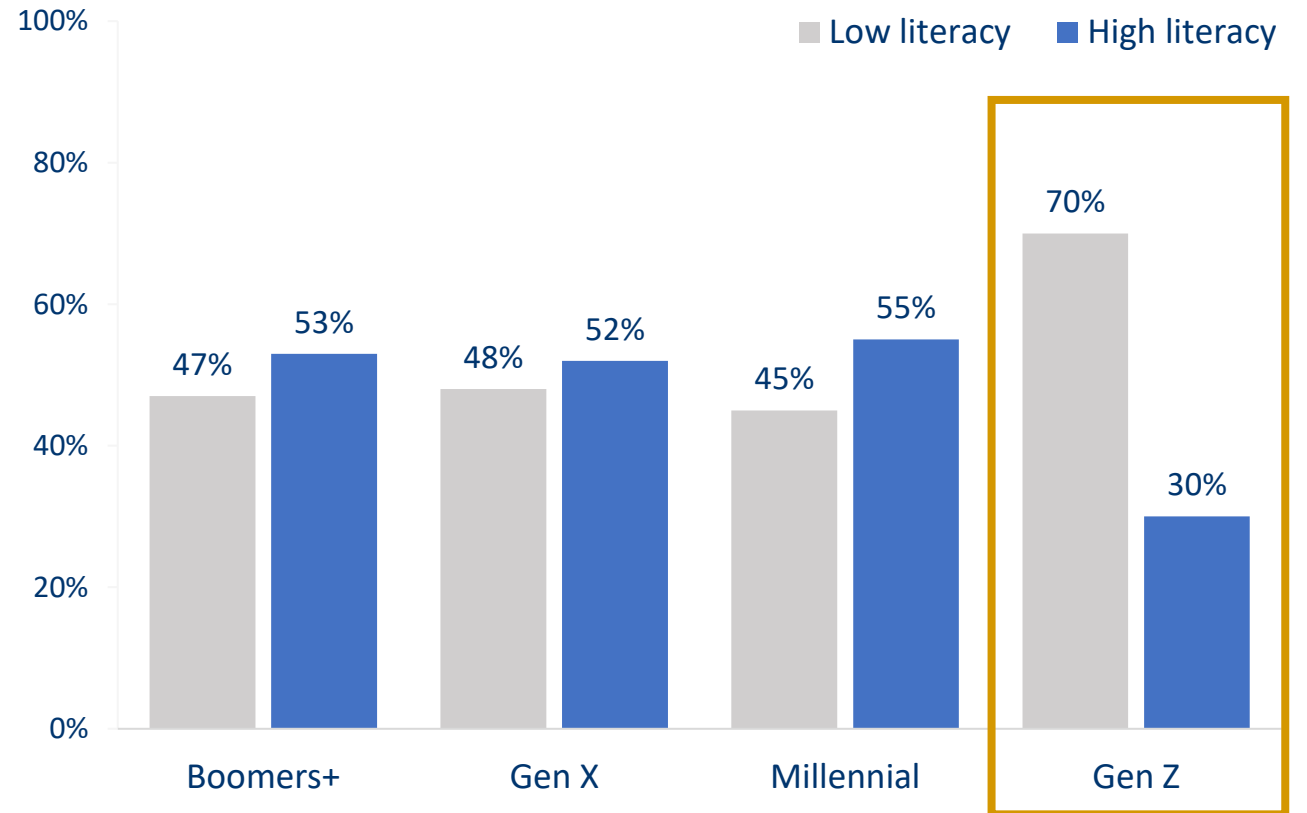
2.8

Gen Z's median health insurance literacy score (out of four)

32%

of Gen Z rated their health insurance knowledge as "somewhat high" or "very high"

Calculated health insurance literacy scores by generation



# Most Gen Zers correctly answered less than half of the aptitude questions

In general, until what age can children stay on their parent's health insurance plan?

26%

Answered correctly

14%

Selected "I do not know/I am not sure"

60%

Answered incorrectly

Most common selection: 21 years old

Only around **half** of Gen Z respondents correctly defined deductibles, copays and premiums



# Gen Z are involved in selecting their health insurance

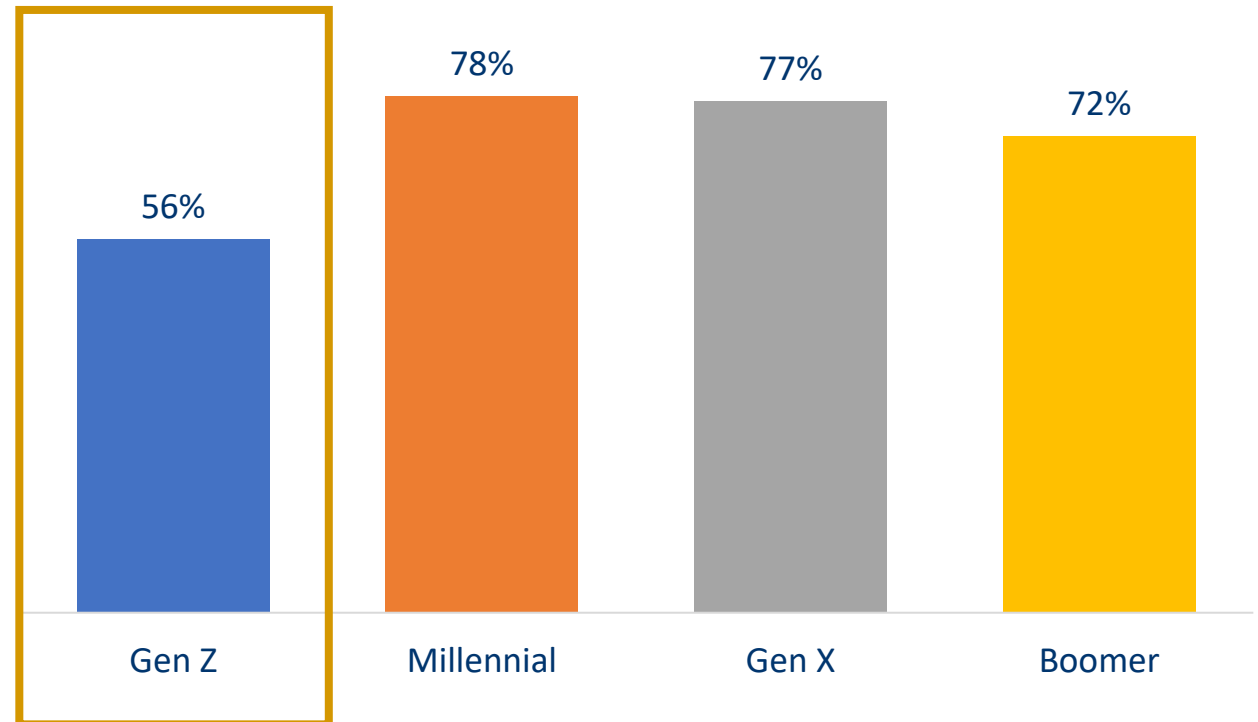
76%

of Gen Z involved in selecting health insurance

56%

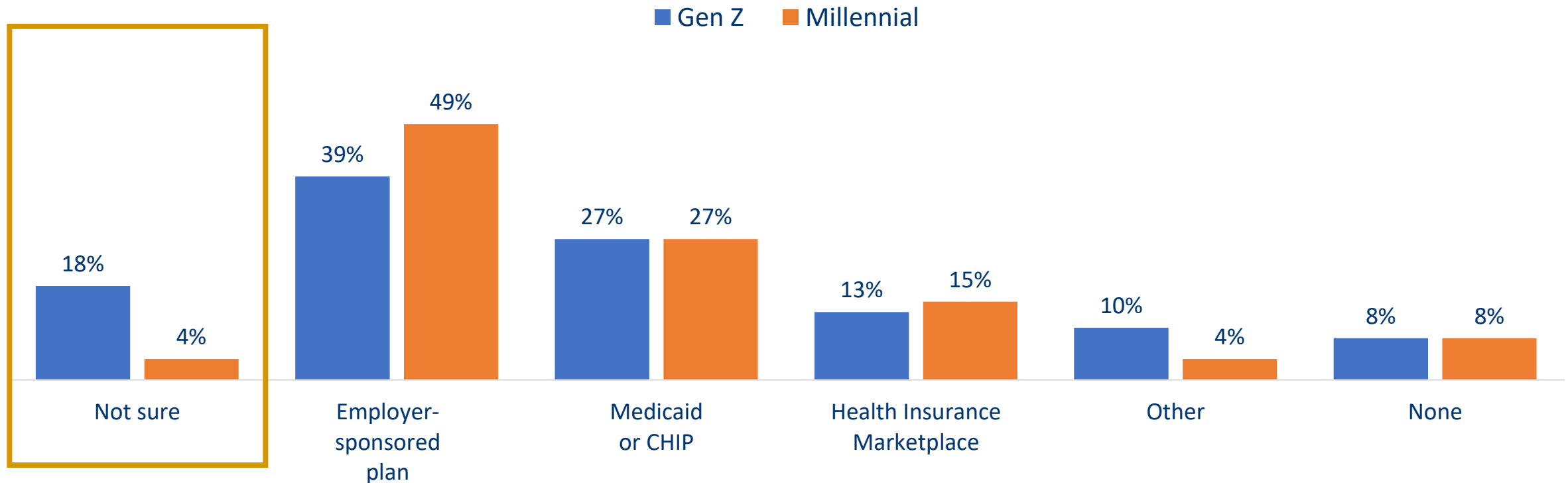
are primary decision-makers (among those involved in selecting health insurance)

Primary Decision-Maker By Generation  
(Among Those With A Role In Health Insurance Selection)

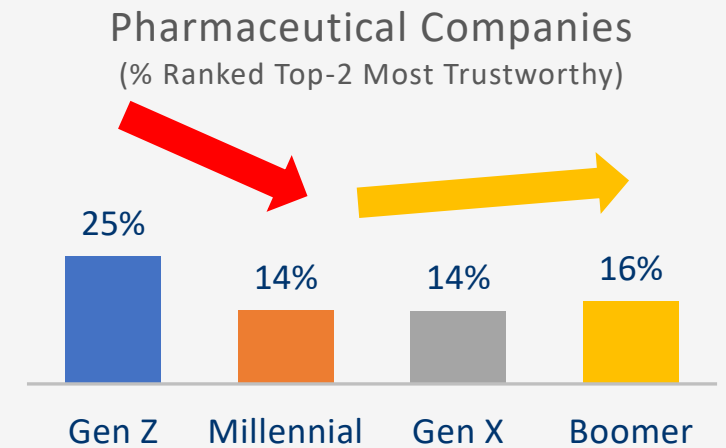
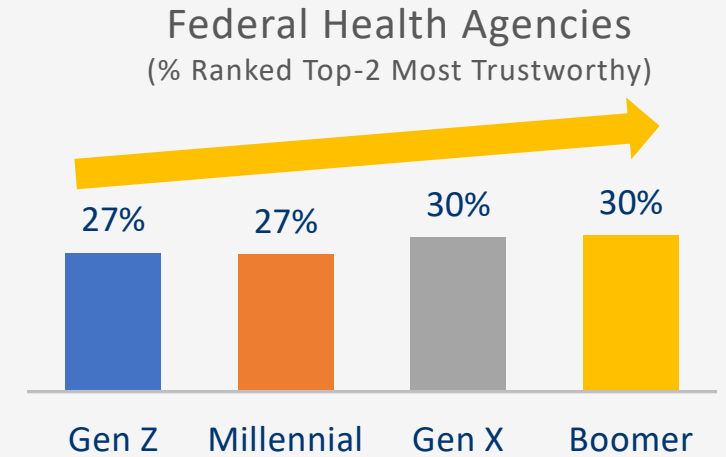
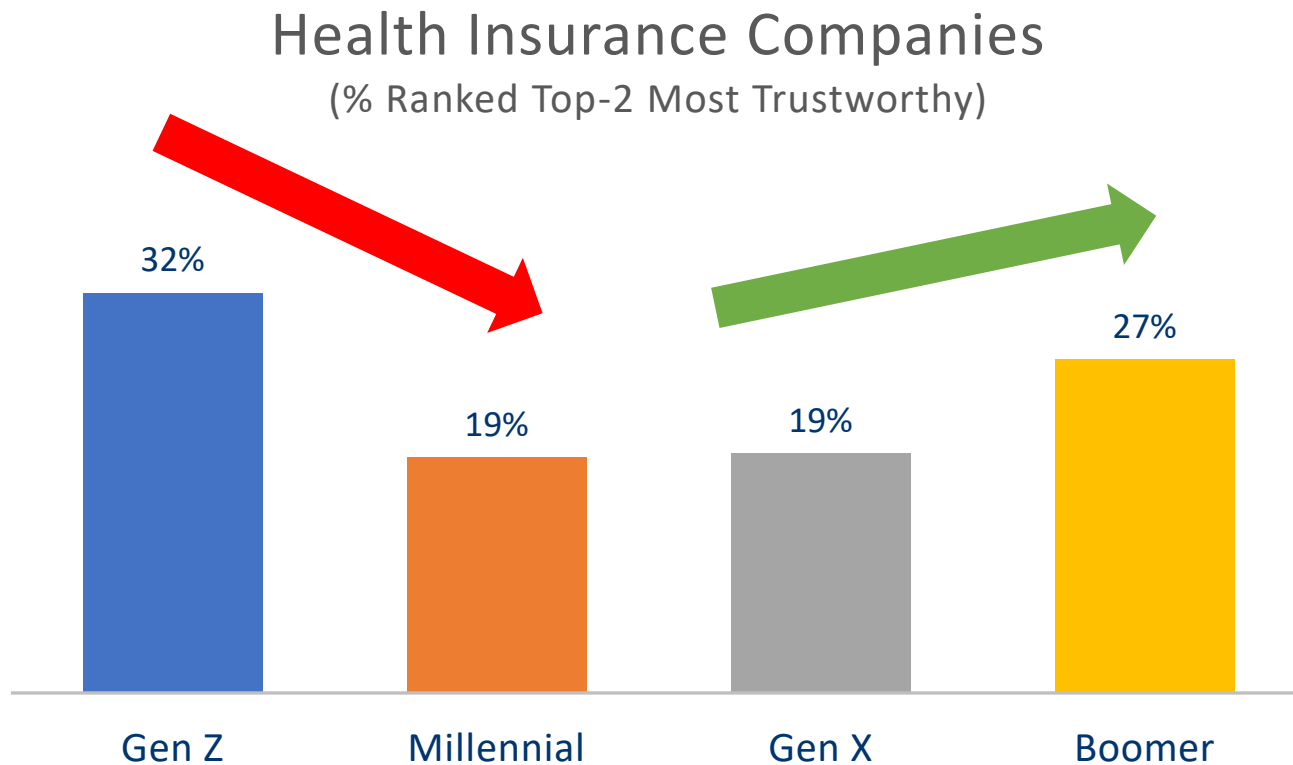


# Gen Z has less clarity about their enrollment

Plan Type Enrollment



# Gen Z ranks health insurers as more trustworthy than other health related organizations



# Gen Z seeks health insurance knowledge from multiple channels



Parents



Colleagues



Google



Generative  
AI tools



Social media –  
TikTok, YouTube



Employer  
brochures

60%

of Gen Z respondents  
want health insurance  
education in schools



# Gen Z's vision: AI for health insurance

1

## Choose Your Character

Personalized plan recommendations based on lifestyle and health profile

2

## Ongoing Support

Age-appropriate guidance with personalized responses

Do you participate in injury-prone sports like mountain biking or tend to stay indoors?

Do you expect to have a high-cost procedure such as knee surgery coming up?

Based on your responses  
Recommended Plan:  
Silver PPO 2500



# Gen Z is cost-focused but exhibits several gaps when utilizing health insurance

## Plan enrollment priorities:



**Costs and premiums**

**41%**

**ask doctors to check if their insurance covers a service**

other generations tend to search on their insurer's account or contact their insurer

## Non-priorities:



**Network status and size, benefits, etc.**

**57%**

**avoided medical care, mainly due to coverage concerns and uncertainty**

this includes preventive care



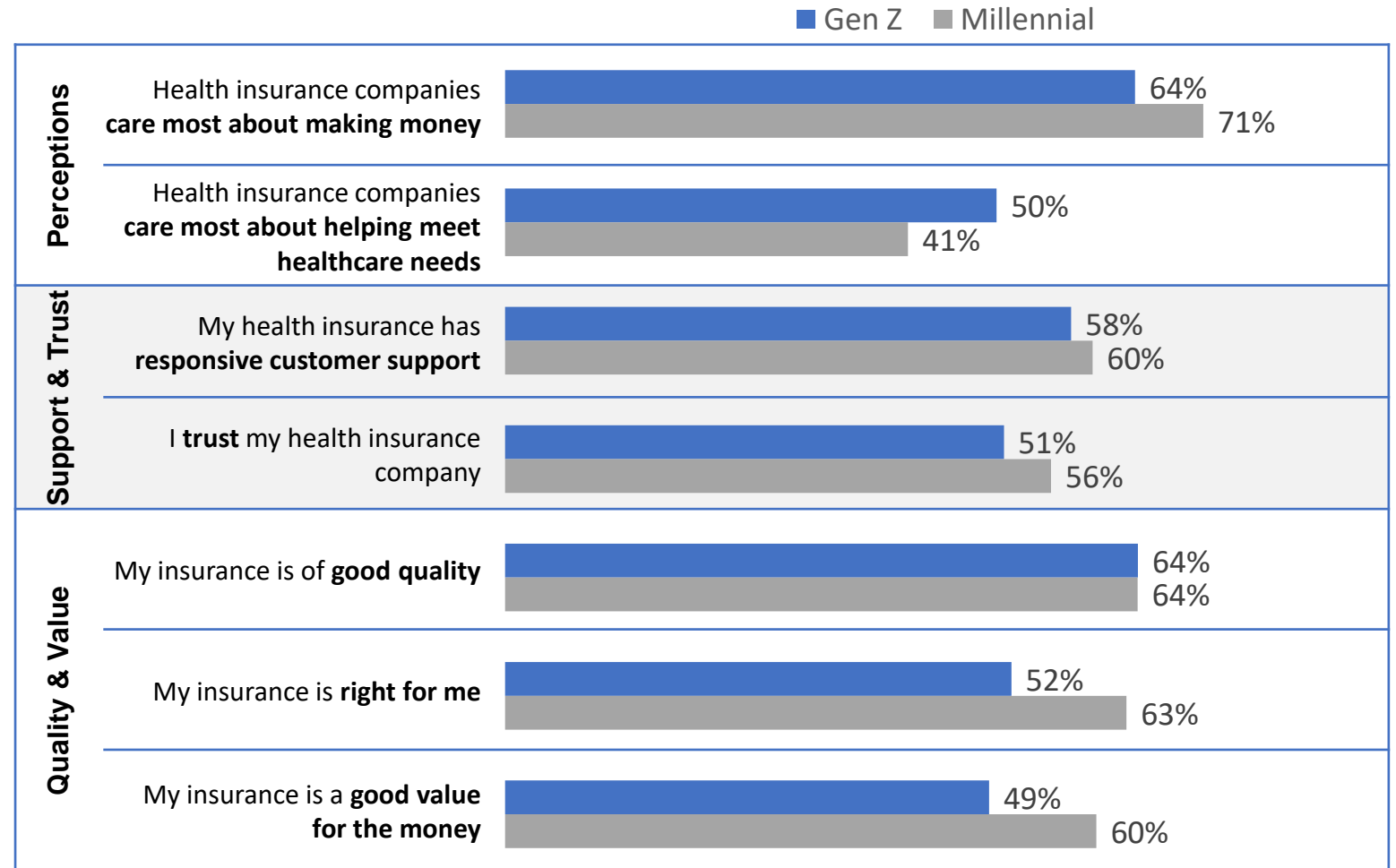
# Gen Z has a more favorable perception, but it's shaky

64%

of Gen Z respondents think insurance companies care most about making Money

52%

Only half think their insurance is right for them



Percentages = % Strongly Agree/Agree



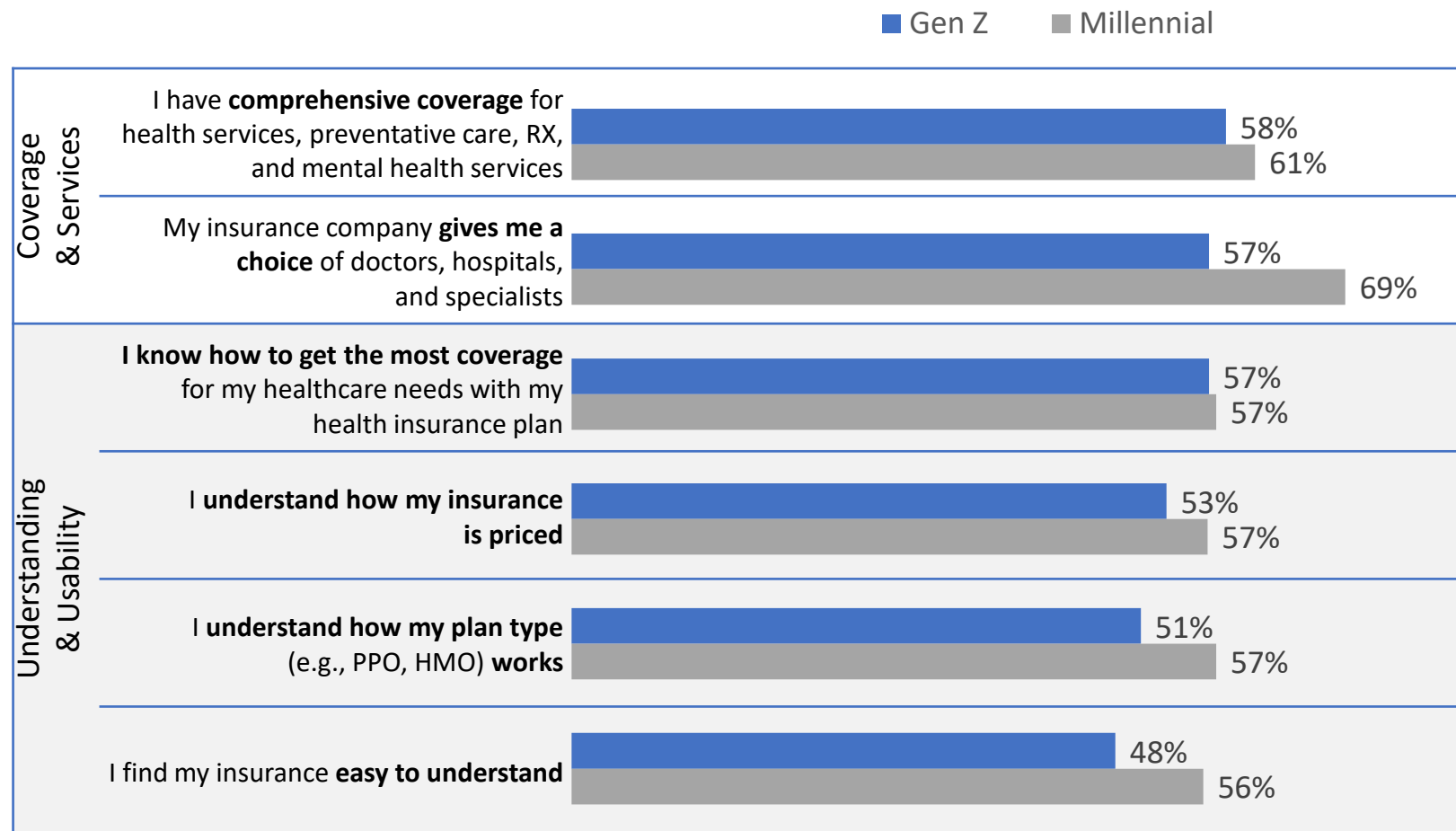
# Gen Z's understanding of health insurance has room to improve

48%

Less than half of Gen Z respondents find it easy to understand their insurance

57%

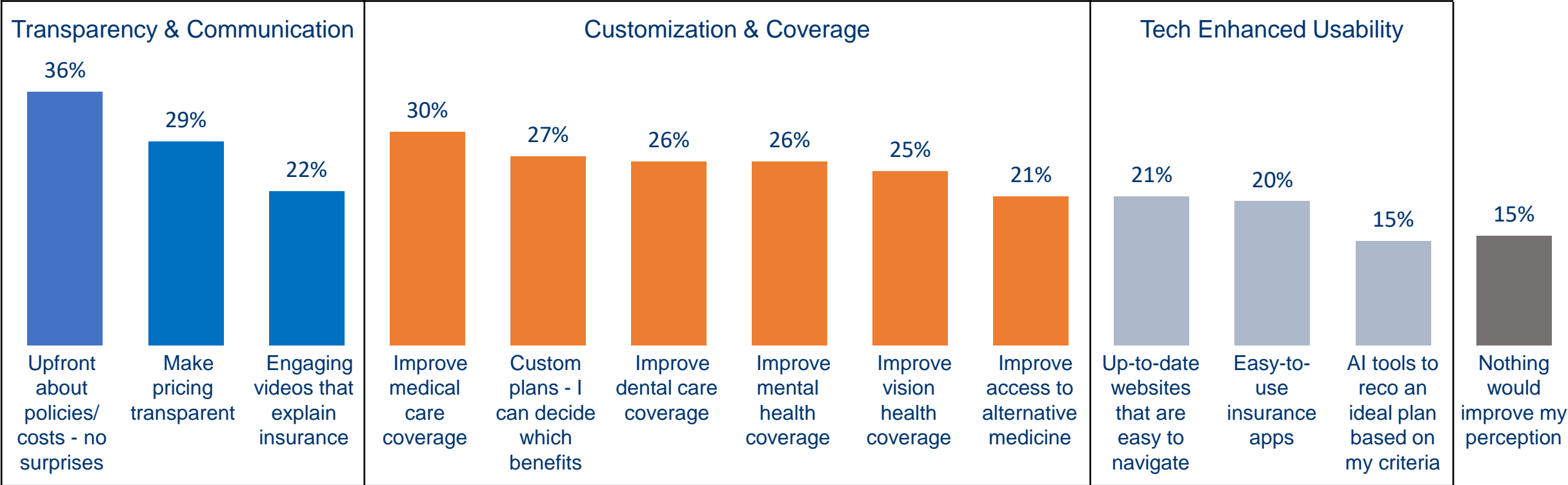
Fewer Gen Z respondents (than Millennials) think they have choices for doctors, hospitals, etc.



Percentages = % Strongly Agree/Agree



# Improving perceptions starts with transparency



# Gen Zs Wish List - In Their Own Words

## Coverage & Cost

*Make it cheaper. Make it so we don't have to jump through so many hoops only to get denied in the end without any explanation. Make it so that they can't just revoke your access.*  
-Age 24

*Give actual good coverage on medication. I don't want to pay more for something that would have been cheaper without insurance.*  
-Age 21

*Make copays clearer. Make it clear where you can be treated, make signing up easier, and clearer as to what is covered. They could let us choose coverage in pieces so we could get what we really need but at a price we can afford.*  
-Age 23

## Transparency & Communication

*Health insurance companies can significantly reduce consumer frustration by simplifying their communication. This involves using clear and concise language in all documentation, including policy descriptions, terms, and conditions. By avoiding jargon and technical terms, companies can make it easier for consumers to understand their coverage options and benefits.*  
-Age 24

*Health insurance companies could simplify their plans by offering clear, easy-to-understand explanations of coverage, costs, and networks.*  
-Age 18

*More transparency in pricing & complete honesty in what they're there to do - which is make a profit.*  
-Age 21

## Tech Enhanced Usability

*They can have a more developed app to create a better communication to prevent frustration.*  
-Age 23

*Improve the website make it easier to navigate and find information*  
-Age 25

*To have easy access to the information about health insurance policies, a guide, or online place users can go to and read everything they need to know about it. Or even keep something to track it.*  
-Age 20



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