

# Top priorities for health insurers

**Customer satisfaction. Client retention. Growth. Differentiation.** Health insurers have a lot on their mind. But what's the right thing to focus on? Which of these priorities are key as health insurers look into the future? We surveyed professionals in the health insurance space to find out.

## Leading priorities

Number one strategy for health plans of small and midsize employer groups (under 1000 employees)

**38%**



Market share growth<sup>1</sup>

**27%**



Differentiation<sup>1</sup>

**23%**



Driving more engagement<sup>1</sup>

## Customer focus areas

Customer satisfaction, client retention and employer and employee engagement ranked the highest focus for health insurers when working with small and midsize employer groups, followed by differentiation and direct relationships with employer groups.<sup>1</sup>



Customer satisfaction



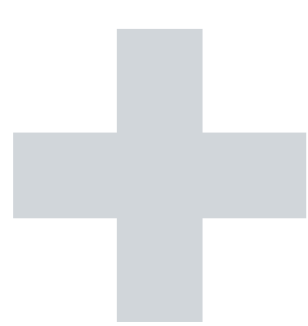
Client retention



Employer/employee engagement

**42%**

of health insurers stated that it would be a high priority for their company to be first to market with a new, innovative, value-added product or service that is embedded into small and midsize employer group health plans.<sup>1</sup>



**37%**

said it would be a moderate priority.<sup>1</sup>

## Top 3 benefits of providing HR and compliance solutions in health plans



Customer loyalty<sup>1</sup>



Engagement<sup>1</sup>



Persistency<sup>1</sup>

## Mineral<sup>®</sup> is the answer

Customer satisfaction

Differentiation

Employer engagement

Loyalty

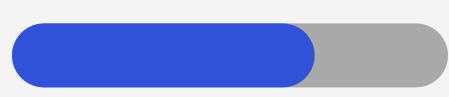
Market growth

Retention

These buzzwords come straight from health insurers, and the outcomes they seek to achieve. Mineral helps health insurers achieve these goals.

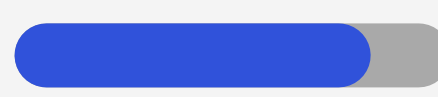
Small and midsize businesses need help far beyond employee benefits.

**68%**



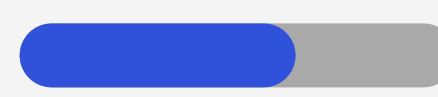
Of employers report that maintaining compliance is a very time-consuming effort for their HR department.<sup>2</sup>

**75%**



Report increased prioritization of compliance.<sup>2</sup>

**66%**



Agree that in the next few years, "healthy" HR will be the difference between companies that succeed and those that fail.<sup>2</sup>

Health insurers are in a unique position to bring enormous value to their clients by addressing their broad spectrum of needs. When HR and compliance solutions are built into employer-sponsored health plans, payers can help their employer clients dramatically improve the efficiency of their business – all while the insurer grows their membership, achieves client engagement, differentiates their offering, and increases retention.

## What people are saying

**"UnitedHealthcare offers many, many services that I would deem differentiators. I just thought this was a value-add that customers badly needed."**

– Matthew Milam, Commercial Accounts, UnitedHealthcare

**"I am always pressed for time, every day. Instead of calling an attorney, I am able to rely on Mineral to provide excellent information from a single platform. Mineral has saved me so much time, money, and headaches. It's a life saver!"**

– Emily Fagan, Operations Manager, IMPAX Automation LLC

Mineral is the HR and compliance leader for growing businesses. Through a combination of data, technology and human expertise, our proactive solutions take the guesswork out of HR and compliance, giving clients peace of mind.

Want to partner with us? [Find out more.](#)

### Sources

1 2022 Mineral SimplyDirect survey

2 2022 Mineral State of HR (SOHR) survey

3 The Sticky Subject of HR Compliance: Will embedding compliance services in health plans drive client decision-making? Leader's Edge (published May 31, 2022)