



For Immediate Release

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Consumers Say Agents and Brokers Are More Helpful Than Any Other Resource When Shopping For Health Insurance via Marketplace

In a recent Urban Institute / Robert Wood Johnson Foundation survey of how consumers felt about the helpfulness of the various sources of information that they used to research Marketplace health policies, insurance agents and brokers were the big winners.

“Agents and Brokers” were rated as “Very” or “Somewhat” helpful by approximately 84% of respondents.

Navigators, Community health workers and Medicaid were next on the list, at 77%.

Call centers were the lowest-ranked source of information on the list, with 58% of respondents saying that their time on the phone with a call center was very or somewhat helpful.

Almost 80% of those surveyed said that they used Marketplace websites when researching their options. Many stated that they also obtained information from other sources, such as brokers; only 65% said that the websites were helpful.

About NYSAHU

The New York State Association of Health Underwriters represents more than 600 licensed health insurance agents, brokers, general agents, consultants and benefit professionals through four chapters across the state of New York. NYSAHU members service the health insurance needs of large and small employers as well as people seeking individual health insurance coverage. Every day, NYSAHU members work to obtain insurance for clients who are struggling to balance their desire to purchase high-quality and comprehensive health coverage with the reality of rapidly escalating medical care costs. As such, one of NYSAHU's primary goals is to do everything we can to promote access to affordable health insurance coverage.

NYSAHU members help millions of consumers by guiding them through the complexities of health insurance purchasing and enrollment, while ensuring they get the best policy at the most affordable price. We seek to understand each personal situation to create recommendations that complement a client's financial and medical security needs, and our job does not end with the sale. Our licensed members help their clients with claims issues, service questions and compliance matters throughout the life of each policy they sell.