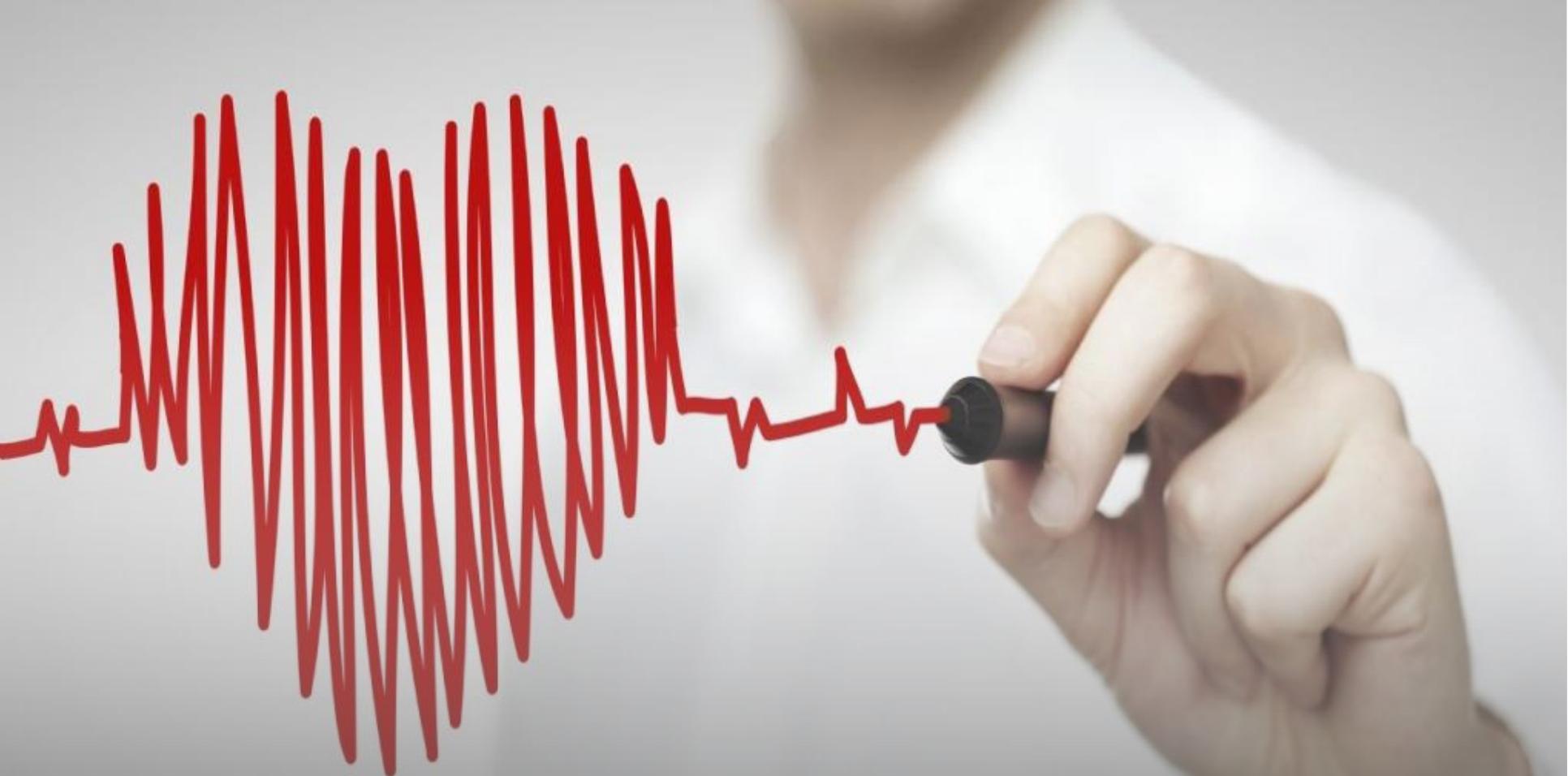


Health Insurance Authority – A review of Private Health Insurance in Ireland

- A nationally represented sample of 1,832 interviews were conducted face-to-face in late 2015, mirroring the timing of research previously undertaken. In order to ensure a representative sample of the Adult population in the Republic of Ireland (aged 18+), quotas were set around gender, social class and region. Data for the years preceding 2009 have been taken from published reports as previous research was not conducted by Millward Brown.
- When reading figures presented in the report it is important to note that the margin of error for a sample of 1,832 is +/- 2.3%. For a sub sample such as the number of respondents with PHI insurance (739 of the sample) the Margin of Error is +/-3.6%, and the MoE for those without PHI (1,093) is 3.0%.
- Specific questions were asked of policy and non policy holders with a group of questions towards the end of the survey being asked of the entire population. Topics included;
 - Incidence of Health Insurance
 - Reasons for not having Health Insurance and the possibility of taking out Private Health Insurance in the future
 - Awareness and attitudes towards the Lifetime Community Rating Initiative.
 - The number of adults and children on the policy, duration of being insured
 - Questions around switching (- incidence and consideration)
 - Perceptions of cost
 - Past actions and future intentions, Incidence of “dropping” cover for other family members and reasons why
 - Incidence of Work schemes, and changes in employer policies
 - Claim experience, Complaint experience
 - Attitudes towards PHI, Awareness of the Health Insurance Authority (HIA)





Executive Summary

Executive Summary - Profile of PHI Holders

- The HIA has conducted consumer research on health insurance biannually since 2002. This report shows the findings from the 7th round of research conducted in late 2015.

Profile of Health Insurance holders

- The proportion of the population who report having Private Health Insurance (PHI) has risen after falling from 2009 to 2013. Official HIA data show that 45.8% of the population had PHI in December 2015.
- While 41% of the population are classified in the ABC1 socio-demographic category, 62% of PHI holders are.
- Younger adults are under-represented among PHI holders. 30% of the adult population are under 35, yet just 21% of adults with PHI are.
- While 50% of the adult population are married, 70% of adult PHI holders are. 35% of adult PHI holders have dependant children.
- Those with VHI policies tend to be older, whilst those with policies from Aviva and GloHealth tend to be of a younger demographic.
- Ten percent of the population report having PHI in the past, but no longer have it.
- The average length of time holding a PHI policy remains steady at 19 years, and there is much loyalty within the marketplace - the average number of years policy holders have been with their current PHI provider is 14 years.

Reasons for having, and satisfaction with, PHI

- The key reason given for having Health Insurance is that the cost of medical treatment and accommodation is high. There is also a strong belief among a substantial minority of PHI holders (27%) that public services are of an inadequate standard, and that there is a lack of access to such services (18%). Another reason that was given by 17% was that they were offered PHI as part of their employment.
- In terms of attitudes towards PHI, there is a broad consensus across the population as a whole that having PHI means you can “skip queues” (58% believe this to be the case, albeit down seven points since 2013). In addition, a majority (56%) agree that “having PHI means always getting a better level of healthcare service”, and that “PHI is a necessity, not a luxury” (56%).
- Policy Holders’ overall satisfaction with their current PHI provider has increased, with over half (56%) giving a rating of at least eight out of ten. Satisfaction ratings with all aspects of Health Insurance have risen. There has been a substantial increase in satisfaction with the level of out patient/non hospital cover on plans.
- There has been a sharp decrease in the proportion who feel that premium increases are inappropriate, and are not justified by the cost of treatments or services.
- Those aged 55+ are consistently most satisfied - possibly because they are more likely to be claiming from their PHI.
- Satisfaction with the level of understanding of health insurance cover has increased significantly (up nine points to 85%).

Summary of Switching and Discontinuation

- Nearly one in four (24%) have switched their PHI provider at some stage in the past, representing a four percentage point increase since 2013. Of these, most (68%) have switched once, with over a quarter (27%) having switched more often.
- VHI tends to be the provider that loses out, which is understandable given its size and long legacy within the marketplace. Over half (58%) of switchers were originally with VHI. However, there is also switching from newer entrants to the marketplace; one in six (17%) switched from Laya, and one in five moved from Aviva.
- The main reason for switching is cost (65% citing this to be the case) and secondly, improved levels of cover (23%). These reasons (along with the new insurer having a better product/service range) have remained relatively consistent since 2013.
- Among those that have never switched, there is a strong loyalty evident to their current provider - just 13% have ever considered switching. This is the highest level of loyalty seen so far in this series of studies.
- Looking to the future, and specifically levels of cover, those with PHI are generally quite settled - nearly four in five (80%) believe they will continue with their current level of cover over the next twelve months. 5% said that they intended to upgrade their level of cover and 5% also said that they would downgrade. 10% didn't know.
- The main factors that would cause policy holders to discontinue their cover are generally financial - 33% say they would drop their cover in the event of losing their job (similar to 2013), and 17% would do so if their salary/wages were reduced (down from 26% previously).
- Over one in five (21%) say they will never discontinue cover, rising to 32% of older customers.
- The average price paid for policies tends to rise with age - as people get older, some tend to upgrade the level of cover they are entitled to. Others might have remained on the same policy for years, with the price becoming gradually less competitive. In addition, those with multiple children on their policies pay more.

Workplace PHI schemes

- Among those with PHI, three in ten (31%) have it through a work scheme. However, less than half of these participants (45%) receive any contribution from their employer
- 22% of those in work schemes said that their employer offers a choice of health insurance companies.
- The importance of these work schemes is evident insofar as only six in ten in work schemes would take out PHI cover in the absence of such initiatives - 27% say they would be unable to do so.

Claims experience

- 35% have claimed at some time for overnight stays, down six points since 2013. 38% have claimed for Day Patient treatment, down two points since 2013.
- There has been a slight decrease in the proportion stating to have claimed on their PHI - Overall, 57% have claimed for something, down from 61% in 2013.

Awareness

- 36% of all those surveyed and 47% of those with health insurance said that they were aware of the Health Insurance Authority. This compares to 29% and 39% respectively in the 2013 survey.

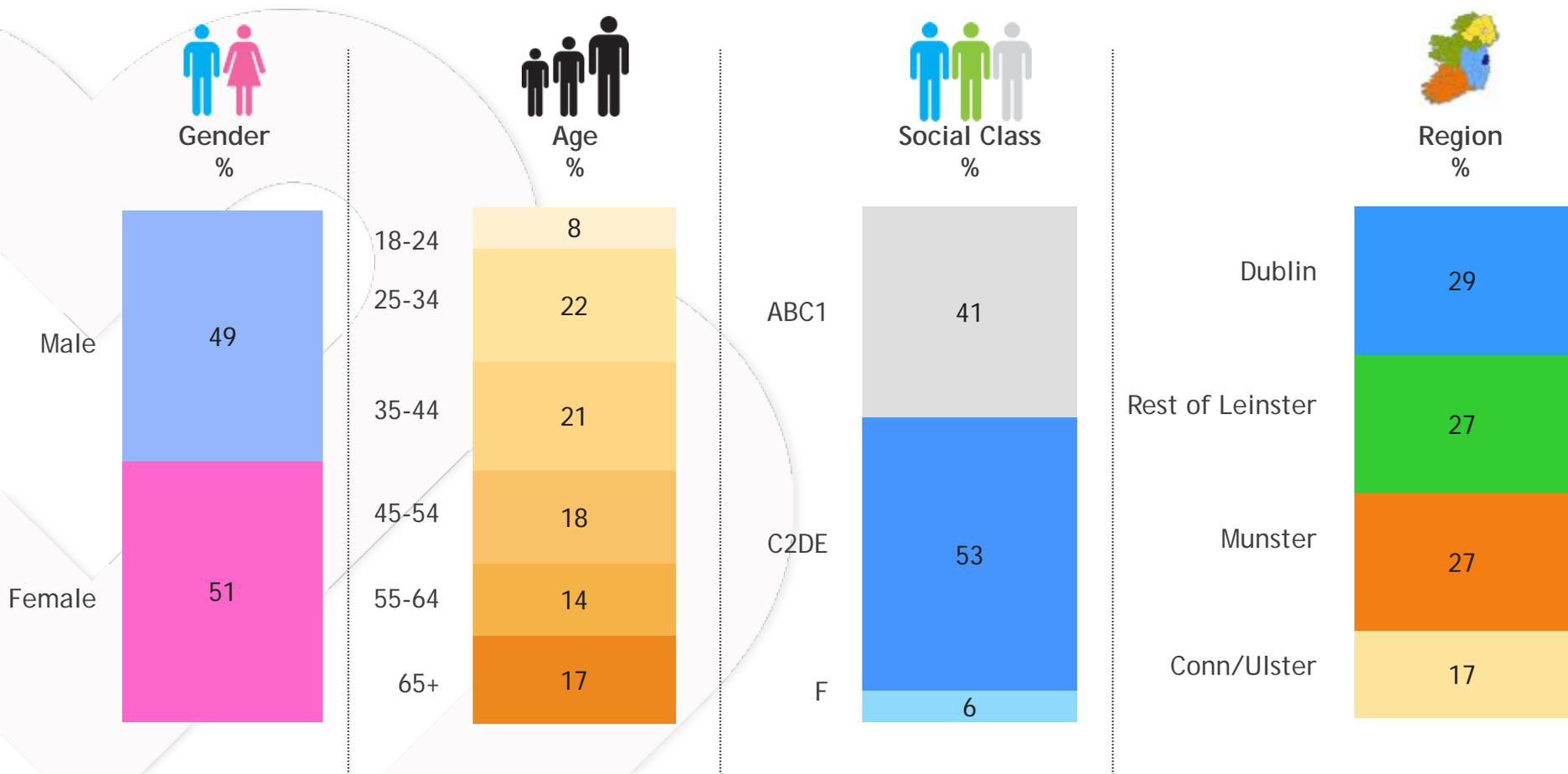


Sample Profile



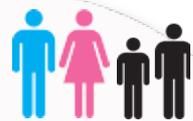
Demographic Sample Profile

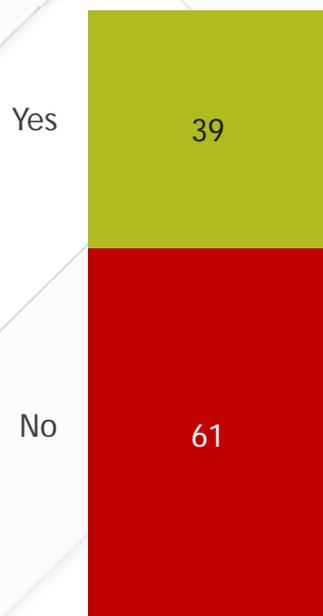
Base: All Adults Aged 18+, n= 1,832



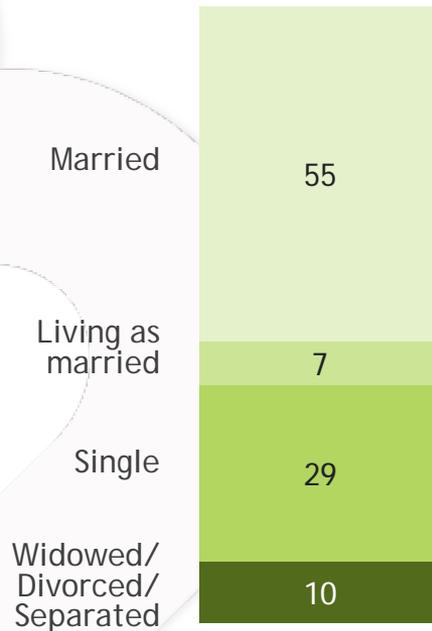
Demographic Sample Profile

Base: All Adults Aged 18+, n= 1,832

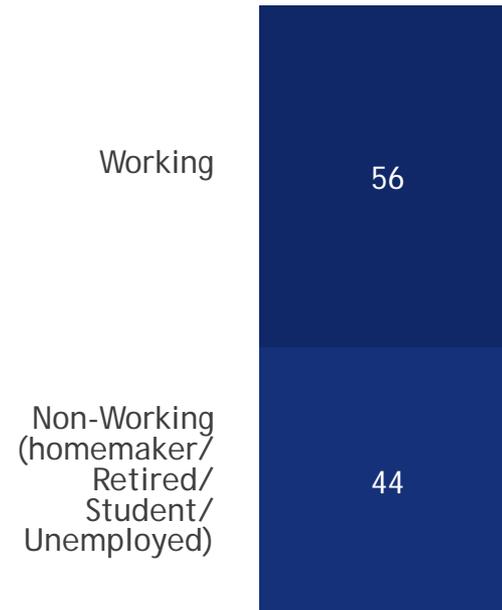

Dependent Children
%




Marital Status
%



Working Status
%



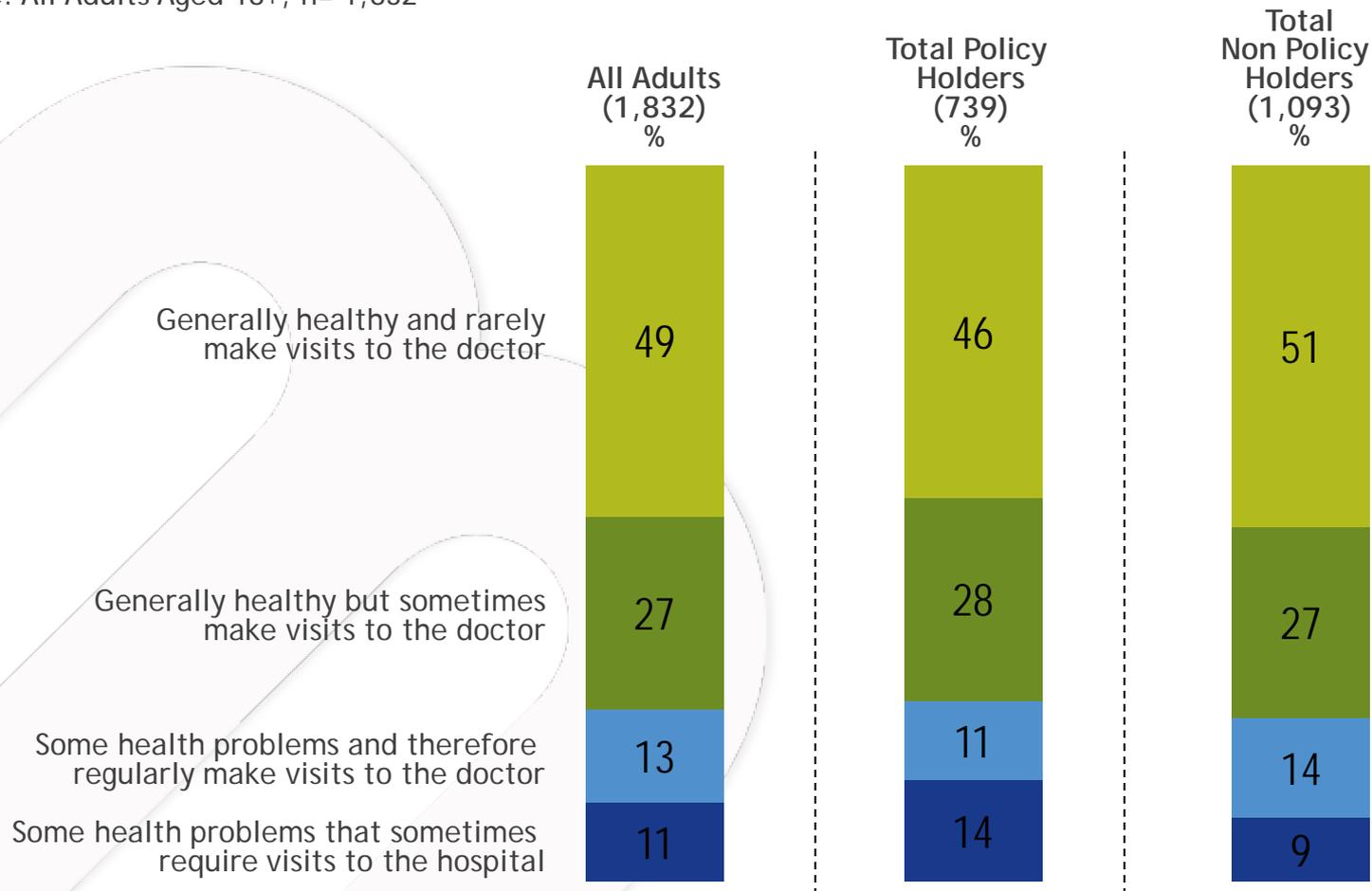


Some Context Before we Start...



State of Health

Base: All Adults Aged 18+, n= 1,832

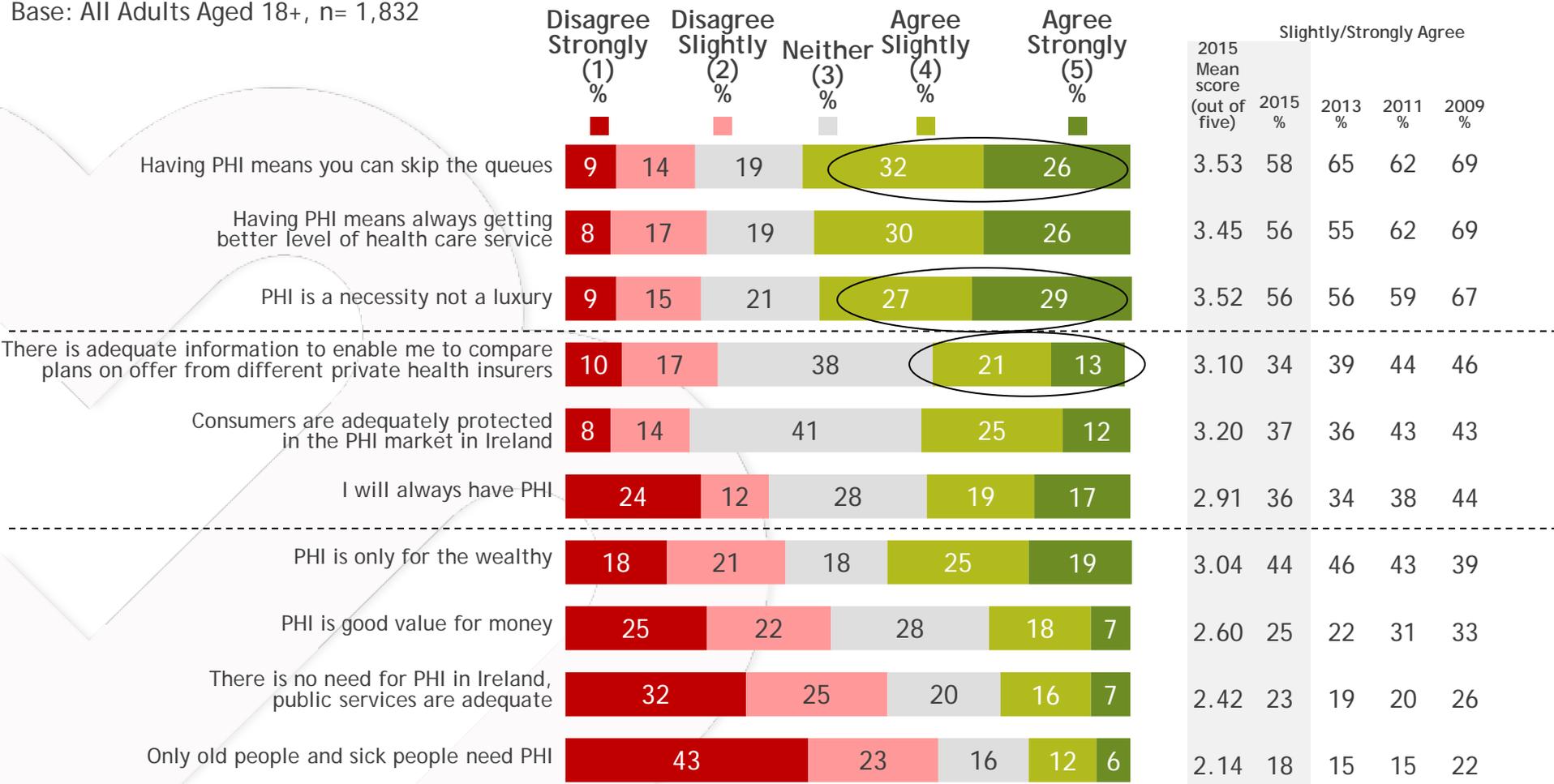


Over one in ten Policy Holders regularly visit their doctor, with one in seven being regular attendees to hospital.

Q.58 On this card are a number of ways people have described their health. Which one of these statements would best apply to you personally

Statements about Health Insurance

Base: All Adults Aged 18+, n= 1,832



The perception that having PHI means you can skip queues has changed considerably with a seven percentage point drop on the 2013 agree figure of 65 to 58 in 2015. 34% now agree that there is adequate information to enable comparisons between plans. This percentage has declined since 2009.



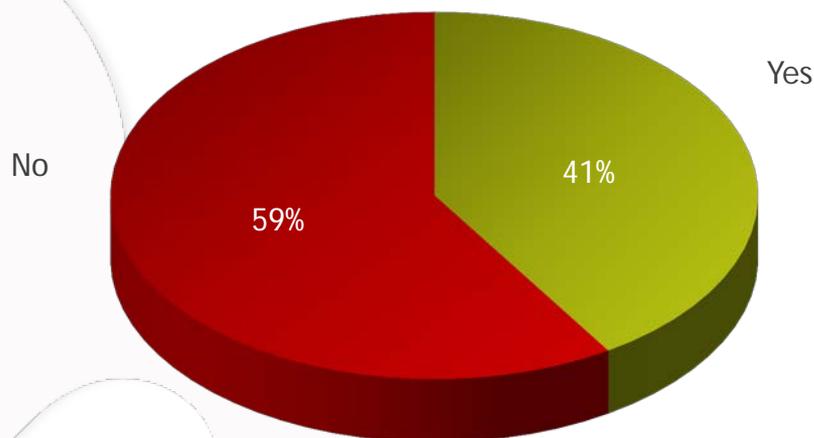
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The Health Insurance Authority

Incidence of Private Health Insurance



Incidence of Private Health Insurance*

Base: All Adults Aged 18+, n= 1,832



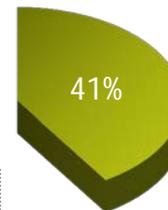
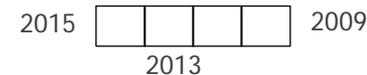
Incidence of Having PHI Policies In Previous Years	%
2013	40
2011	43
2009	48
2007	49
2005	52
2002	47

There has been a small rise in health insurance numbers since 2013, which reverses a declining trend since 2009. (HIA data show that the actual population penetration figure was 45.8% in December 2015.)

Profile of people with PHI

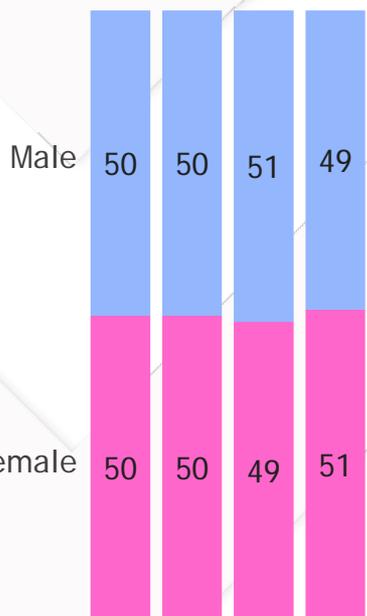
Base: All with Private Health Insurance, n= 739

All with PHI

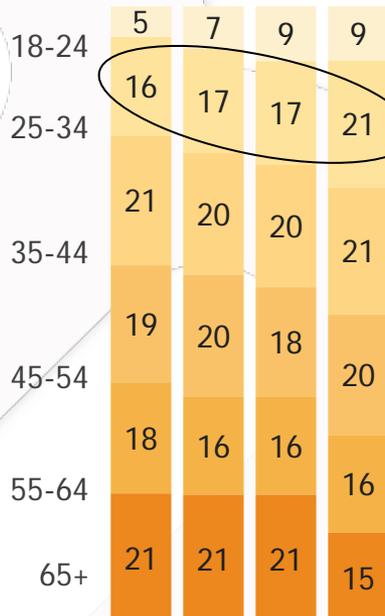


Region %

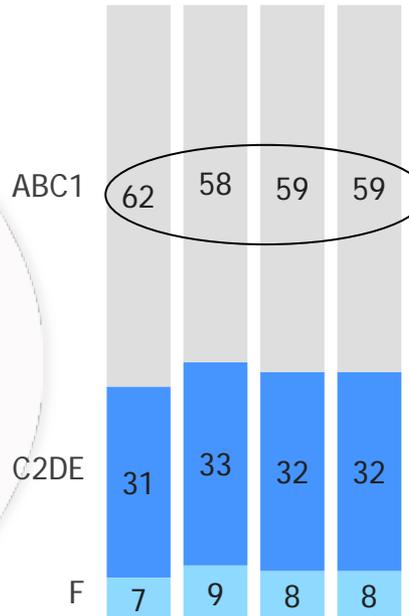
Gender %



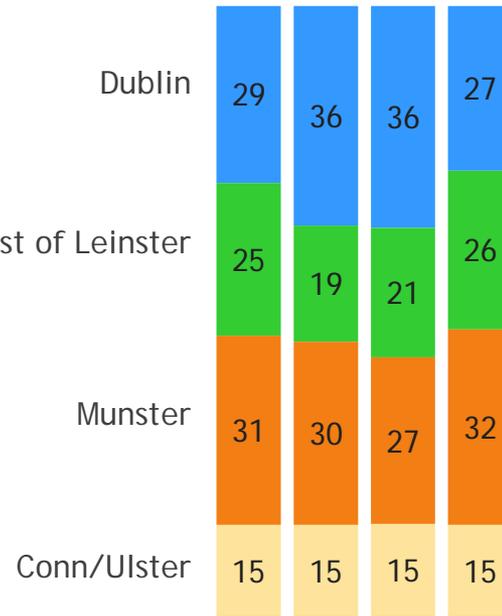
Age %



Social Class %



Rest of Leinster

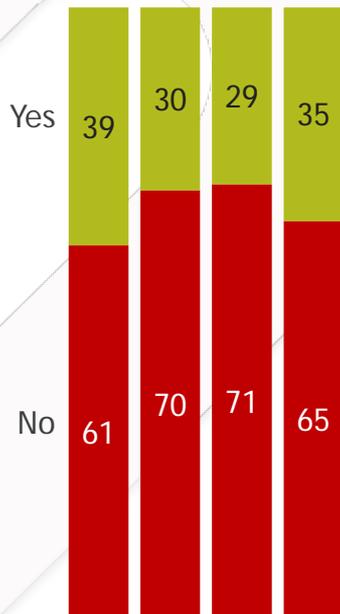


The Socio Economic profile of PHI holders has remained steady (more white collar). The proportion of younger adults with PHI has continued to decline.

Profile of PHI Holders

Base: All with Private Health Insurance, n= 739

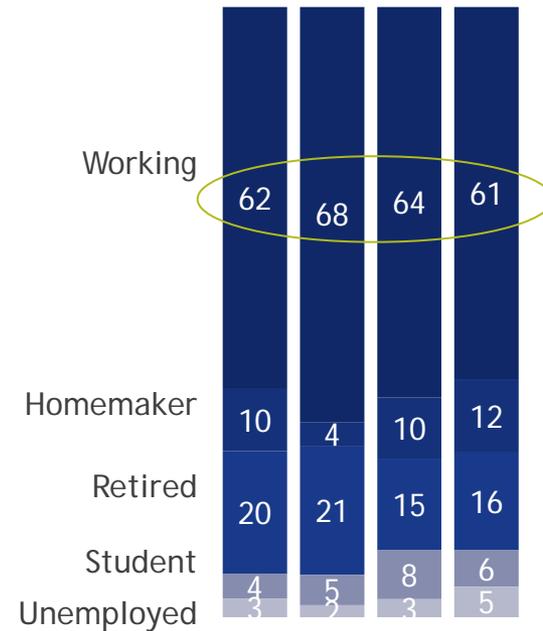

Adults with Dependent Children
 %




Marital Status
 %



Working Status
 %

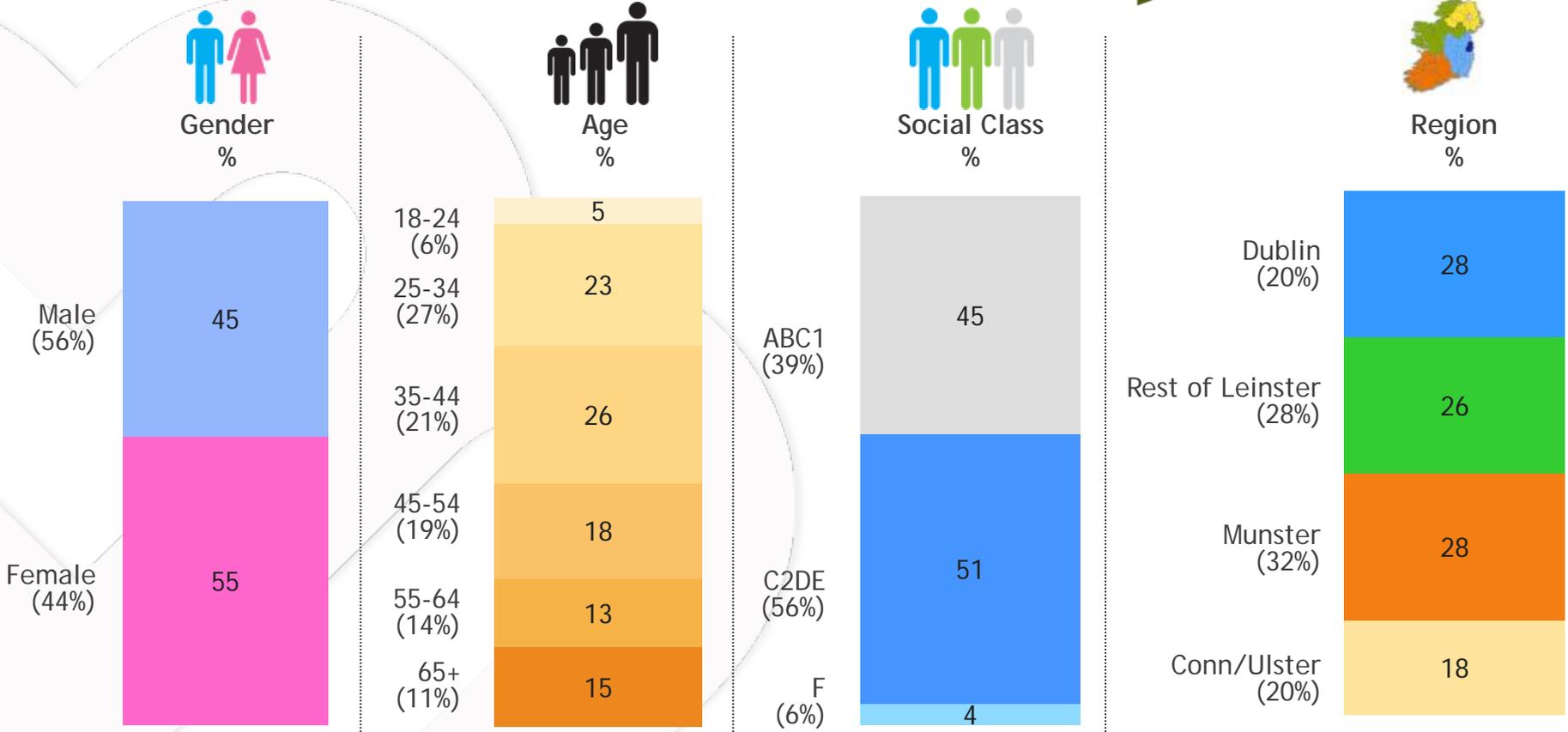


70% of PHI holders are married compared to 50% of the adult population. However, younger adults, who are less likely to be married, are also less likely to have PHI.

Demographic Sample Profile - Those who used to have PHI, but have relinquished it

Base: All who used to have PHI, n= 186

All who used to have PHI

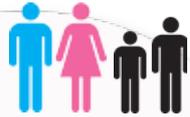


Whilst other age groups have remained stable the 65+ age group have shown an increase in relinquishing their PHI, from 11% in 2013 to 15% in 2015. Gender and region changes are also evident with more females and those living in Dublin also showing an increase in the numbers relinquishing their policy.

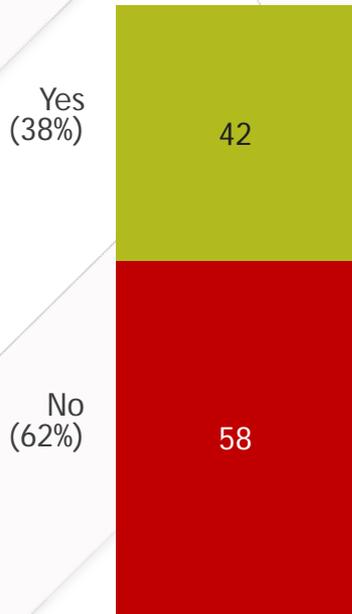
() = 2013 results

Demographic Sample Profile Cont'd (Those who used to have PHI, but have relinquished it)

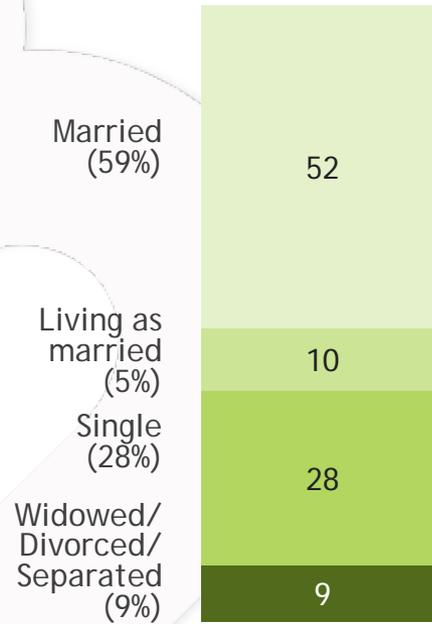
Base: All who used to have PHI, n= 186



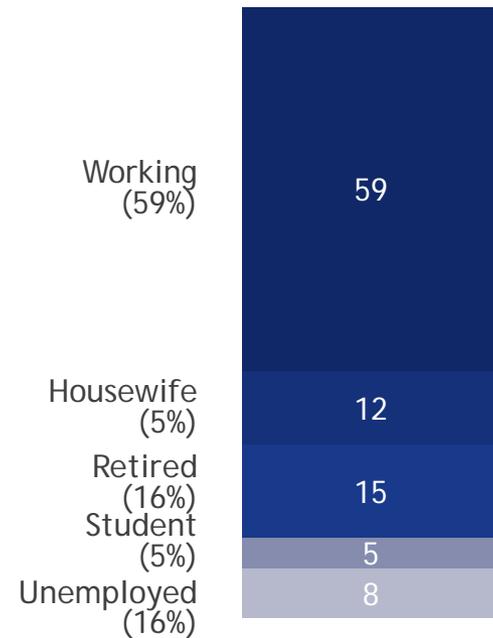
Adults with Dependent Children
%



Marital Status
%



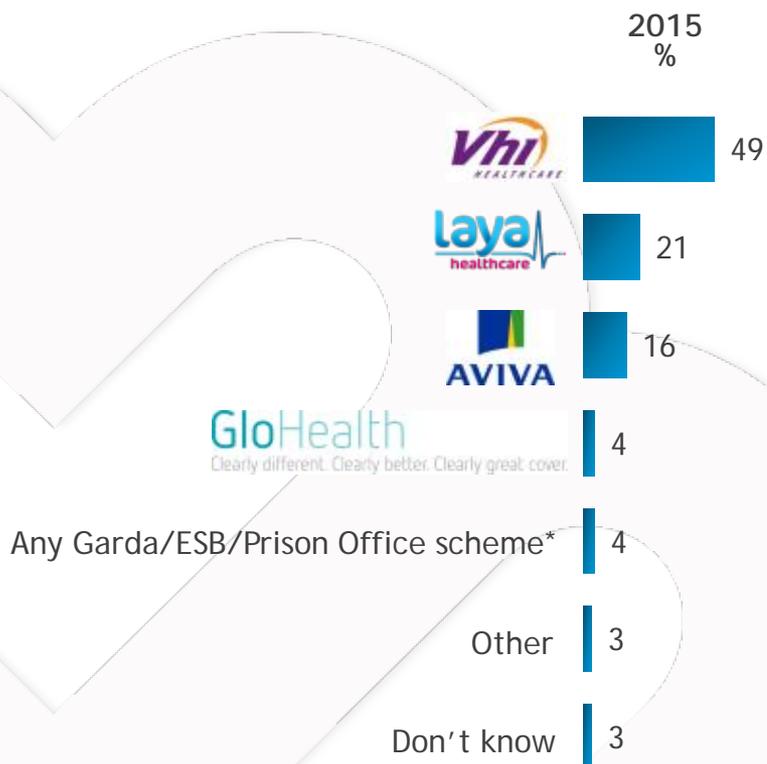
Working Status
%



() = 2013 results

Current Private Health Insurance Provider

Base: All who personally pay for PHI, n= 485



	2013 %	2011 %	2009 %	2007 %	2004 %	2002 %
Vhi Healthcare	55	58	57	70	76	82
Laya Healthcare	18	18	24	20	18	13
AVIVA	17	19	12	6	1	n/a
GloHealth	2	n/a	n/a	n/a	n/a	n/a
Any Garda/ESB/Prison Office scheme*	n/a	n/a	n/a	n/a	n/a	n/a
Other	7	4	2	4	6	5
Don't know	1	2	4	-	-	-

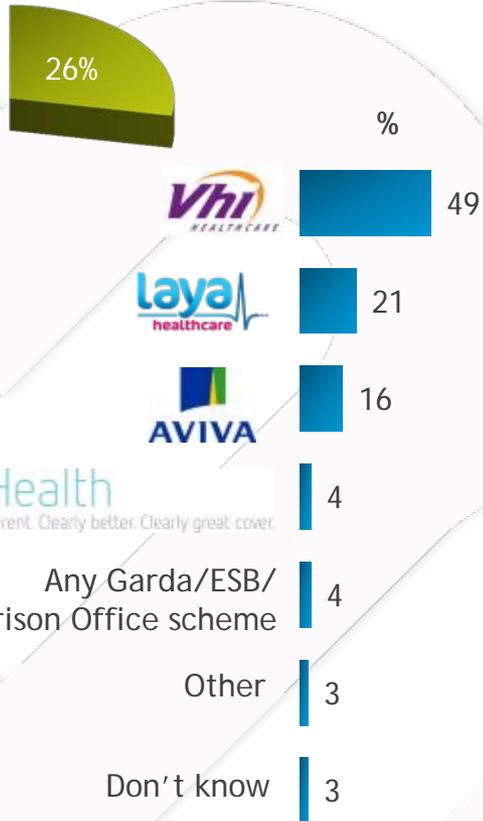
* New code added in 2015

VHI's share of the market has dropped slightly (six percentage points since 2013) with a portion of its market share taken by Laya (formerly Quinn) and GloHealth.

Current Private Health Insurance Provider by Age Group

Base: All who personally pay for PHI n= 485

Policy Holders



Gender		Age Group			Social Class		Dependent Children	
Male (266) %	Female (219) %	18-34 (76) %	35-54 (193) %	55+ (216) %	ABC1 (317) %	C2DE (142) %	Yes (155) %	No (330) %
48	50	33	45	58	46	51	44	52
21	21	14	29	17	23	16	28	17
14	18	21	13	15	16	18	12	17
3	5	7	5	2	5	4	6	3
6	2	2	5	5	3	7	5	4
4	2	12	2	1	4	3	2	4
4	1	11	2	1	4	1	3	3

VHI continues to have a large proportion of the oldest health insurance customers.

Current Private Health Insurance Provider by Demographics

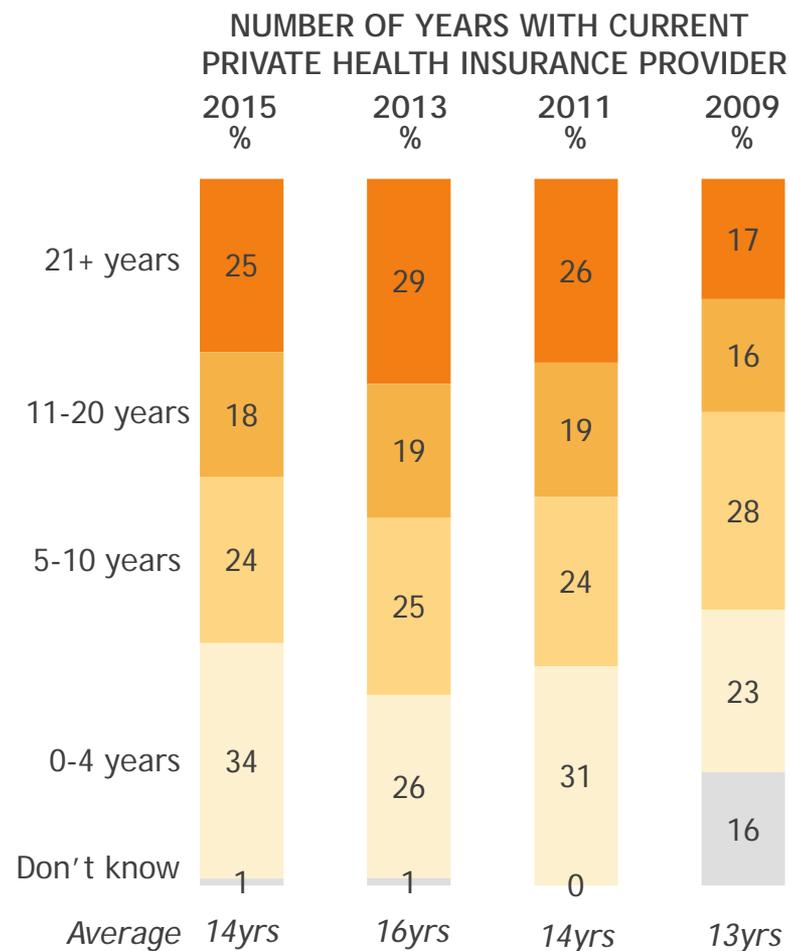
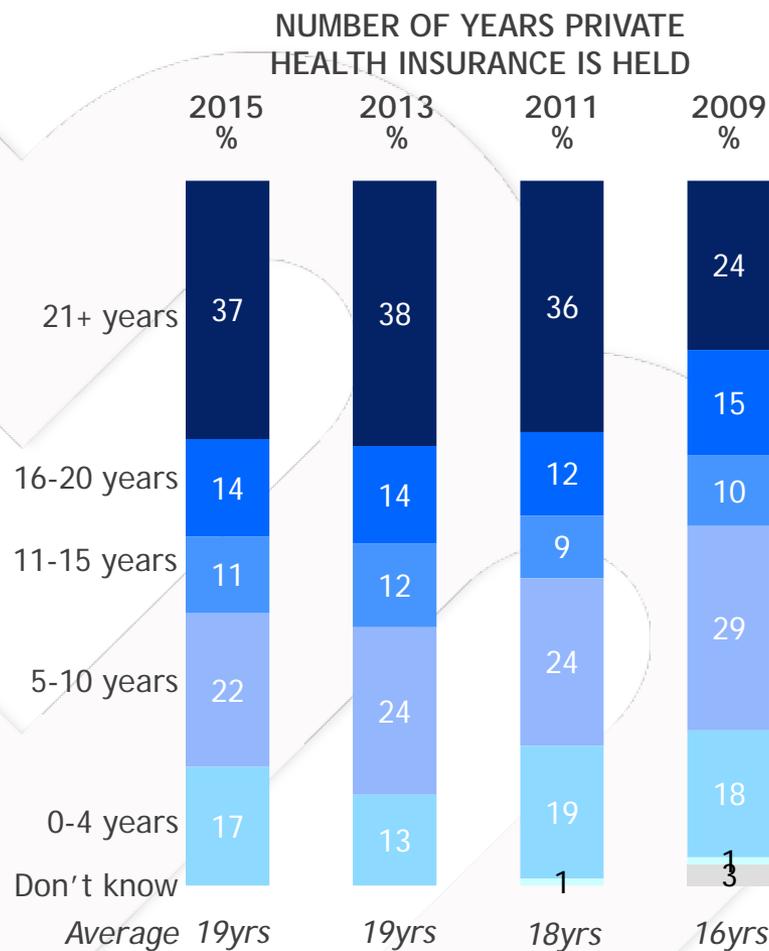
Base: All who personally pay for PHI, n=485



	Total	Vhi	laya	AVIVA	GloHealth
GENDER	Male	49	21	16	4
	Female	48	21	14	3
AGE	18-34	50	21	18	5
	35-44	33	13	20	7
	45-54	39	31	16	6
	55-64	50	25	13	4
	65+	56	20	15	1
SOCIAL CLASS	ABC1	60	14	16	4
	C2DE	46	23	16	5
Dependent children U.16 years	Yes	51	16	18	4
	No	44	28	12	6
		52	17	18	3

Length of time being covered by Private Health Insurance

Base: All with Private Health Insurance, n=739

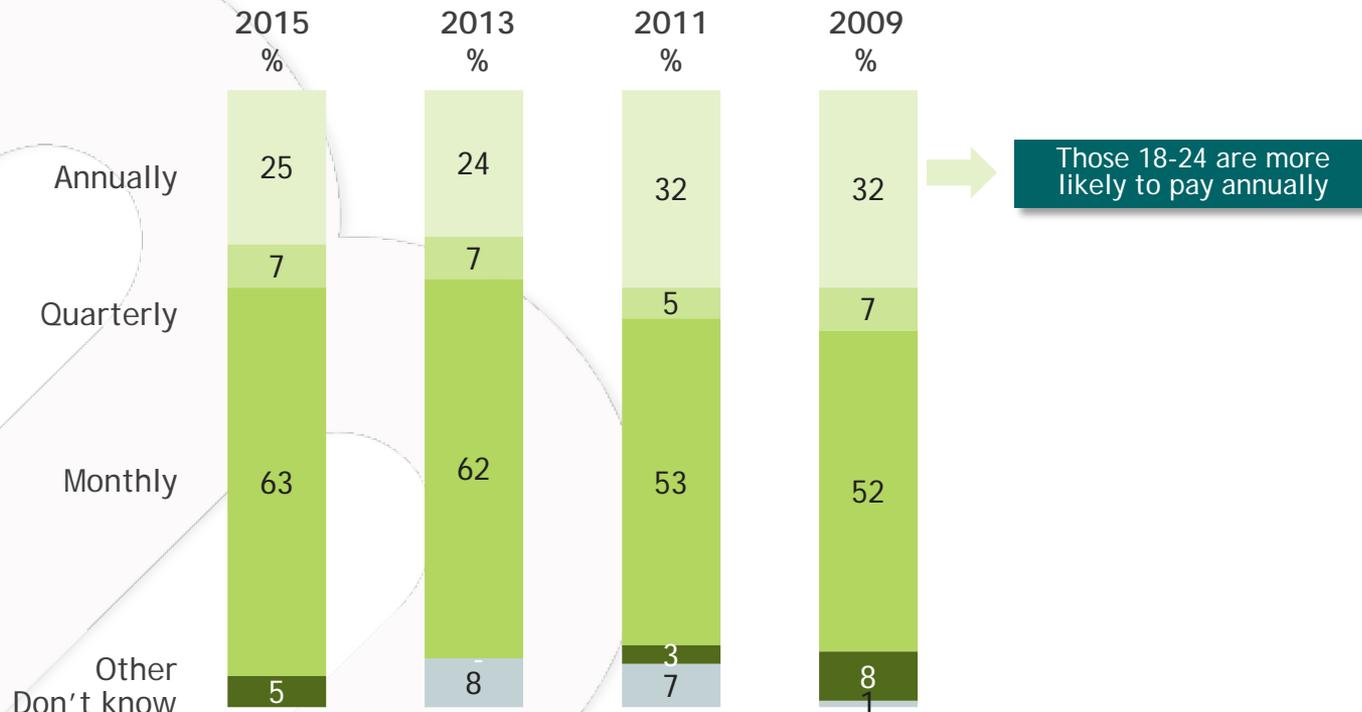


The average length of time holding PHI has remained steady at 19 years. The average length of time with the incumbent provider is 14 years.

Q.18 For how many years have you held private health insurance either through your policy or the policy of a partner/spouse?
Q.19 How long have you been with your current insurer as the policy holder or partner/spouse of the policy holder?

Frequency of Private Health Insurance Payment

Base: All who personally pay for PHI, n=485

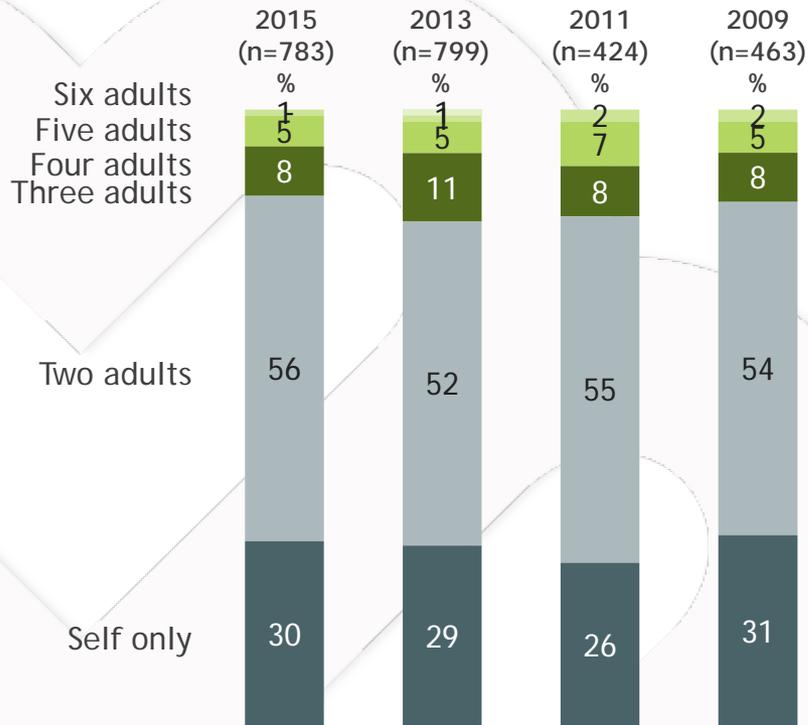


The number of PHI consumers paying monthly and annually in 2015 has stabilised, reflecting the change seen in 2013 which saw a sharp rise in those paying monthly as opposed to annually.

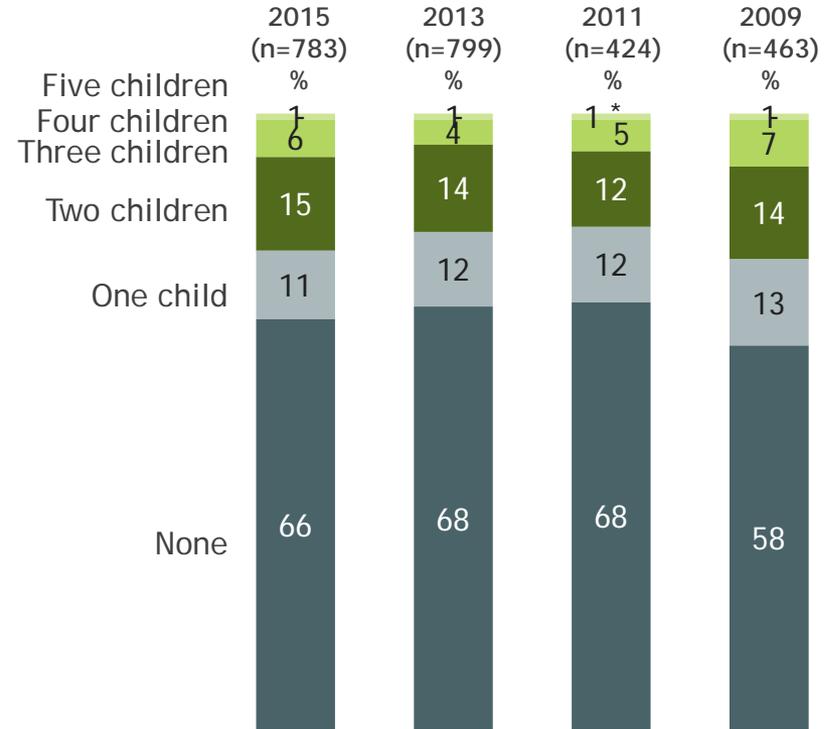
Number of people covered on insurance policy

Base: All with Private Health Insurance, n=739

NUMBER OF ADULTS COVERED BY POLICY



NUMBER OF CHILDREN COVERED BY POLICY



The average number of children & adults included on policies has remained steady, as does the proportion of policies with children covered (34%).

Q.20 How many adults, (i.e. aged 18+) including yourself, are covered by this policy?
Q.21 And how many children aged under 18, if any, are covered by this policy?



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The Health Insurance Authority



Drivers and Satisfaction Levels Among those with PHI



Key Driver for having Private Health Insurance

Base: All with Private Health Insurance, n=739

	Main Reason %	Any Reason %	Any reason 2013 %	Any reason 2011 %	Any reason 2009 %	Any reason 2007 %
Cost of medical treatment/accommodation is very high	20	31	32	24	45	52
Inadequate standard of public services	16	27	29	24	42	38
Offered with employment (fully/partially paid by employer)	15	17	17	17	15	17
Lack of access to public services	8	18	19	13	26	15
I can afford it	6	12	13	13	20	18
My spouse/partner recommended it	6	12	10	8	11	11
Have (or plan to have) children	4	8	12	9	17	18
Offered with employment (paid for by the employee)	5	7	7	5	5	8
I had a health scare/am getting older*	4	8	n/a	n/a	n/a	n/a
My parents included me on their policy	5	5	8	8	9	14
Friend recommended it	1	1	3	5	5	4
I took it out because the introduction of lifetime community rating*	1	1	n/a	n/a	n/a	n/a
I became pregnant*	1	1	n/a	n/a	n/a	n/a
Don't know	8	7	10	n/a	n/a	n/a

* New code added in 2015

Cost of medical treatment and the perceived inadequate standards of, and access to, public services continue to be key drivers for having PHI. Another significant driver is when PHI is fully or partly paid by an employer.

Key Driver for having Private Health Insurance

Base: All with Private Health Insurance, n=739

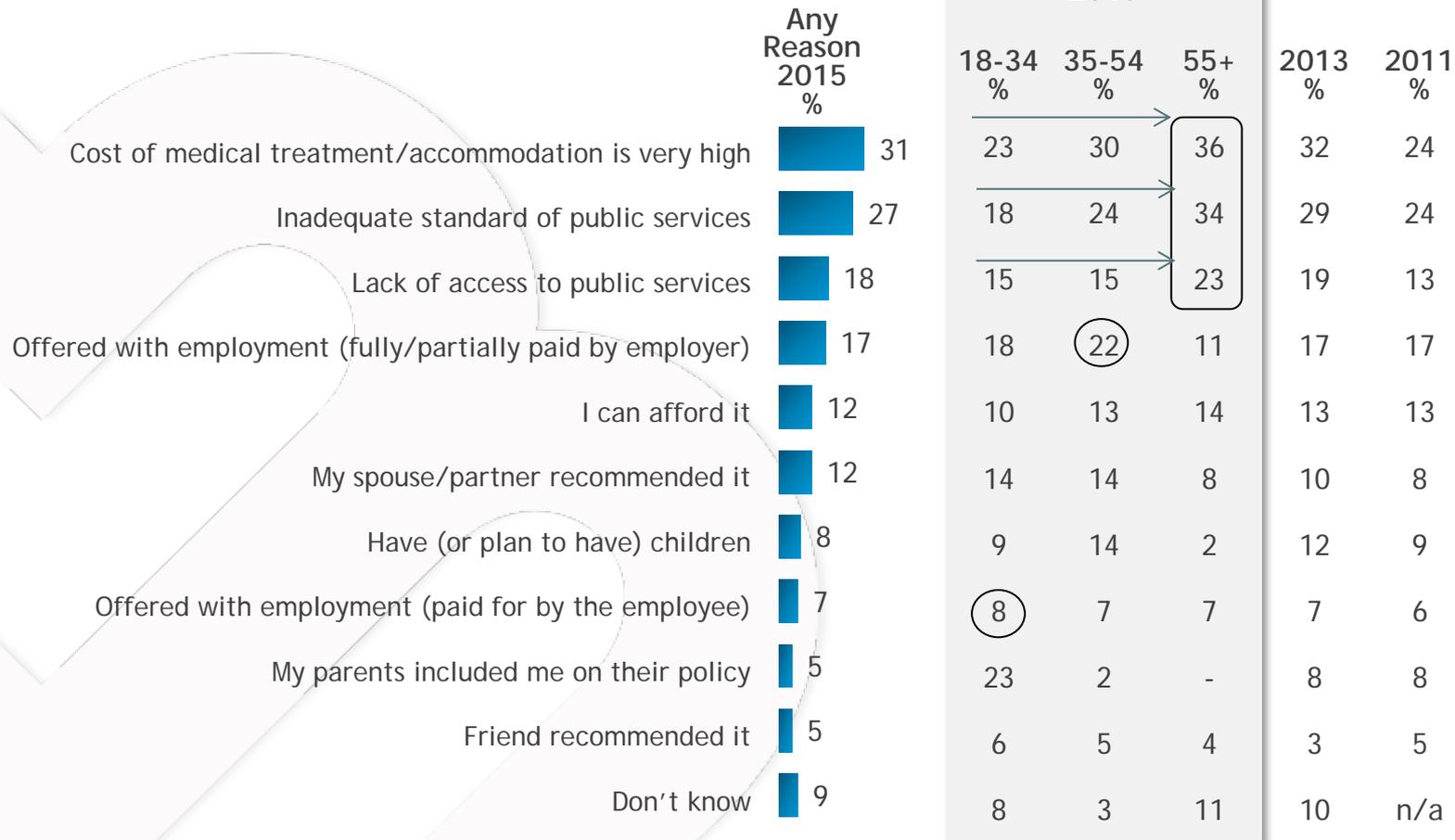
	Main Reason %	Main reason 2013 %	Main reason 2011 %	Main reason 2009 %	Main reason 2007 %
Cost of medical treatment/accommodation is very high	20	18	17	22	31
Inadequate standard of public services	16	18	19	20	14
Offered with employment (fully/partially paid by employer)	15	13	16	11	10
I can afford it	8	12	8	5	2
Have (or plan to have) children	6	6	7	8	4
My parents included me on their policy	6	3	2	5	4
Lack of access to public services	5	6	8	7	10
My spouse/partner recommended it	5	6	5	2	4
Offered with employment (paid for by employee)	4	7	8	7	6
Friend recommended it	4	n/a	n/a	n/a	n/a
I took it out because of the introduction of Lifetime Community Rating (LCR)	1	2	1	1	0
I had a health scare/am getting older	1	n/a	n/a	n/a	n/a
I became pregnant	1	n/a	n/a	n/a	n/a
Other/Don't know	8	9	6	7	14

* New code added in 2015

Cost of medical treatment and the perceived inadequate standards of public services continue to be key drivers for having PHI. Another significant driver is when PHI is fully or partly paid by an employer.

Reasons for having Private Health Insurance by Age

Base: All with Private Health Insurance, n=739

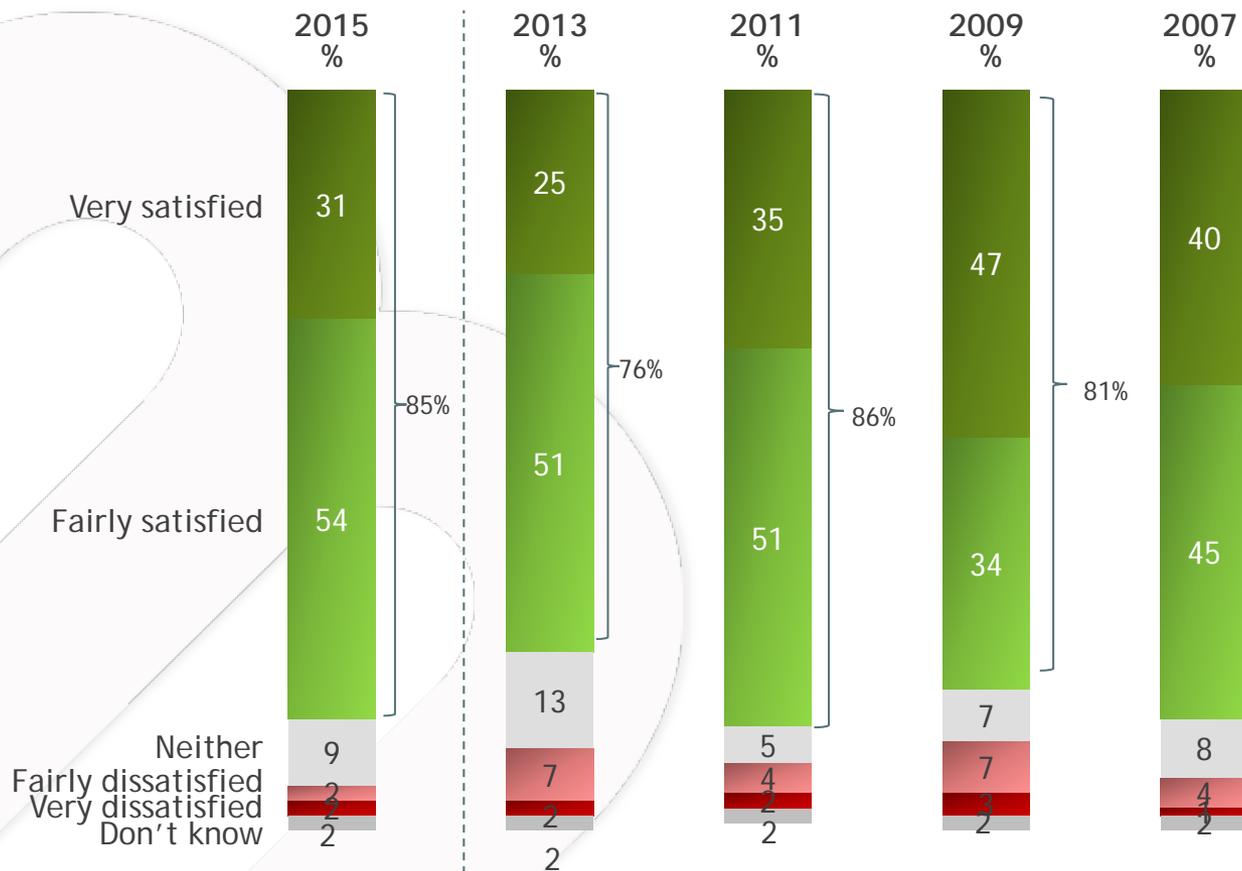


Cost of treatment and inadequate public services are the dominant reasons given for having PHI, especially by those over age 55. Younger policy holders might also be subsidised by their employers and the youngest adults might be included on their parents' policies.

Overall Satisfaction with level of understanding of current health insurance cover

Base: All with Private Health Insurance, n=739

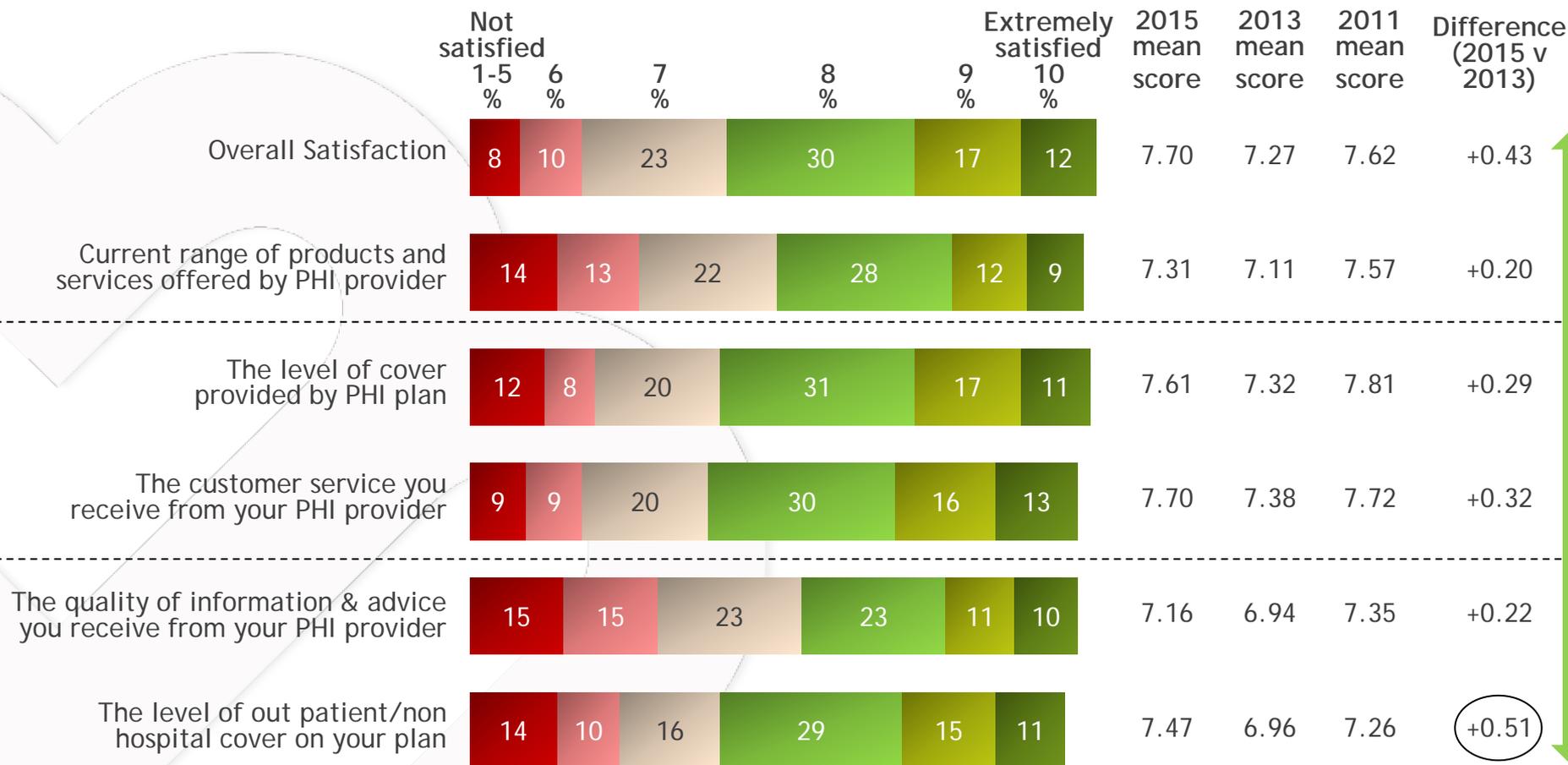
(Note: Wording of scales changed slightly in 2009 and therefore may not be directly comparable. Previous scale used - Very Satisfied, Satisfied, Neither, Dissatisfied, Very Dissatisfied)



Satisfaction with the level of understanding of current health insurance cover is high with 85% stating they are very or fairly satisfied. This compares favourably with 2013 with a nine point increase on the comparable figure.

Level of satisfaction with aspects of health insurance

Base: All with Private Health Insurance, n=739



Levels of satisfaction with varying aspects of health insurance increased since 2013. The highest increase concerns satisfaction with the level of out patient/non hospital cover on plans.

Q.31 On scale of 1 to 10 where 1 means not at all satisfied and 10 means extremely satisfied, how satisfied or dissatisfied are you with the following?

Q.32 Taking everything into consideration, how satisfied or dissatisfied are you overall with your current health insurance provider?.

Level of satisfaction with aspects of health insurance by age

Base: All with Private Health Insurance, n=739

		Current range of products and services offered by PHI provider %	The level of cover provided by PHI plan %	The customer service you receive from your PHI provider %	The quality of information & advice you receive from your PHI provider %	The level of out patient/non hospital cover on your plan %
	Total	7.31	7.61	7.70	7.16	7.47
AGE	18-34	7.37	7.64	7.70	7.08	7.43
	35-54	7.12	7.45	7.50	7.00	7.35
	55+	7.48	7.77	7.90	7.35	7.60

On average those over 55 years of age expressed greater satisfaction with all elements of Private Health Insurance

Q.31 On scale of 1 to 10 where 1 means not at all satisfied and 10 means extremely satisfied, how satisfied or dissatisfied are you with the following?

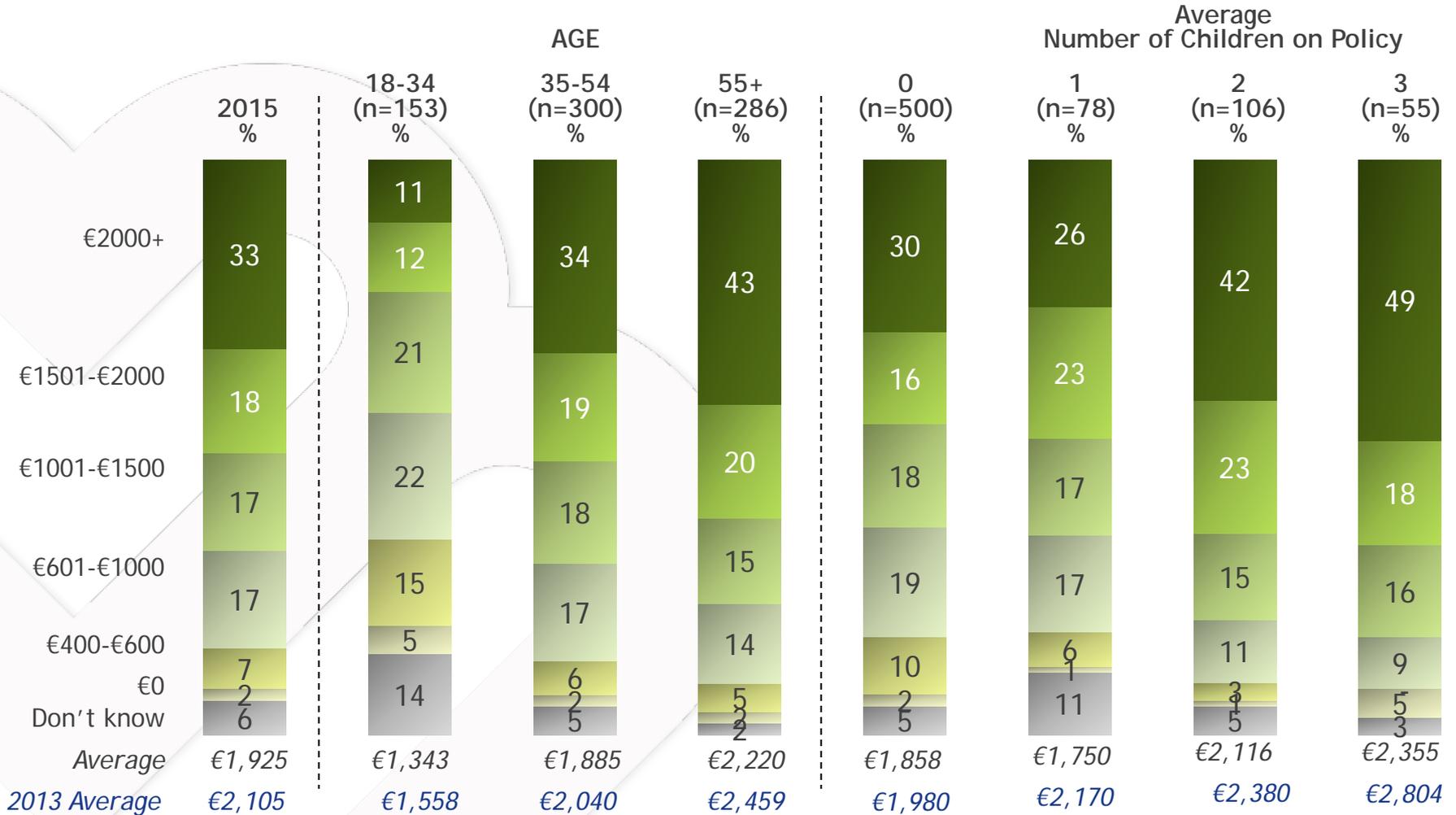


Cost



Cost of Policy

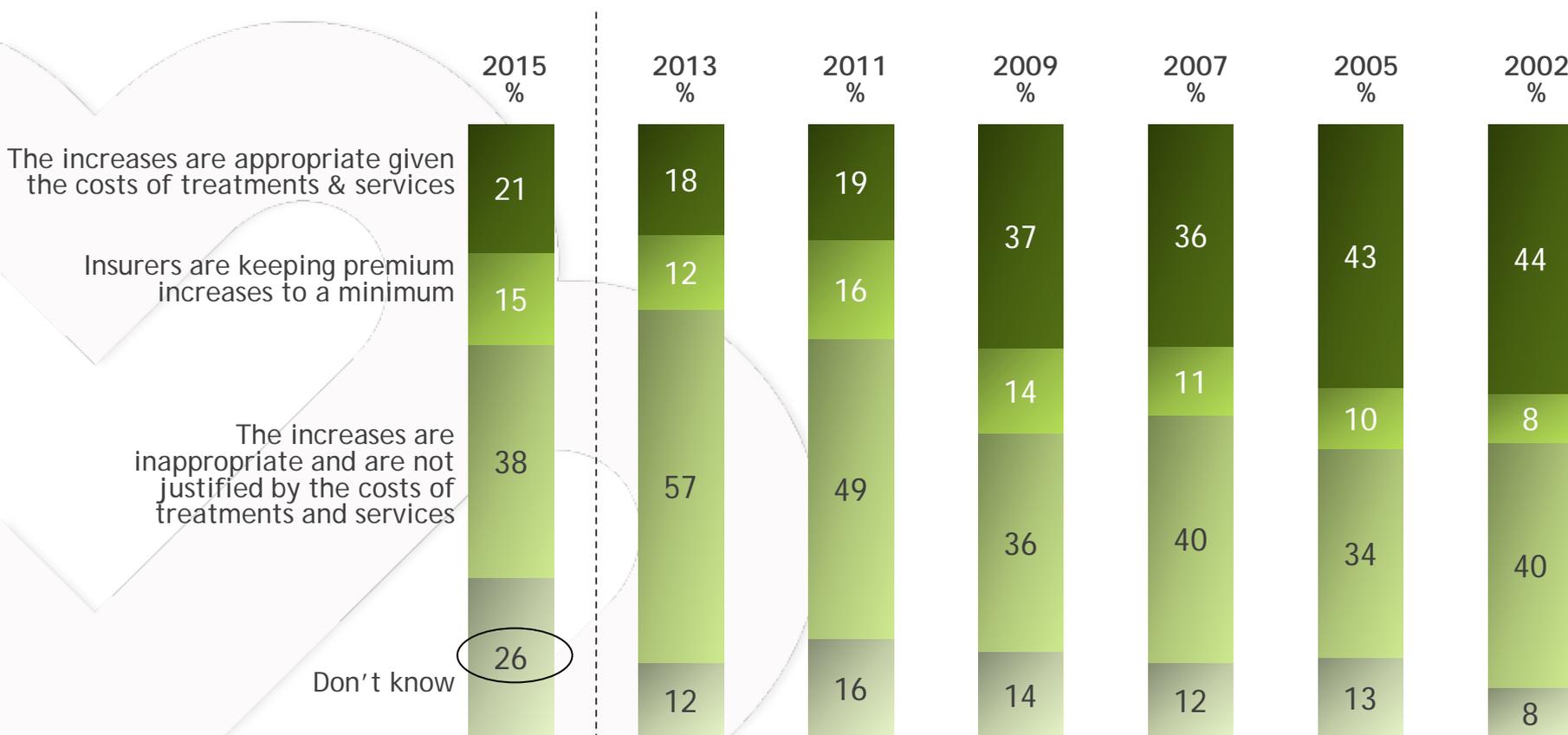
Base: All with Private Health Insurance, n=739



The reported cost of policy has decreased across the board. The average amount spent on insurance increases substantially relative to the customer's age.

Attitude to Premium Increases

Base: All with Private Health Insurance, n=739



Nearly four in ten feel that increases in PHI costs are not justified - a significant decrease since 2013. However, the proportion who are unsure of costs has increased

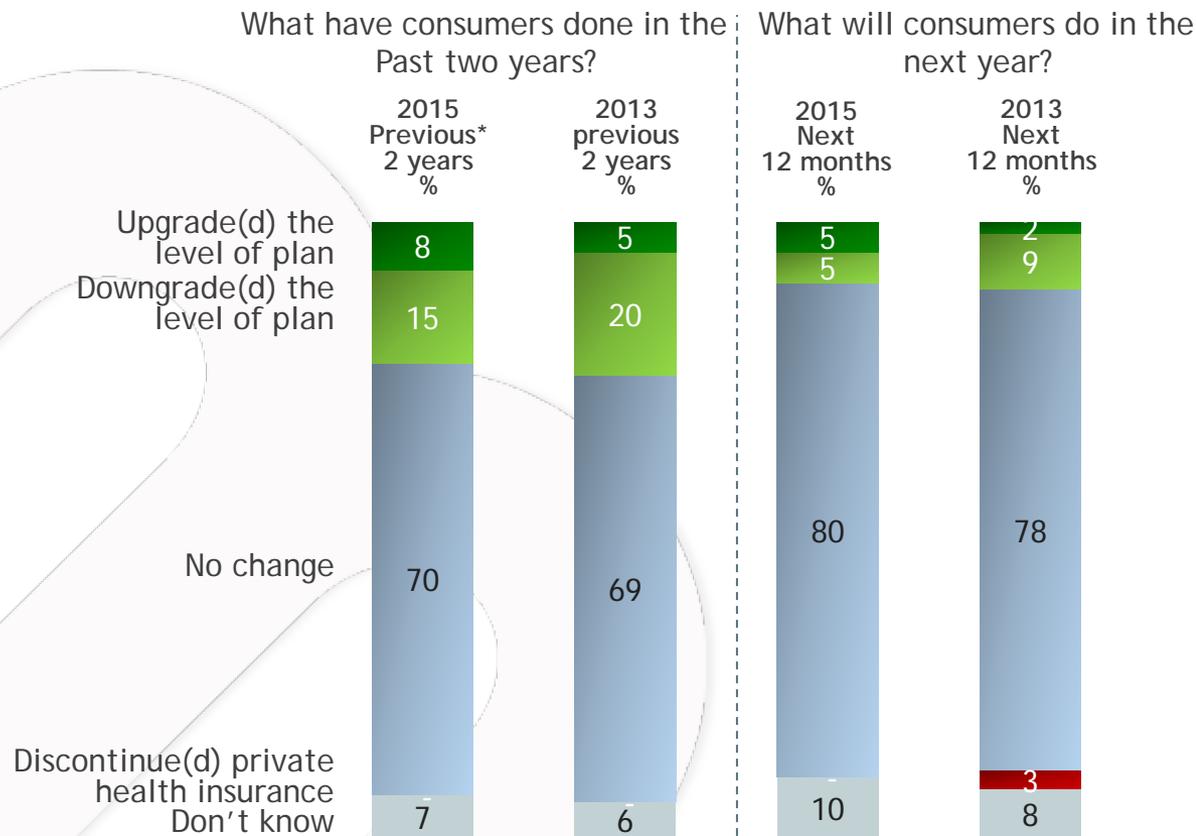


Switching and Discontinuation



Private Health Insurance: Past Action vs. Future Plans

Base: All with Private Health Insurance, n=739



One in seven have downgraded their cover in the past two years, although there is evidence of stability returning to the market - four in five don't see themselves changing policy cover over the next year

Q.22a In relation to your current private health insurance plan over the past 2 years which one of the following have you done?
 Q.22b And again in relation to your current private health insurance plan within the next 12 months which one of the following are you likely to do?

Likely Action to PHI policy over next 12 months

Base: All with Private Health Insurance, n=739

		Upgrade %	Downgrade %	No change %	Discontinue %	Don't know %
Total		5	5	80	0	10
AGE	18-34	5	3	72	0	20
	35-54	5	6	79	0	9
	55+	4	6	85	0	5
POLICY TYPE	Pay all themselves	4	5	80	0	11
	Employer pays all	6	7	62	0	21
	Employer pays some	7	1	89	0	2

Older respondents are most certain about their future PHI plans, whilst younger policy holders are more likely to hedge their bets

Actions to PHI policy over previous 2 years

Base: All with Private Health Insurance, n=739

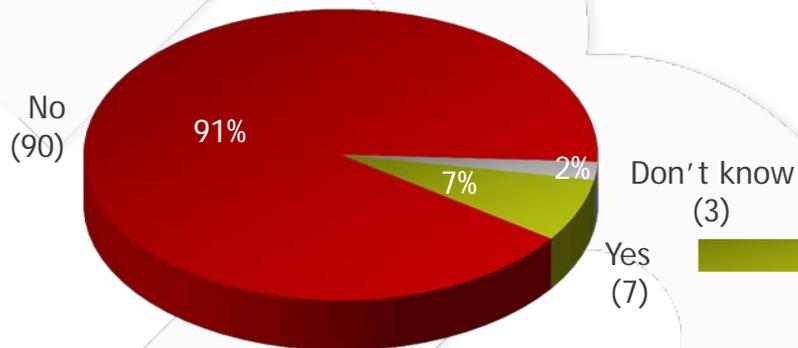
		Upgrade %	Downgrade %	No change %	Don't Know %
<i>Total</i>		8	15	70	7
<i>AGE</i>	18-34	4	2	75	18
	35-54	9	21	64	6
	55+	9	15	73	3
<i>POLICY TYPE</i>	Pay all themselves	8	16	69	7
	Employer pays all	9	9	61	21
	Employer pays some	45	9	86	1

The most likely category of customer to have downgraded are those aged 35-54 (arguably the squeezed middle).

Have people been removed from policies?

Base: All with Private Health Insurance, n=739

Have you removed anybody from your Private Health Insurance over the past two years?



Who have you removed from your private health insurance over the past two years?

Base: all who have removed somebody from policy (n=55)

	2015	2013
Spouse/Partner	15%	7%
An Adult child (over 18 years)	82%	68%
A child under the age of 18	9%	16%
Someone else/refused	0%	9%

The incidence of removing people from a policy remains low, and largely due to demographic factors (children coming of age)

New question 2013

() = 2013 results

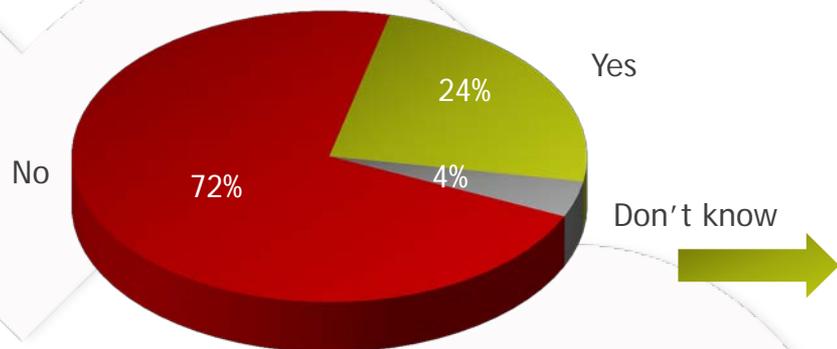
Q22c Have you removed anybody from your private health insurance plan over the past two years?
 Q22d Who have you removed from your private health insurance plan over the past two years?

Incidence of Ever Switching

Base: All with Private Health Insurance, n=739

Base: All Switchers, n=172

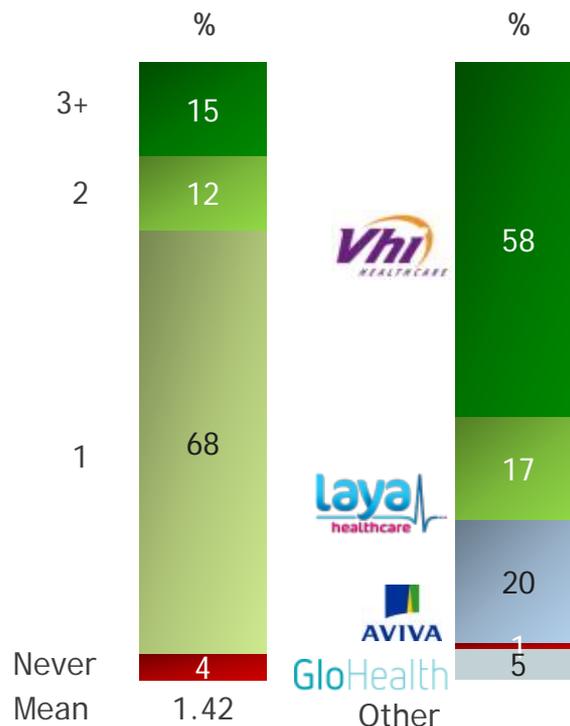
Ever Switched Providers



Incidence of Switching

Year	%
2013	20
2011	23
2009	16
2007	10
2005	10
2002	6

Number of Times Switched & insurer Most recently switched from



Incidence of switching has increased in 2015 (nearly one in four have done so). The majority have switched just once. VHI, as the longest PHI provider established, sees the highest proportion switching away from it.

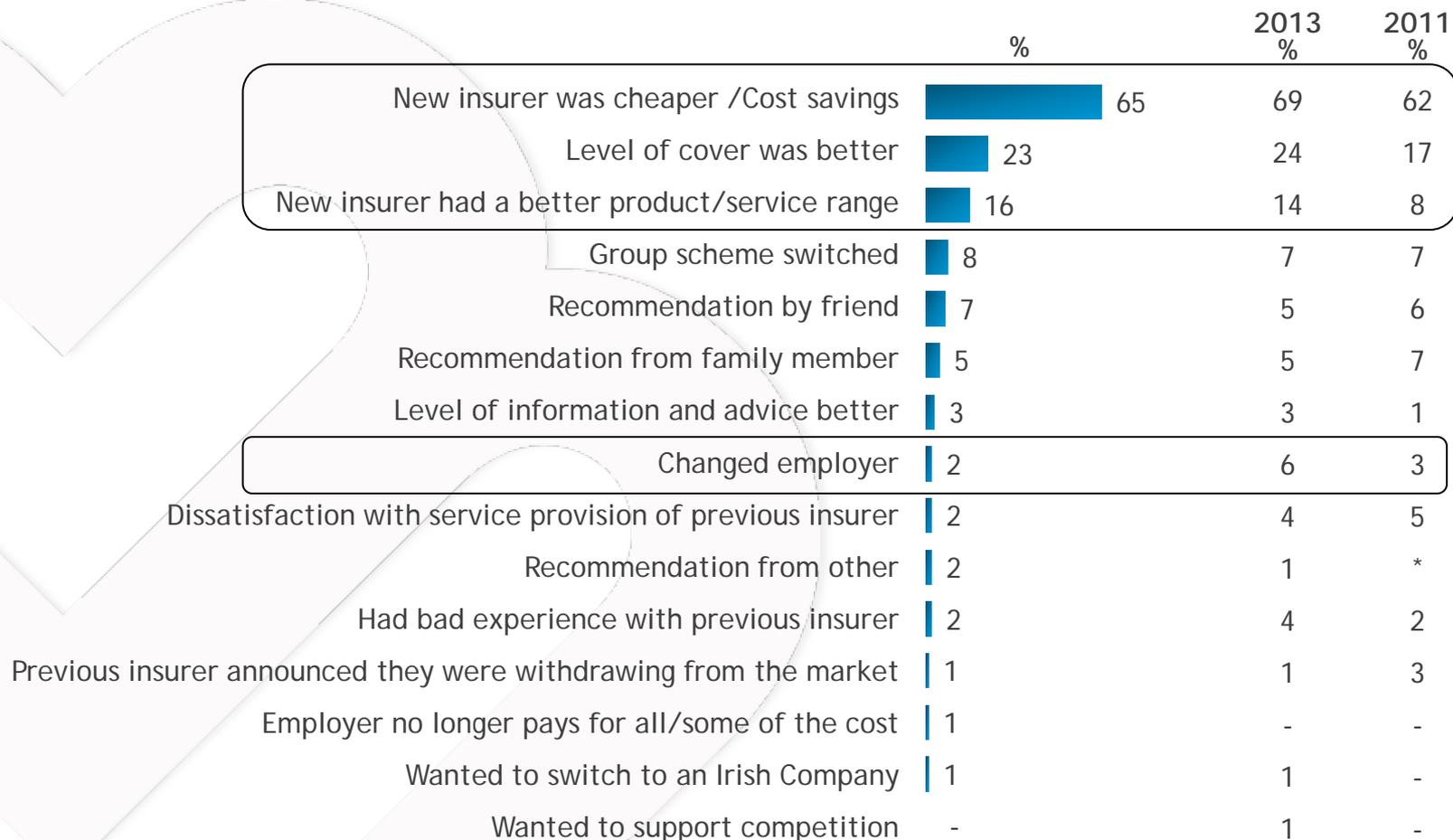
Q.34 Have you ever switched from one health insurer in Ireland to another health insurer in Ireland?

Q.35 How many times have you switched private health insurers?

Q.36 Which insurance provider did you switch from (most recently)?

Reasons for Switching Private Health Insurance provider

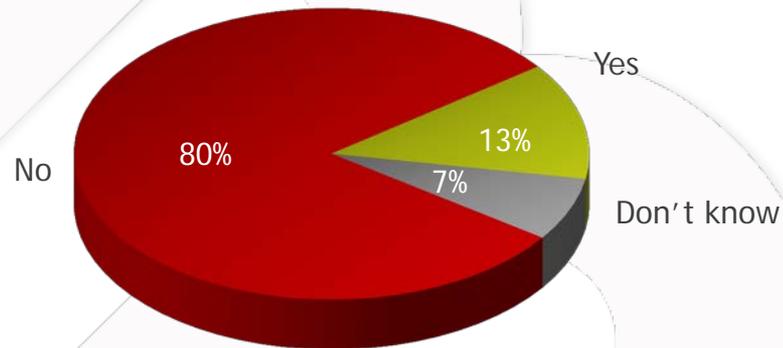
Base: All who have switched PHI Provider, n=172



Cost remains the primary motivator for switching, followed by an improved level of cover.

Incidence of having *considered* switching from current PHI provider to another

Base: All who have never switched PHI provider, n=534

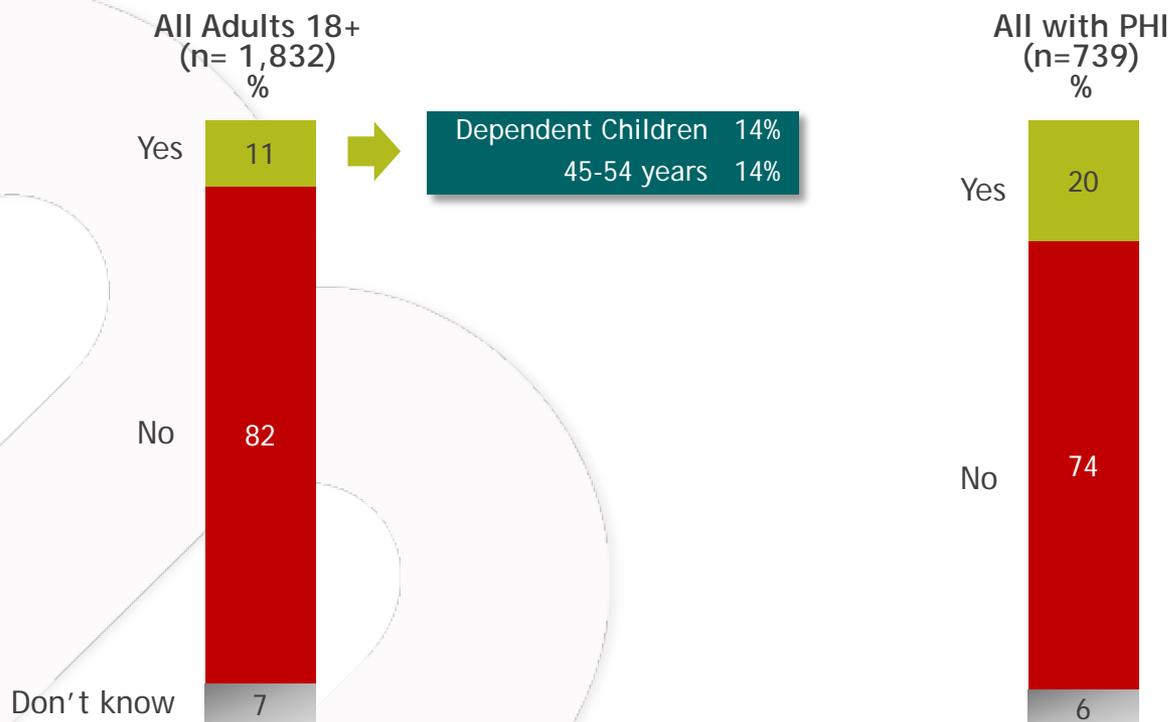


	Incidence of having Considered Switching		
	Yes %	No %	Don't know %
2013	20	76	4
2011	20	75	4
2009	13	77	10
2007	14	77	8
2005	13	73	13
2002	12	71	17

Among those who have never switched, 13% have considered switching, compared to 20% in 2013.

Do people regularly shop around for health insurance?

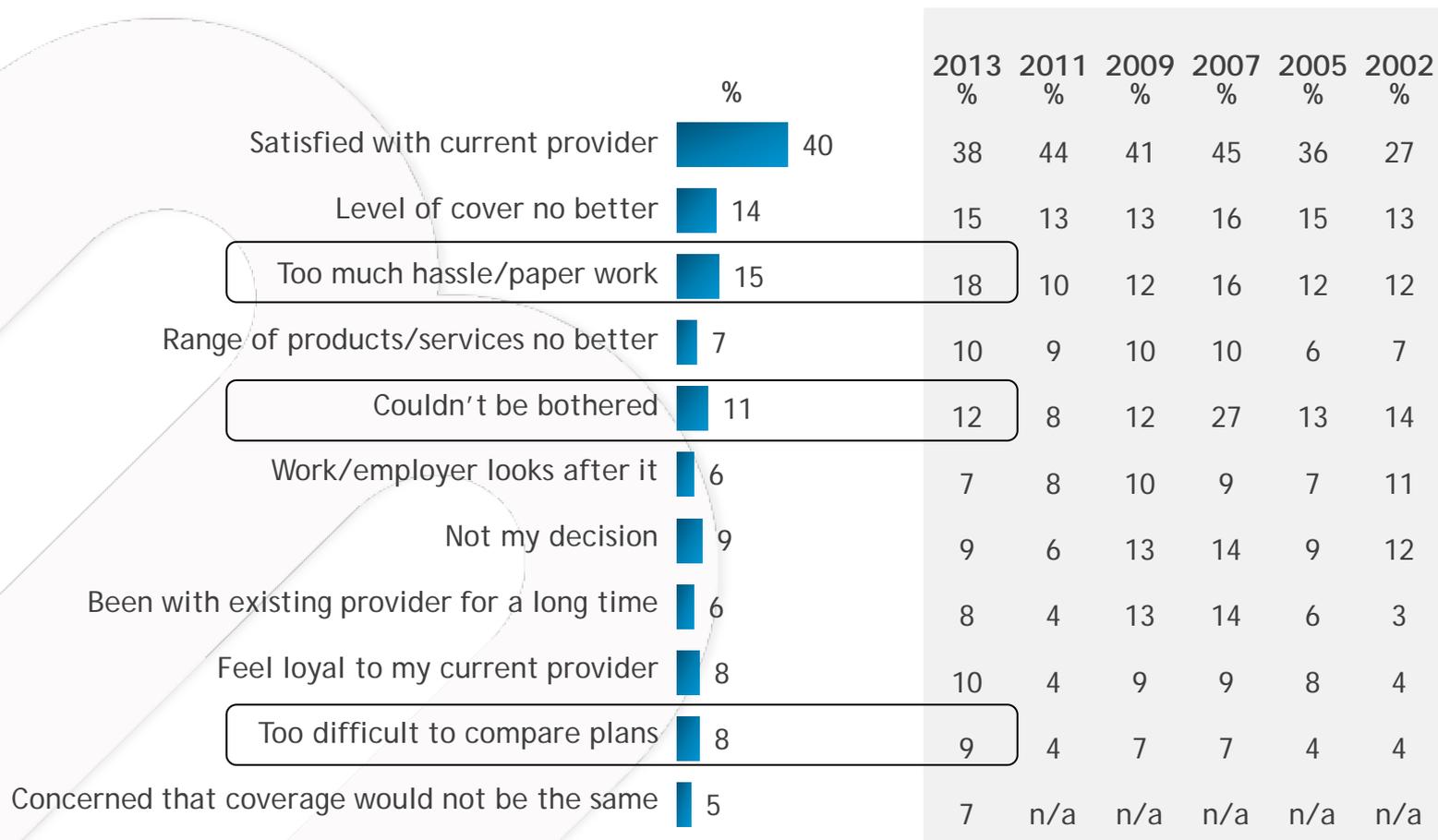
Base: All Adults Aged 18+, n= 1,832



One in five holders of PHI say they regularly “shop around” for health insurance.

Reasons for not Switching Private Health Insurer Provider

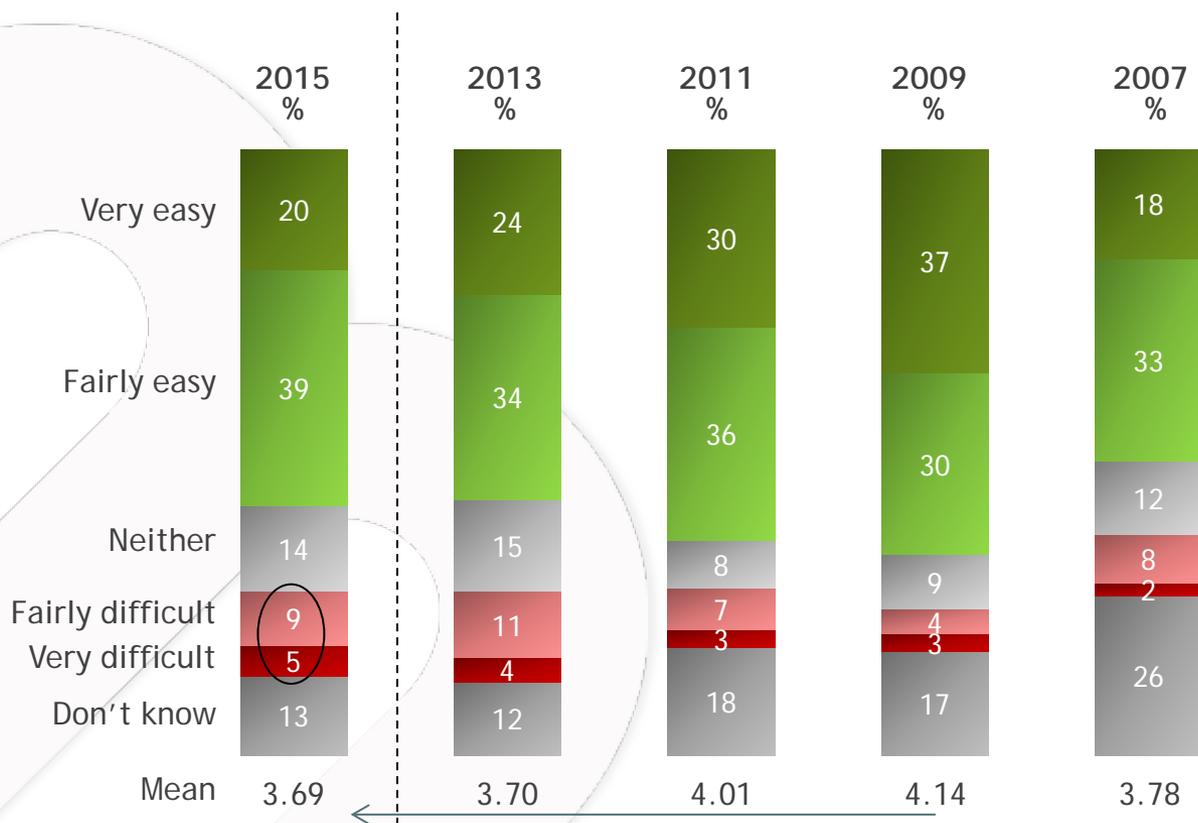
Base: All who have not switched PHI Provider, n=534



People who have never switched are generally satisfied with their current provider. Lesser reasons for not switching include general apathy and confusion about plans.

Perception of Ease of Switching

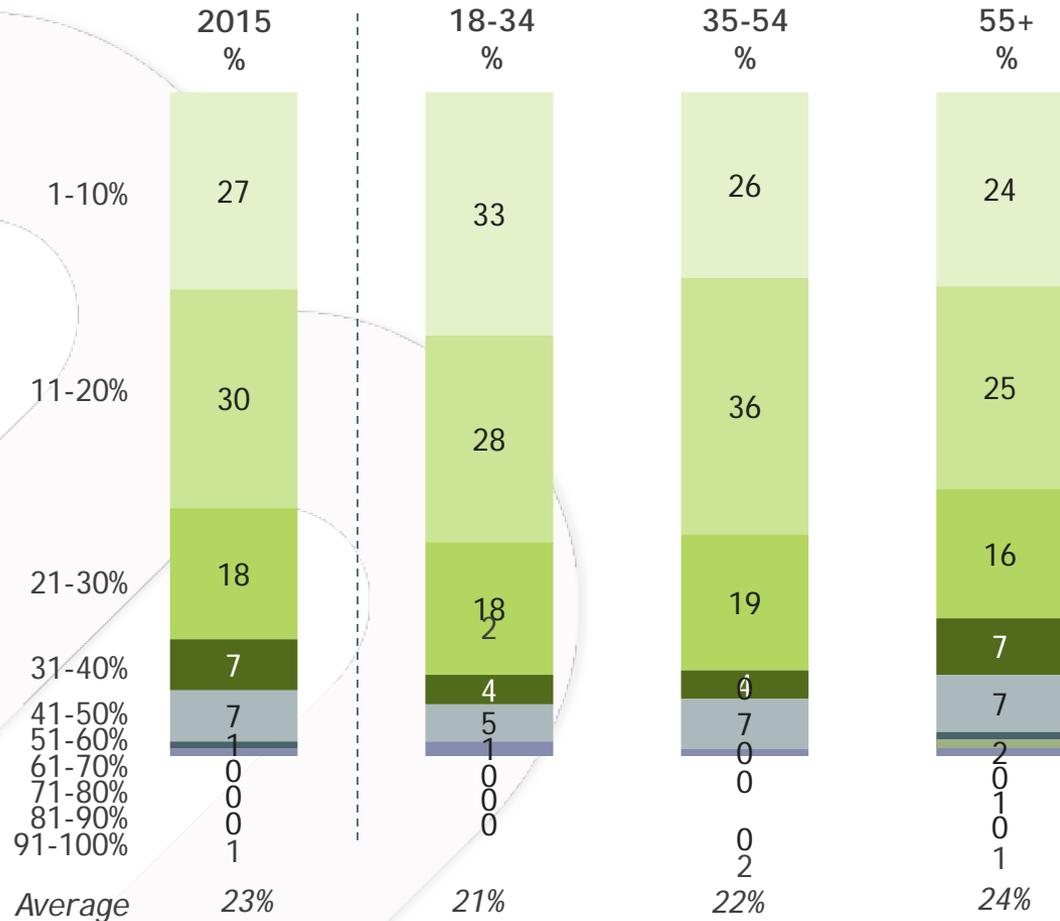
Base: All with Private Health Insurance, n=739



The majority of health insurance customers believe that it is easy to switch insurers. One in seven perceive that it is difficult to switch PHI provider.

Savings needed to switch

Base: All with Private Health Insurance, n=739

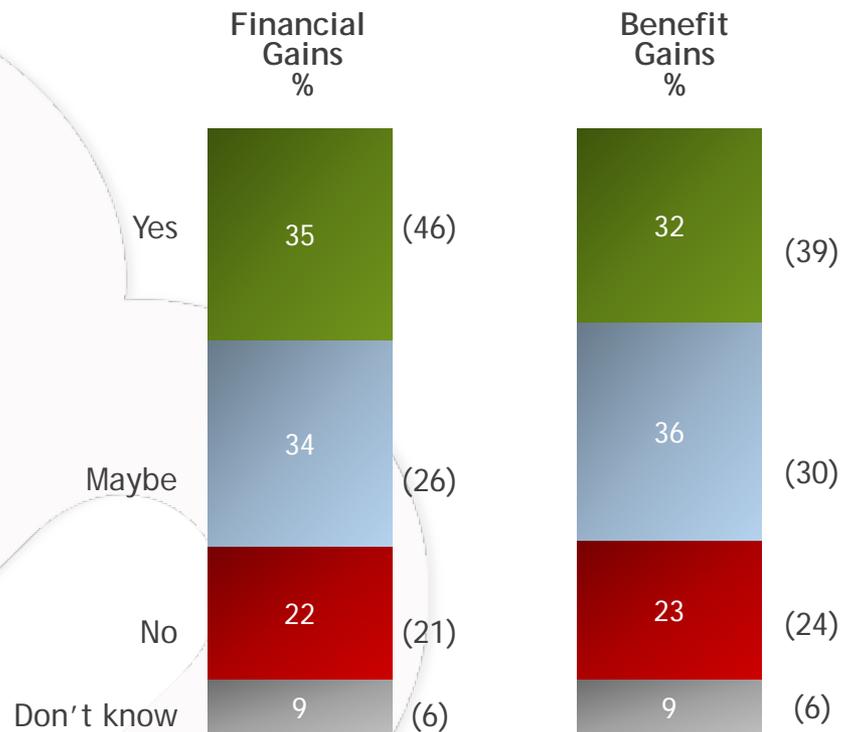


A financial saving of 20% or more of the policy price would provide a sufficient incentive for a majority of consumers to switch.

Q.45 How much actual saving, in percentage do you think would be needed to encourage you to switch, to a comparable plan, with another health insurance provider?

Incidence of considering switching from current insurer for financial or benefit gains

Base: All with Private Health Insurance, n=739



Financial gains outweigh benefit gains in terms of propensity to consider switching, although the inclination to switch has generally declined since 2013.

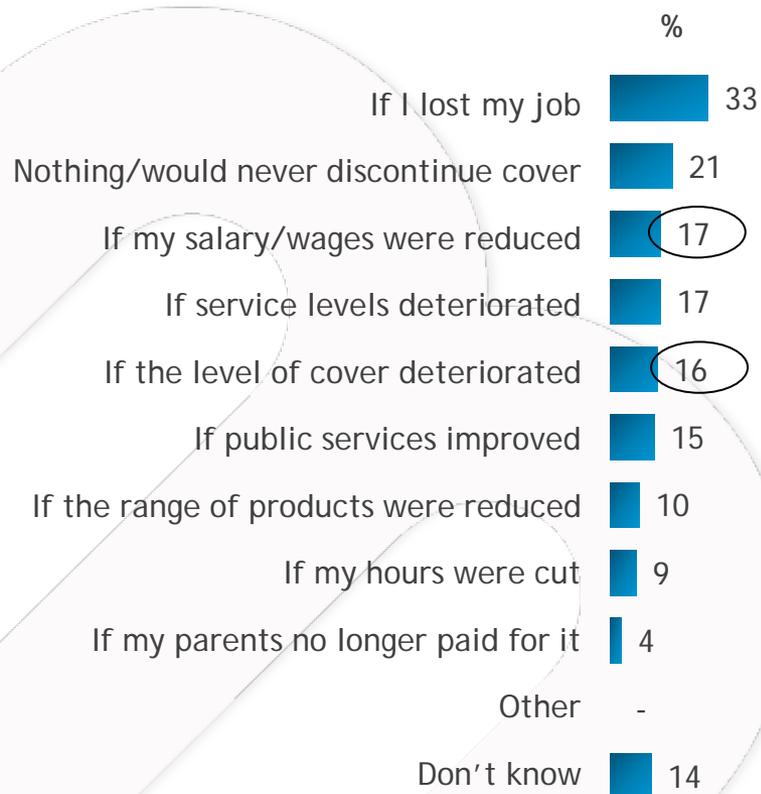
() = 2013 data

Q.46 Would you consider switching from your current insurer, if you thought financial gains could be made?

Q.47 Would you consider switching from your current insurer, if you thought benefit gains could be made for a similar policy fee?

Factors that would encourage discontinuing cover

Base: All with Private Health Insurance, n=739

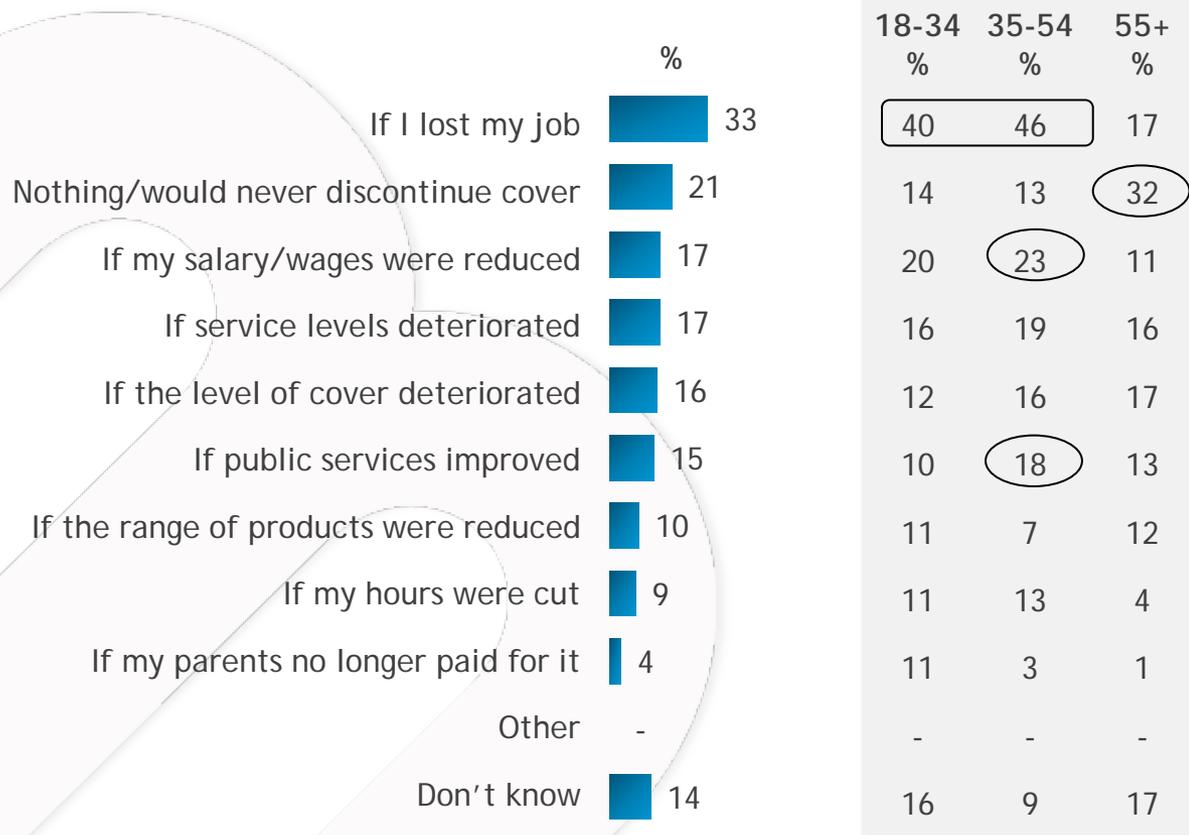


2013 %	2011 %	2009 %	2007 %	2005 %	2002 %
34	36	31	27	24	28
18	19	25	17	24	21
26	24	19	n/a	n/a	n/a
18	18	23	27	5	18
22	17	22	32	25	29
14	11	12	14	13	14
13	10	15	20	16	10
9	8	6	n/a	n/a	n/a
5	6	6	7	5	7
-	3	3	3	7	3
7	5	4	7	0	7

Personal financial circumstances are the primary reasons why PHI policy holders would discontinue their policy, especially if one's job was lost. Anticipated salary reductions are less of a factor in 2015, reflecting a more buoyant economy. One in five (21%) claim they would never abandon PHI.

Other factors that would encourage discontinuing cover x Age

Base: All with Private Health Insurance, n=739



Older customers (55+) are much more likely to maintain their PHI whatever the circumstances, whilst nearly one in five of those in the middle age group would consider discontinuation if public services improved.



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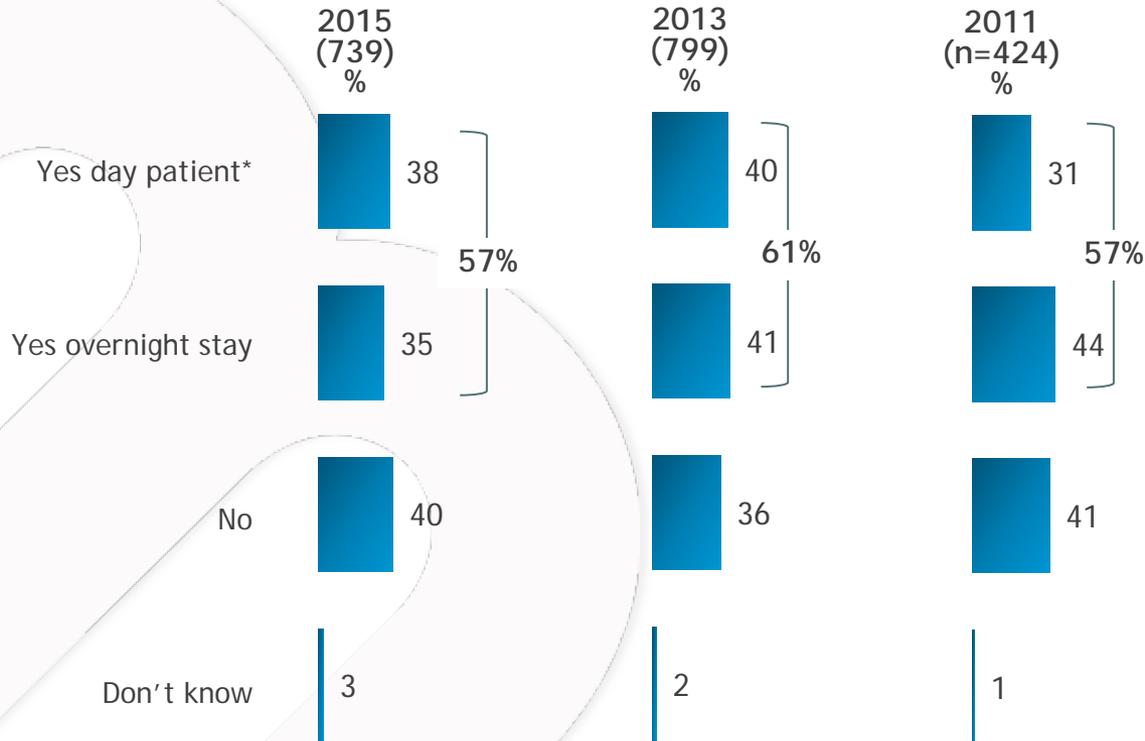
Claim Experience



 MillwardBrown

Incidence of Ever Claiming on Private Health Insurance Policy

Base: All who currently have PHI



*Day Patient refers to a Hospital Admission Day Patient

Incidence of claiming on Health Insurance has remained relatively steady - Nearly three in five who currently have PHI have had cause to claim on it

Q.14 Did you ever make a claim for treatment in a hospital, for yourself only, whether this was as a day patient or for an overnight stay in hospital?

Incidence of Claiming on Private Health Insurance Policy by demographics

Base: All who have ever had PHI, n=929

		As a Day Patient* %	Overnight Stay %
Total		32	33
GENDER	Male	32	31
	Female	33	35
AGE	18-34 (n=208)	16	16
	35-44 (n=205)	29	27
	45-54 (n=167)	34	33
	55-64 (n=177)	41	36
	65+ (n=163)	45	56
SOCIAL CLASS	ABC1 (n=582)	33	33
	C2DE (n=297)	30	35
Dependent children U. 16 years	Yes	29	30
	No	34	35

*Hospital Admission Day Patient

Unsurprisingly, there is a strong correlation between both Day admissions and Overnight stays and age. Females are marginally more likely to claim for overnight stays.



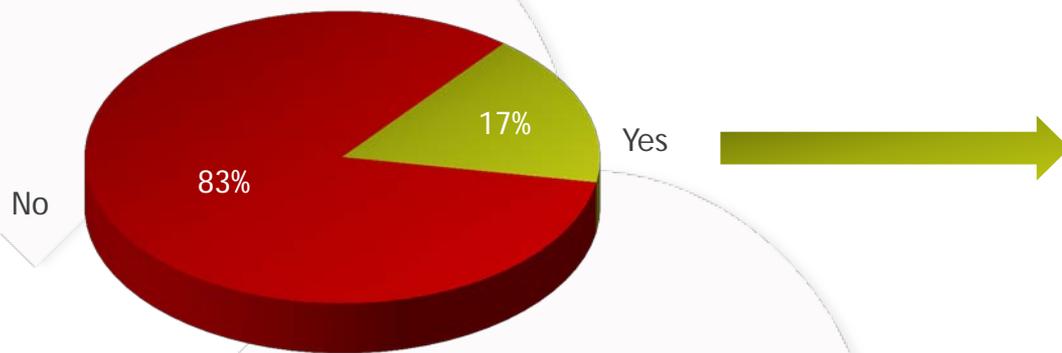
A closer look at those without
Private Health Insurance



Incidence of lapsed policies

Base: All without Private Health Insurance, n=1093

INCIDENCE OF EVER BEING COVERED BY PRIVATE HEALTH INSURANCE POLICY

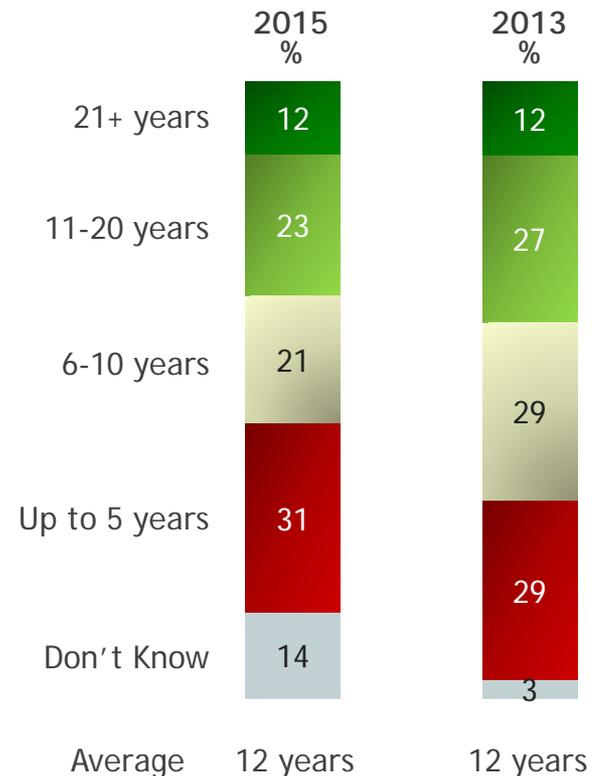


Incidence of ever being covered

Year	%
2013	22
2011	22
2009	15
2007	13
2005	9

Base: All who were previously covered by PHI, n=190

NUMBER OF YEARS PREVIOUSLY HELD PRIVATE HEALTH INSURANCE



One in six (17%) non policy holders have previously had private health insurance. This has dipped from a high of 22% in 2013.

Reasons for no longer having private health insurance

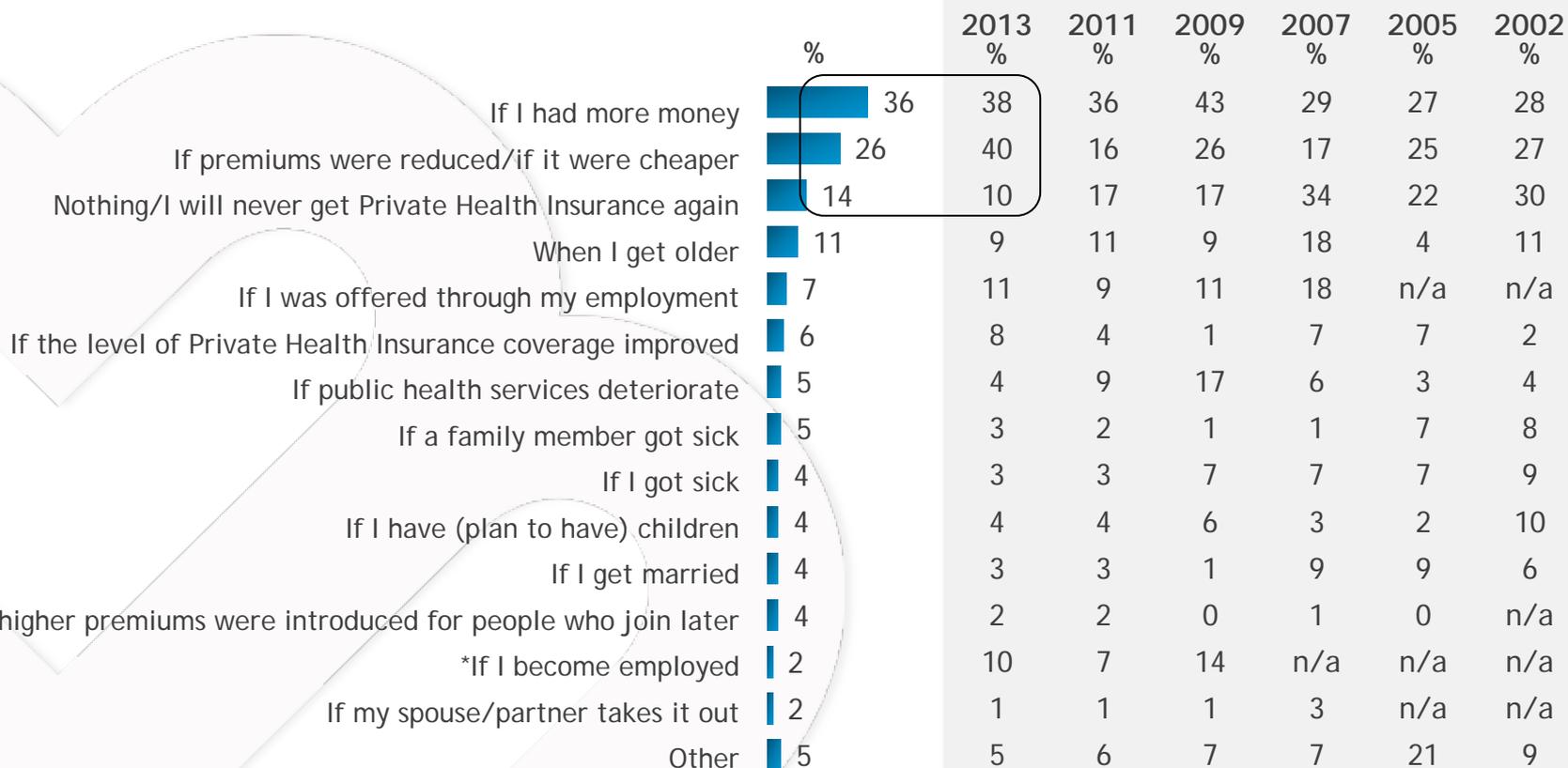
Base: All who were previously covered by PHI, n=190

	Any Reason %	Any Reason			Age (Any Reasons)			
		2013 %	2011 %	2009 %	2007 %	18-34 %	35-54 %	55+ %
Too expensive/premiums too high/can't afford it	53	64	50	44	49	28	67	58
Have a medical card	12	12	10	23	23	6	8	22
No longer covered by my parents insurance	16	14	11	16	22	40	10	3
No longer provided through work	12	6	11	14	21	11	7	21
No longer represented value for money	11	21	8	12	17	6	11	17
*I lost my job and had to cancel it	6	8	16	19	-	2	10	5
I'm healthy/don't need it	5	3	5	11	3	6	7	-
Satisfied with public services	5	3	5	4	7	2	7	5
Haven't thought about it	3	2	4	6	5	7	2	-
Will get it when I'm older	2	1	3	5	5	5	2	-
Too much uncertainty in the health insurance market	1	2	n/a	n/a	n/a	-	1	1
Other	12	10	6	16	16	12	14	9

Whilst Cost is the key reason why people cancelled their PHI, it has dipped sharply as a driver since 2013. There has been a sharp increase in those who cancelled their PHI as a result of workplace policies.

Drivers to take out Private Health Insurance again

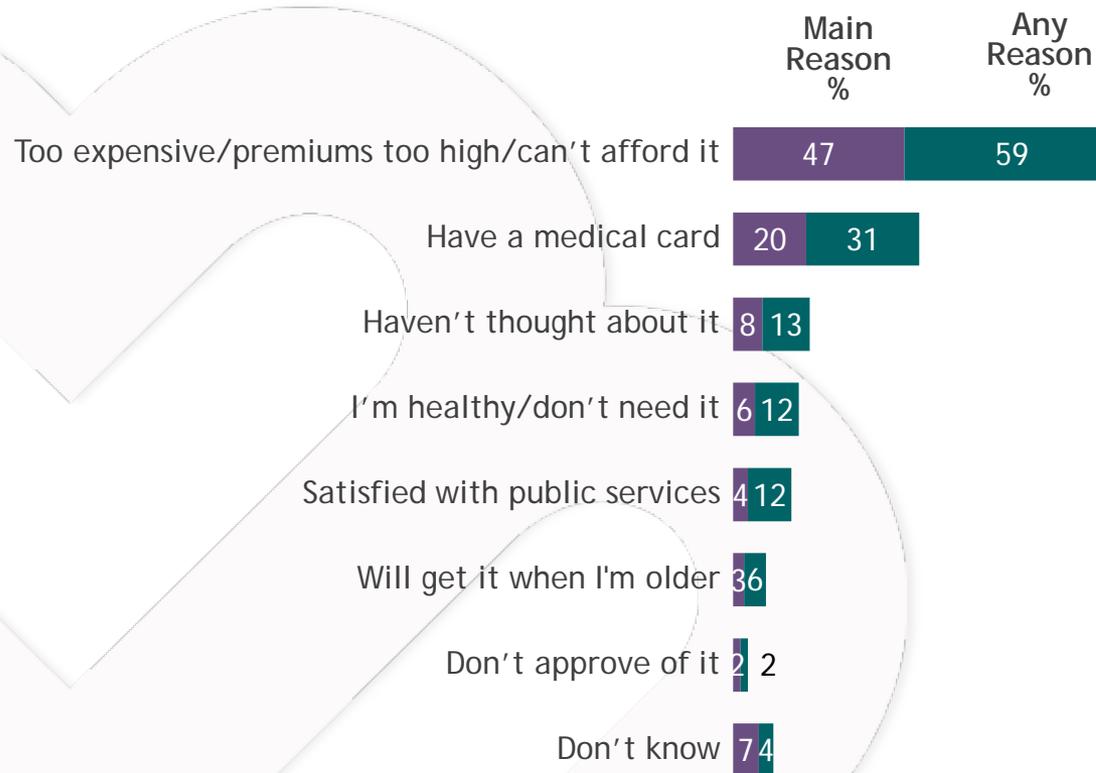
Base: All who were previously covered by PHI, n=190



Similarly, lack of money is the main barriers to uptake again. However, the cost of premiums is less of a barrier in 2015, but this is mirrored by an increase in those stating they would never get PHI again. This suggests that for some, PHI is no longer an absolute necessity.

Reasons for never having private health insurance

Base: All who have never held PHI, n=903

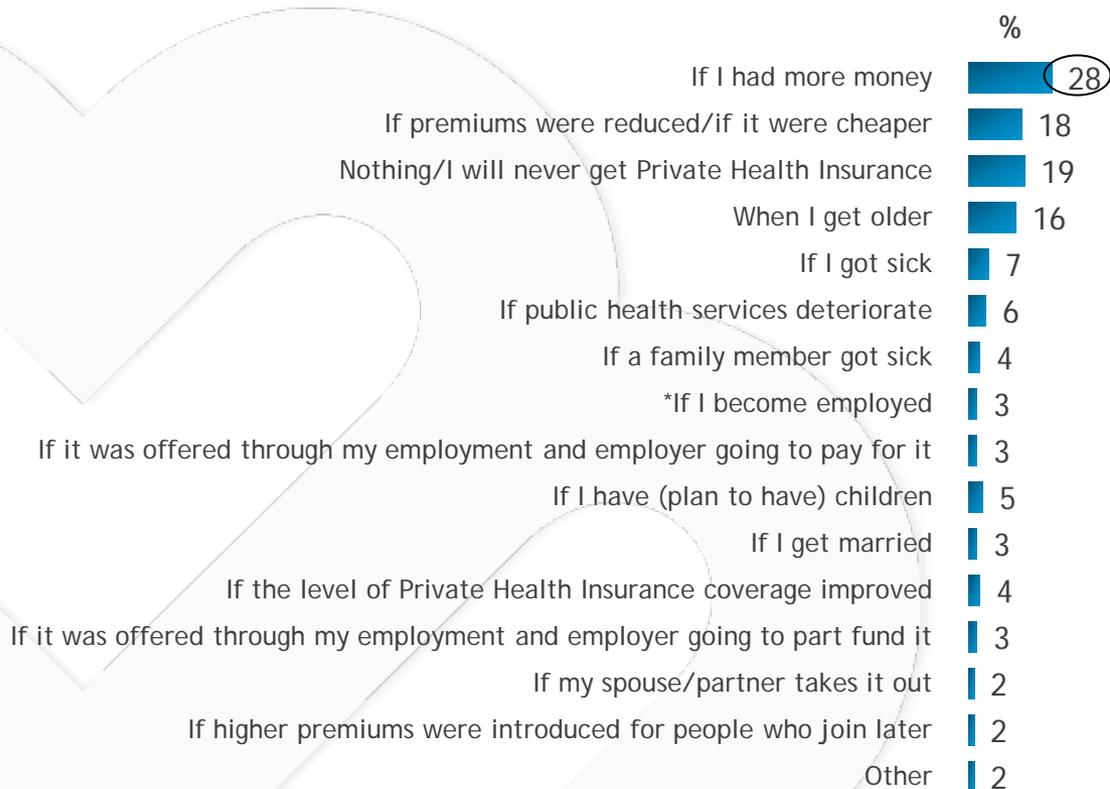


Any reason 2013 %	Any reason 2011 %	Age		
		18-34 %	35-54 %	55+ %
67	54	50	65	64
29	25	22	27	50
15	16	18	12	7
16	10	18	10	6
12	11	8	13	17
9	7	14	2	-
2	n/a	1	3	3
2	6	5	6	2

Affordability mainly, and secondly, access to the public health service (medical cards) remain the main reasons for never having private health insurance

Factors that would encourage those who never had PHI to opt for it

Base: All who have never held PHI, n=903

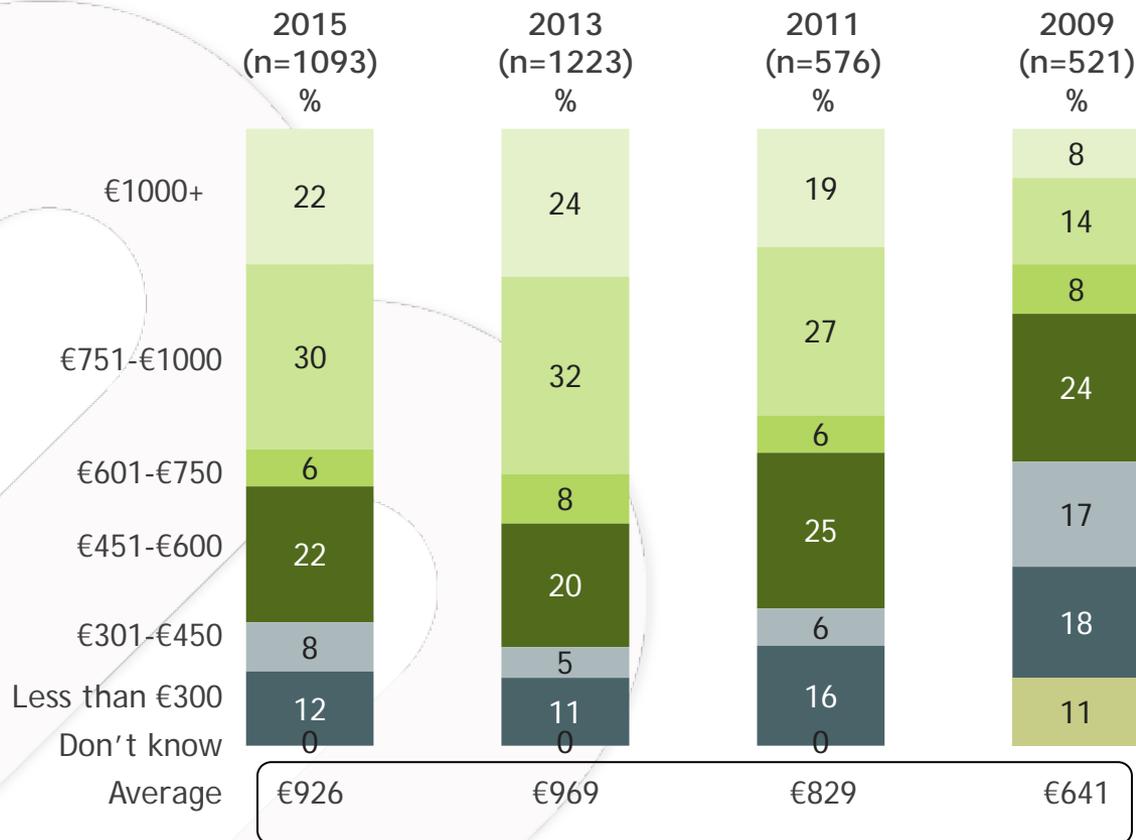


	2013 %	2011 %	2009 %	2007 %	2005 %	2002 %
If I had more money	31	27	36	25	24	28
If premiums were reduced/if it were cheaper	22	22	24	16	16	22
Nothing/I will never get Private Health Insurance	17	20	17	35	25	32
When I get older	15	17	15	16	14	10
If I got sick	11	6	12	8	7	7
If public health services deteriorate	8	4	9	5	5	7
If a family member got sick	7	2	8	5	5	5
*If I become employed	6	n/a	n/a	n/a	n/a	n/a
If it was offered through my employment and employer going to pay for it	6	5	12	n/a	n/a	n/a
If I have (plan to have) children	5	4	5	5	4	5
If I get married	5	5	2	5	6	7
If the level of Private Health Insurance coverage improved	4	3	5	3	3	2
If it was offered through my employment and employer going to part fund it	4	n/a	n/a	n/a	n/a	n/a
If my spouse/partner takes it out	2	2	2	3	n/a	n/a
If higher premiums were introduced for people who join later	1	1	2	1	1	1
Other	2	3	4	2	4	6

Reduced premiums and an upturn in financial fortunes are the primary factors that would encourage uptake among those who have never had PHI. One in five (19%) will never consider PHI

Perception of annual cost of private health insurance per adult (among those without PHI)

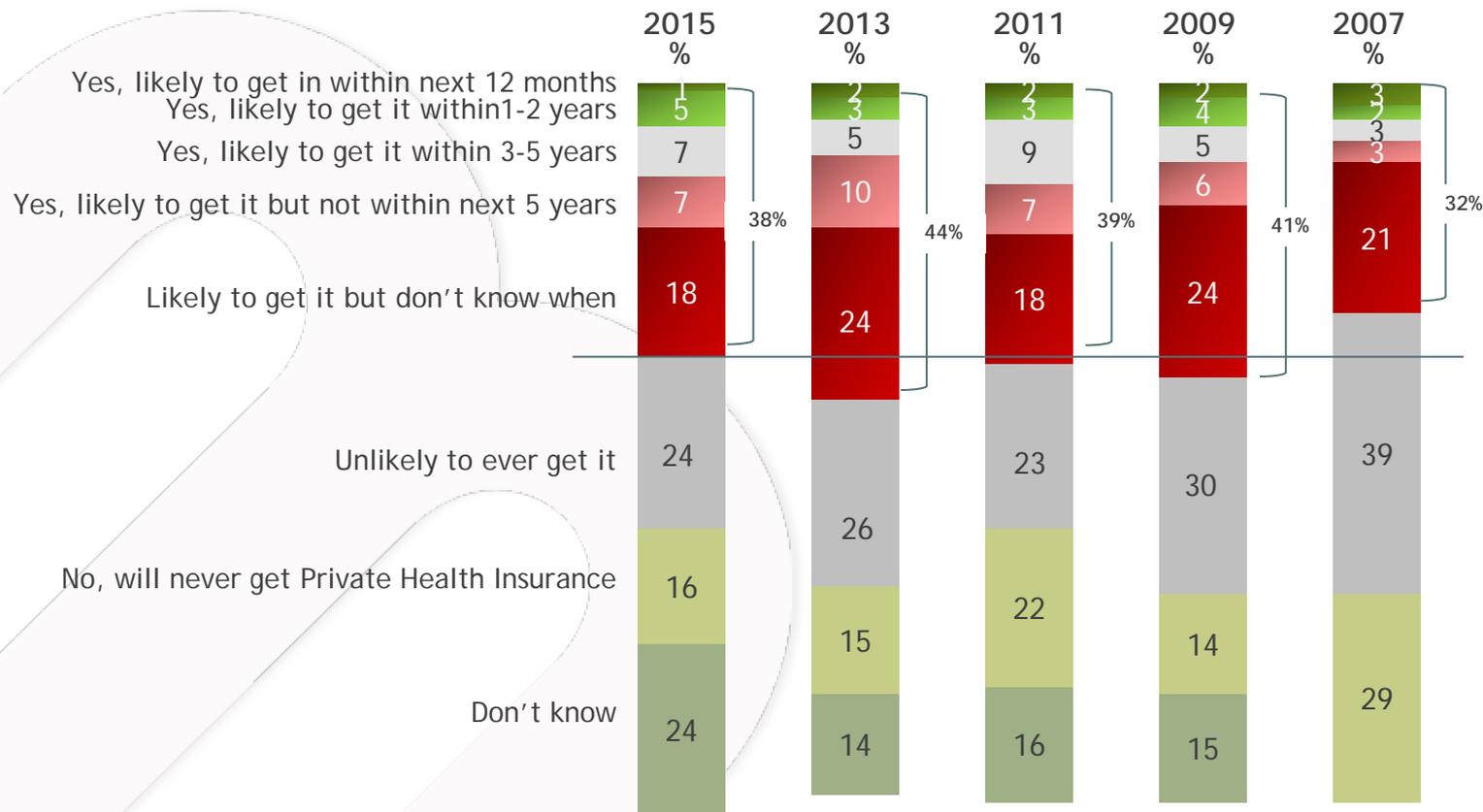
Base: All without private health insurance, n=1093



The perceived amount of the cost of Health Insurance has decreased in 2015.

Future intentions for Private Health Insurance

Base: All without PHI, n=1093



Just 38% of those without PHI are considering getting it at some stage - down from 44% in 2013. This is the lowest potential uptake since 2007. Only 6% likely to get PHI in next two years.



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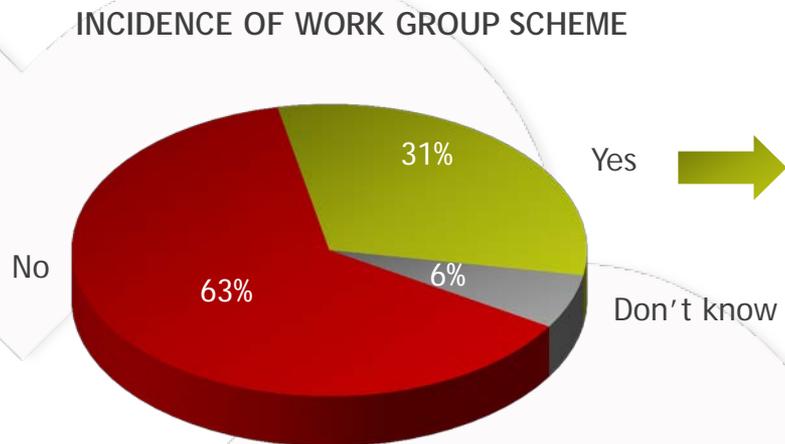
Private Health Insurance Work Schemes



 **MillwardBrown**

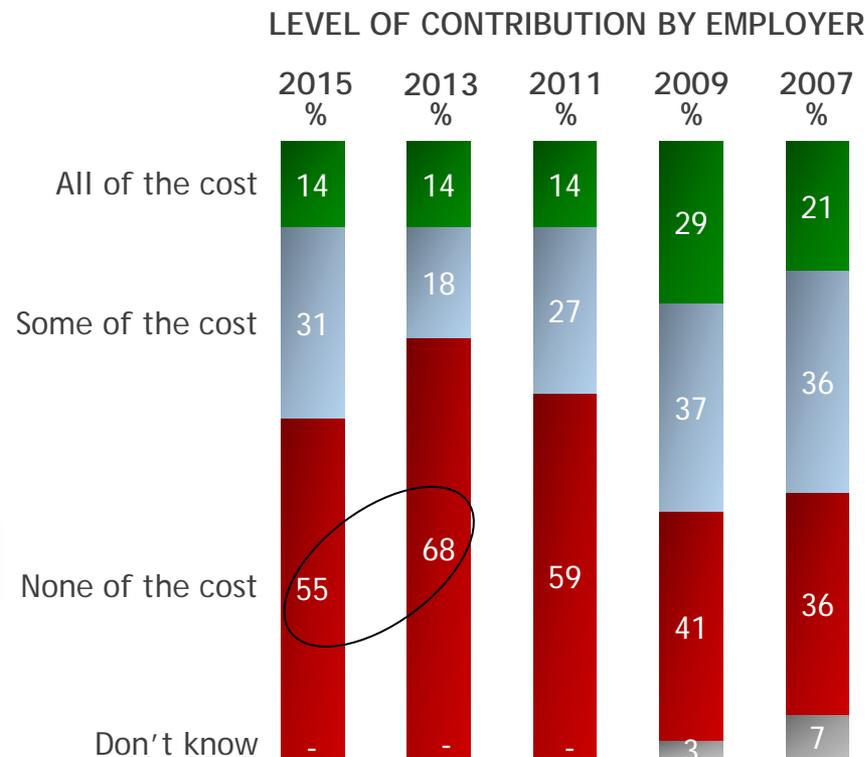
Do employers organise Work group schemes?

Base: All with Private Health Insurance, n=739



Incidence of Work Group Scheme			
	Yes	No	DK
	%	%	%
2013	30	64	6
2011	33	63	3
2009	29	69	2
2007	33	63	4
2005	45	50	5
2002	49	45	7

Base: All with PHI under a work scheme, n=178



Just three in ten policy holders have access to group work schemes, similar to 2013, but down dramatically over the past 10 years. 14% of employers pay all of the cost and 31% some of the cost of employees' insurance.

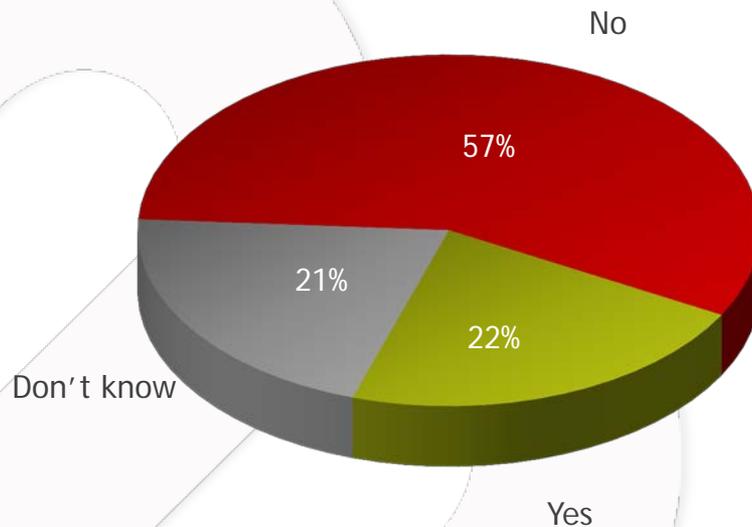
Q.24 To the best of your knowledge is your health insurance policy part of a work group scheme - a work group scheme is any health insurance scheme arranged or administered by an employer. For example a work based scheme does not necessarily mean the employer pays the premium - it could be paid by salary deduction on behalf of the employee?

Q.25 What level of contribution does the employer pay towards the health insurance policy costs?

How work group schemes are organised

Base: All with PHI under a work scheme, n=178

INCIDENCE OF PROVIDER CHOICE IN WORK GROUP SCHEME



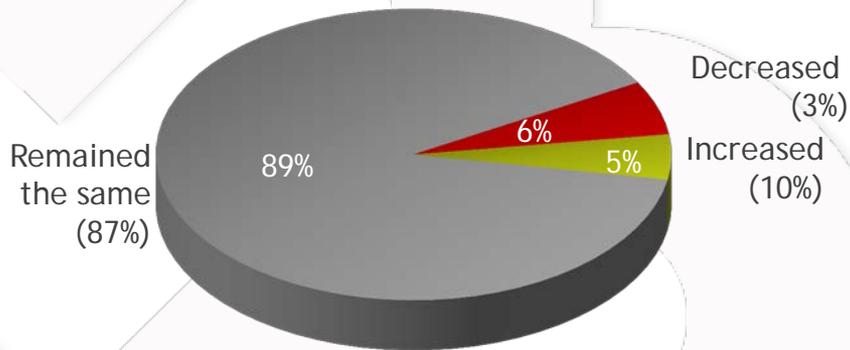
Incidence of provider choice			
	Yes %	No %	DK %
2013	26	66	9
2011	31	57	12
2009	19	64	17
2007	23	64	13

Just over one in five (22%) offer a choice of PHI provider.

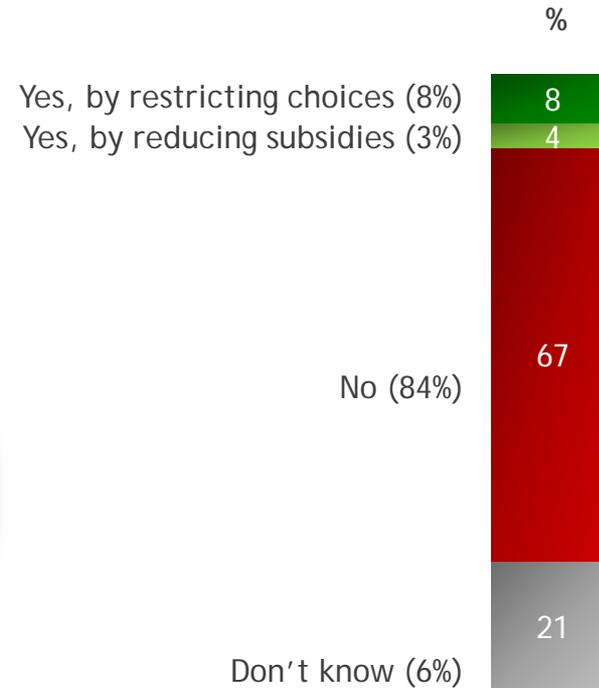
Employer choice of private health insurance

Base: All with PHI under a work scheme, n=178

Has your employer increased or decreased the choice of PHI that they make available to you or your partner/spouse?



Has your employer reduced the amount that they are prepared to pay for your PHI, either for you and/or your partner/spouse?



12% have had their employer contributions cut, either by restricting choice or subsidies

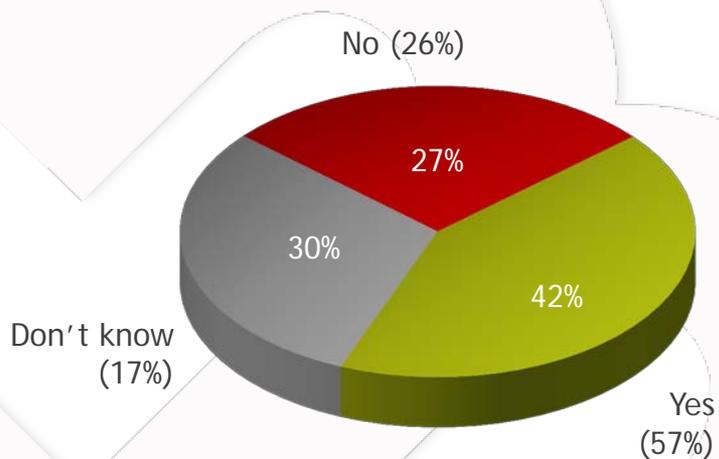
Q27b Has your employer increased or decreased the choice of Private Health Insurers that they make available to you or your partner/spouse?

Q27c Has your employer reduced the amount that they are prepared to pay for your private health insurance, either for you and/or your partner/spouse? This could be by giving less of a subsidy, or restricting the choices you have?

Work place schemes (Cont'd)

Base: All with PHI under a work scheme, n=178

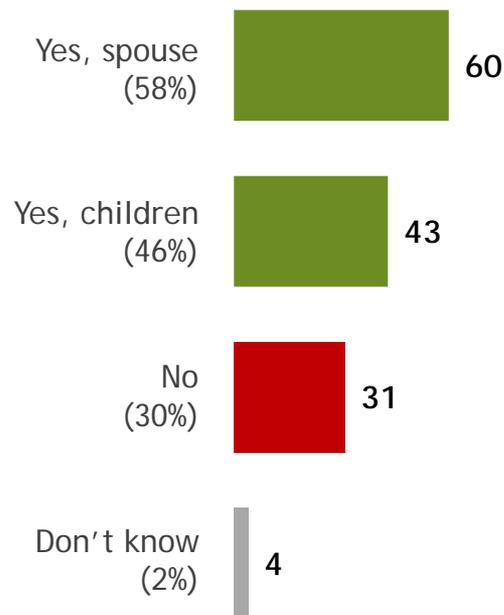
Do you think you would be able to buy one of the insurance plans as an individual and not an employee?



() = 2013 results

Does the scheme that the employer offers you include any other members of your family?

%



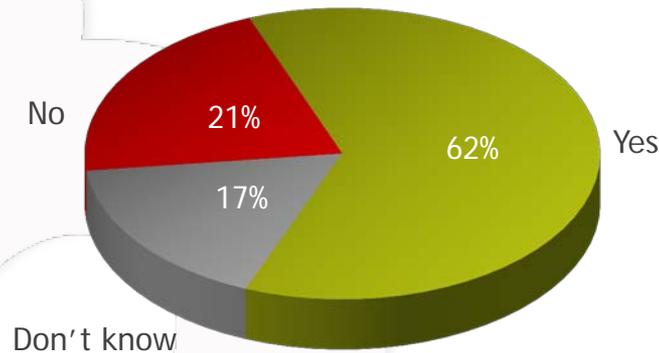
There is a decline in people saying that they would be able to buy insurance if not in a work scheme

Q28. Some Insurance plans are directed to company groups. Do you think you would be able to buy one of the plans as an individual and not an employee?

Q28b Does the scheme that the employer offers you include any other members of your family?

Likelihood of taking out private health insurance if it was not organised through employer

Base: All with PHI under a work scheme, n=178



Incidence of taking out PHI if not through employer

	Yes %	No %	DK %
2013	72	22	6
2011	70	24	6
2009	76	13	11
2007	69	17	14

Six in ten (62%) would still take out a PHI policy regardless of an employers' action, representing a decrease of ten percentage points since 2013.



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Confused about health insurance? This section will tell you all you need to know about starting or switching health insurance and waiting periods, cancelling and excesses

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View and compare the benefits and prices of all private health insurance plans available on the Irish health insurance market

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Publications

Please see this section for our consumer information booklets, surveys, press releases and all available reports

Health Insurance Authority

The Health Insurance Authority is a statutory regulator of the private health insurance market in Ireland. The Authority also provides information to consumers regarding their rights and health insurance plans and benefits.



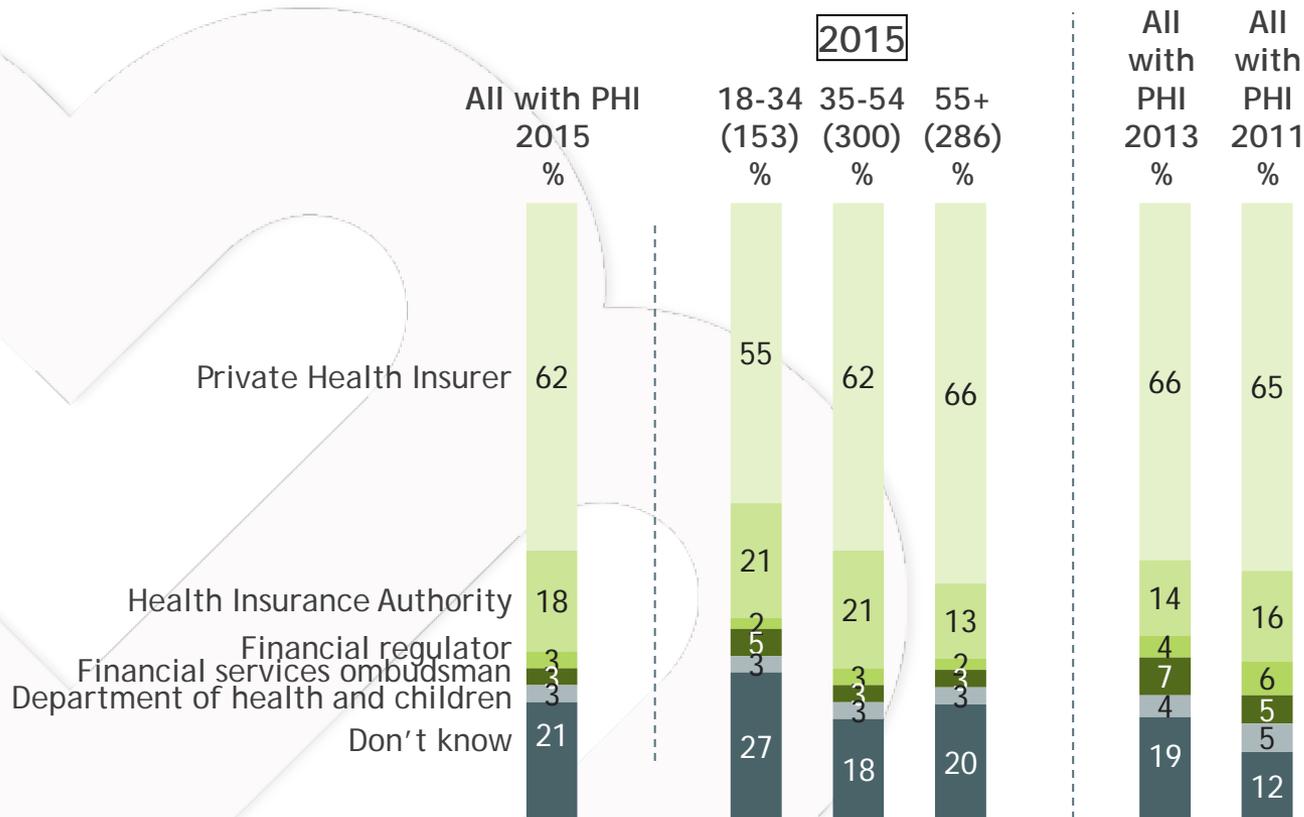
Latest News

[More news](#)

- 1st Feb Vhi rate and benefit changes 01.02.2014
Vhi will change the premiums of PMI 26 1...
- 1st Feb Vhi rate and benefit changes 01.01.2014
Vhi will change the premiums of Healthat

Who to approach to seek advice or help if a problem with private health insurance occurs

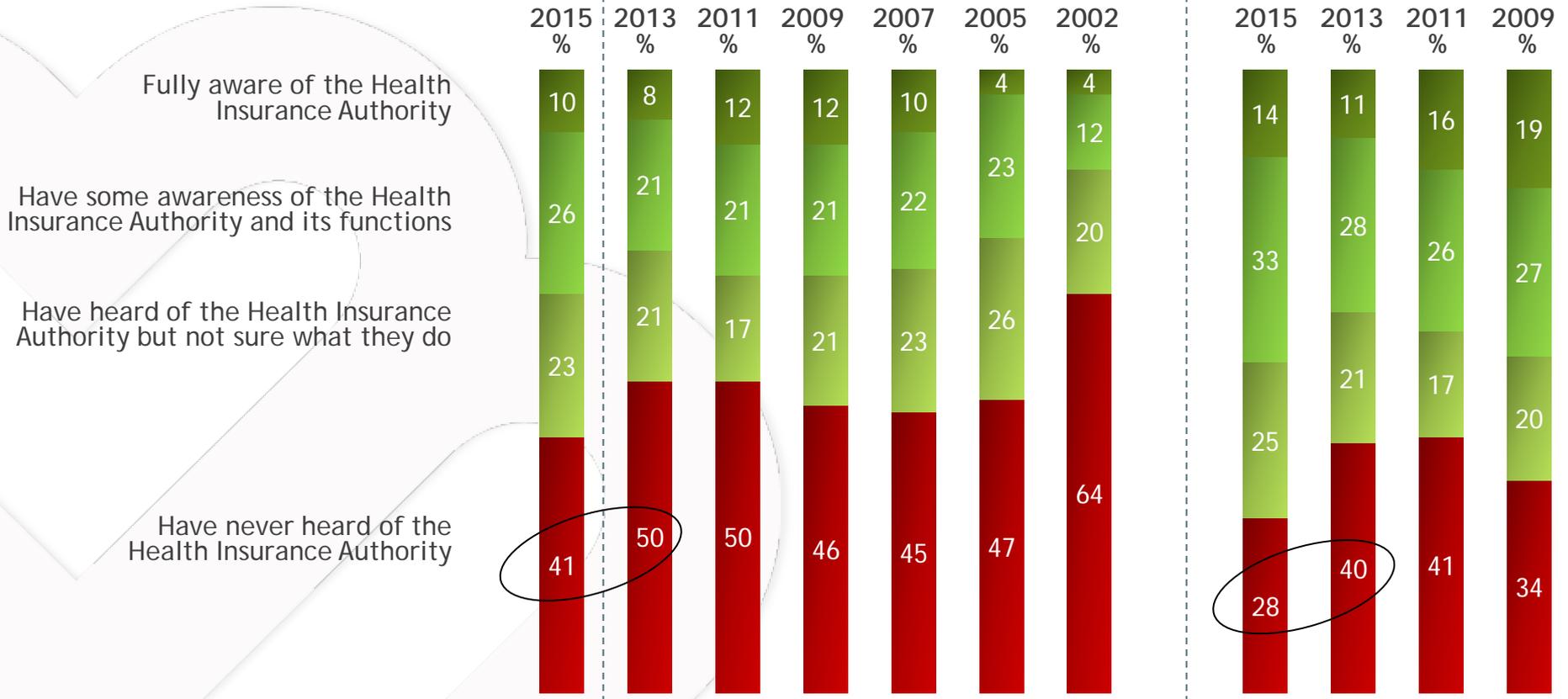
Base: All with Private Health Insurance, n= 739



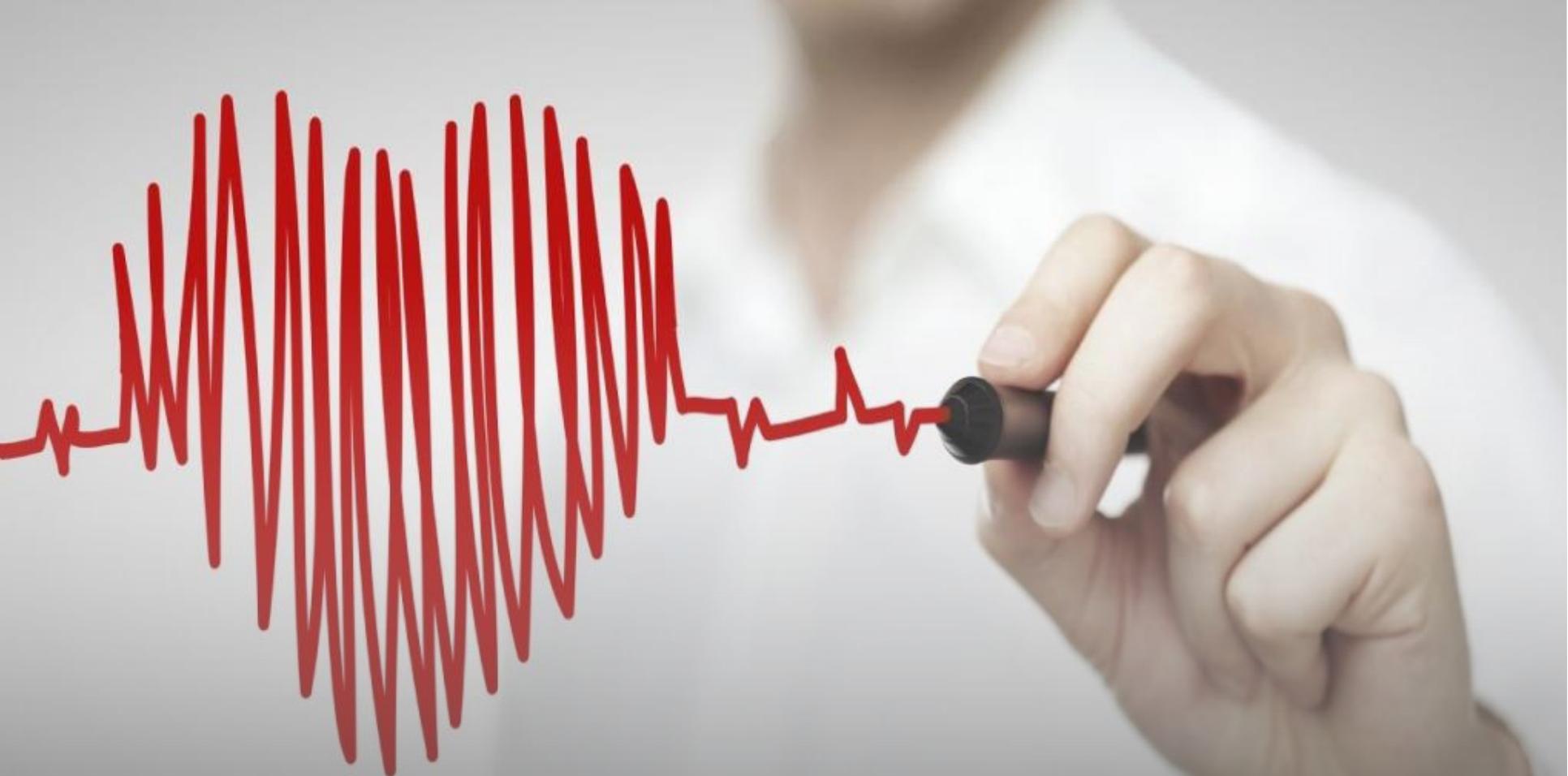
62% of policy holders would contact their PHI provider to seek help or advice. 18% would contact the HIA, which is an increase compared to the 2013 survey.

Awareness of Ireland's Health Insurance Authority

Base: All Adults Aged 18+, n=1,832



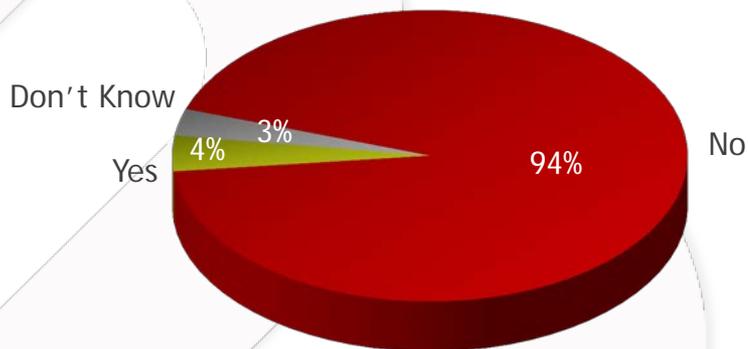
Awareness of the HIA has increased significantly since 2013 both among the general public and those with PHI, and is at its highest level seen so far.



Appendix

Incidence of making a complaint to health insurer

Base: All with Private Health Insurance, n=783



Incidence of Making a Complaint	
	%
2013	6
2011	7
2009	2
2007	1
2005	4
2002	3

The incidences of complaints made to Health Insurers has slipped back slightly over the past two years

Agreement with statements about health insurance by demographics

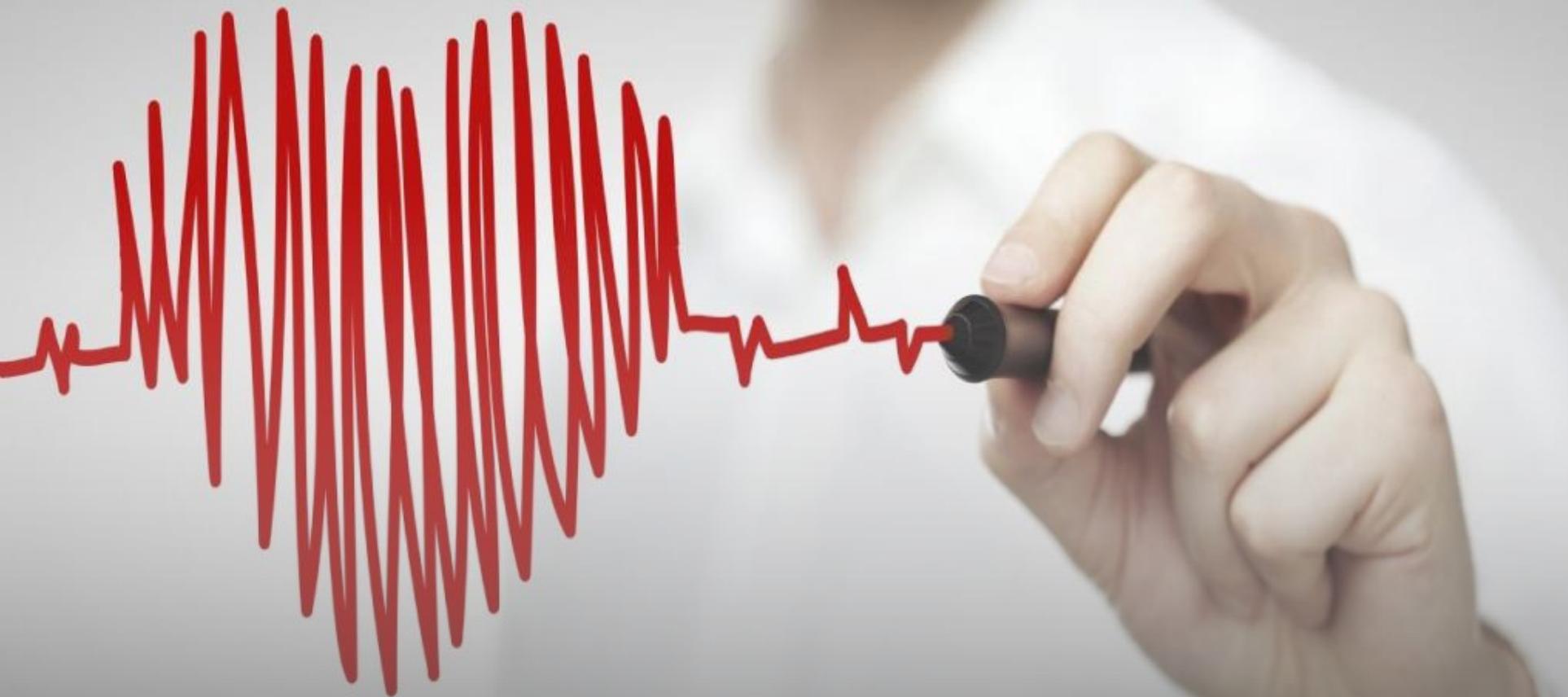
Base: All Adults Aged 18+, n=1,832

		PHI is a necessity not a luxury %	Having PHI means always getting better level of health care service %	Having PHI means you can skip the queues %	Consumers are adequately protected in the PHI market in Ireland %	PHI is only for the wealthy %
Total Agree %		56	56	58	37	43
GENDER	Male	56	57	58	38	41
	Female	55	55	59	36	45
AGE	18-24	46	50	43	34	40
	25-34	52	53	52	38	42
	35-44	53	54	59	36	40
	45-54	59	54	61	33	45
	55-64	63	59	64	42	44
	65+	57	64	66	39	48
SOCIAL CLASS	ABC1	60	54	57	39	33
	C2DE	51	56	60	36	51
	F	62	61	56	33	44
Total Policy Holders (n=739)		75	63	61	45	27
PEOPLE WITH PHI	18-34	67	54	44	47	19
	35-54	74	60	63	43	27
	55+	80	72	69	47	30
Total Non-Policy Holders (n=1093)		42	51	56	31	55
PEOPLE WITHOUT PHI	18-34	44	52	51	33	50
	35-54	42	49	57	28	53
	55+	38	52	61	33	64

Agreement with statements about health insurance by demographics

Base: All Adults Aged 18+, n=1,832

		There is adequate information to enable me to compare plans on offer from different private health insurers %	I will always have PHI %	There is no need for PHI in Ireland, public services are adequate %	PHI is good value for money %	Only old people and sick people need PHI %
Total Agree %		34	36	23	25	18
GENDER	Male	35	38	22	27	19
	Female	33	34	24	24	16
AGE	18-24	25	23	25	23	28
	25-34	35	28	23	23	20
	35-44	34	37	23	18	17
	45-54	39	35	21	27	14
	55-64	38	45	23	31	19
	65+	32	46	24	33	14
SOCIAL CLASS	ABC1	40	48	15	28	17
	C2DE	30	26	28	22	17
	F	36	45	30	35	24
Total Policy Holders (n=739)		43	69	11	37	15
PEOPLE WITH PHI	18-34	43	59	11	32	15
	35-54	42	65	8	32	14
	55+	44	78	14	44	15
Total Non-Policy Holders (n=1,093)		28	13	31	17	20
PEOPLE WITHOUT PHI	18-34	28	15	29	19	25
	35-54	32	14	32	15	17
	55+	23	10	35	19	17



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