Consumers now more than ever require customized plans tailored to their needs. Based on a recent report commissioned by Cigna, we know individuals want a plan that is simple, affordable, and predictable.

- **71%** More than seven in ten consumers have avoided or delayed a visit to the doctor; cost and time are the biggest barriers to care.
- **57%** The complexity of the health care system is a barrier to care; close to six in ten consumers agree the health care system is so complicated they have trouble getting the help and answers they need.
- **70%** Seven in ten agree they want to speak with someone immediately, regardless of the time of day, when they have an issue.
- **87%** Close to nine in ten consumers say health insurance plans should make it easy for customers to talk to a doctor or nurse 24/7.
- **55%** More than half say that a health insurance plan that helped identify opportunities to decrease out-of-pocket costs would make them more interested in that plan.
- **90%** Nine in ten agree that a health insurance plan that provided actual drug costs and where to get the best prices would provide a real benefit to consumers.

The data points referenced in this report come from a study commissioned by Cigna, produced by research firm Edelman Intelligence and conducted as an online survey of n=1,250 nationally representative U.S. adults (18+ years old). Interviewing took place from October 3-4, 2019. The margin of error is plus or minus 2.77 percent.

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