

# Individual and Family Plan Shopping and Switching Study

Our latest takeaways in IFP market growth, switching and enrollment trends.

## IFP Market Growth and New Member Experience

THE IFP MARKET GREW BY AN UNPRECEDENTED

**5.1 million in on-exchange signups.**

THE MARKET REACHED A TOTAL OF

**21.4 million plan selections.**

### THE IMPACT OF SUBSIDIES

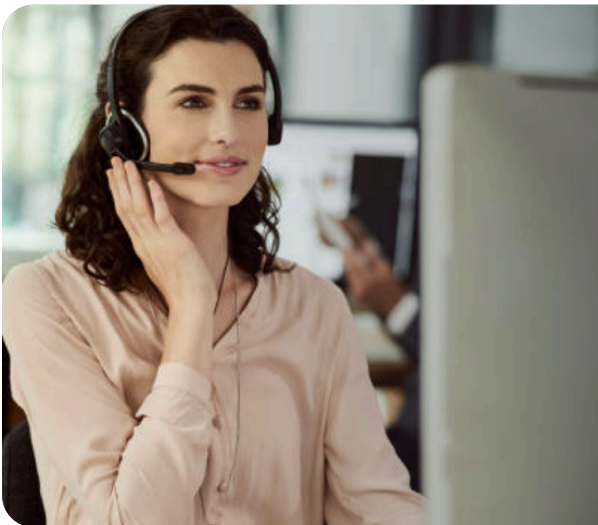
Why did previously uninsured consumers sign up for coverage? Learning they were eligible for subsidies was the most common reason — which suggests that persistently promoting subsidy availability could lead to higher enrollment rates.

#### WELCOMING THE CHRONICALLY UNINSURED

**Over a quarter** of the uninsured who enrolled for 2024 had previously been chronically uninsured (i.e., for three years or more).

#### BARRIERS FOR FORMER MEDICAID MEMBERS

**Around one-fifth** of this year's IFP market had Medicaid coverage at some point last year, and **nearly half** of them indicated experiencing some difficulty with their first IFP enrollment process.



## The Importance of Agents

### HIGH DEMAND FOR A PERSONAL TOUCH

**Nearly half** of all IFP members used an agent and/or navigator to help them select and enroll in coverage.

### NEW MEMBERS USE AGENTS

New IFP members were especially likely to use an agent or navigator — **only one-third** completed their first enrollment without help from either.

### YOUNGER CONSUMERS WANT HELP, TOO

Younger IFP consumers (**ages 19–39**) are also more likely to receive help from an agent when they first enroll as well as after being in the IFP market.



#### ASSISTANCE MAKES IT EASIER

Compared to those who did not receive assistance from an agent or navigator, those who did were much more likely to indicate it was easy to:

- 1) Compare plans.
- 2) Decide on what to enroll in.
- 3) Complete the enrollment process.

## Non-Essential Health Benefits



#### MOST LACK COVERAGE

A majority of IFP members lack coverage for non-essential health benefits like dental, vision, and hearing.



#### YET CONSUMER INTEREST REMAINS

Despite this, IFP consumers indicated interest in non-essential health benefits.



#### ANTE UP FOR NON-ESSENTIALS

Two in five IFP consumers expressed willingness to pay more in monthly premium for dental or vision coverage, with one-quarter interested in paying at least \$10 per month for comprehensive dental coverage.