

GEOSCAPE® ANNOUNCES THE RELEASE OF THE BEHAVIORBASE™ HEALTHCARE SURVEY.

Providing actionable insights for Health Insurance companies based on the insights of Hispanic consumers across the U.S.

Geoscape's BehaviorBase™ Healthcare survey is a unique study focused on the Hispanic population's usage and attitudes regarding the healthcare and health insurance categories. Its category focus provides important and actionable insights into types of health insurance coverage and features Geoscape's proprietary Hispanicity™ and language preference segmentation data, allowing for substantial understanding of how acculturation and language impact behavior in this important category.

Fielded during the fourth quarter of 2009, the survey gathered insights from 2,219 Hispanic adults via an RDD telephone methodology. In addition, six states – California, Arizona, Texas, New Jersey, New York, and Florida - were oversampled in order to gain additional insights at the local level.

**GEOSCAPE'S BEHAVIORBASE™ HEALTHCARE SURVEY
EFFECTIVELY BRIDGES THE GAP BETWEEN INTERNAL
RESEARCH AND SECONDARY SOURCES.**

The result is a thorough and unique overview of market share, brand awareness, and Hispanic consumer attitudes that will fuel market insights and communication initiatives.

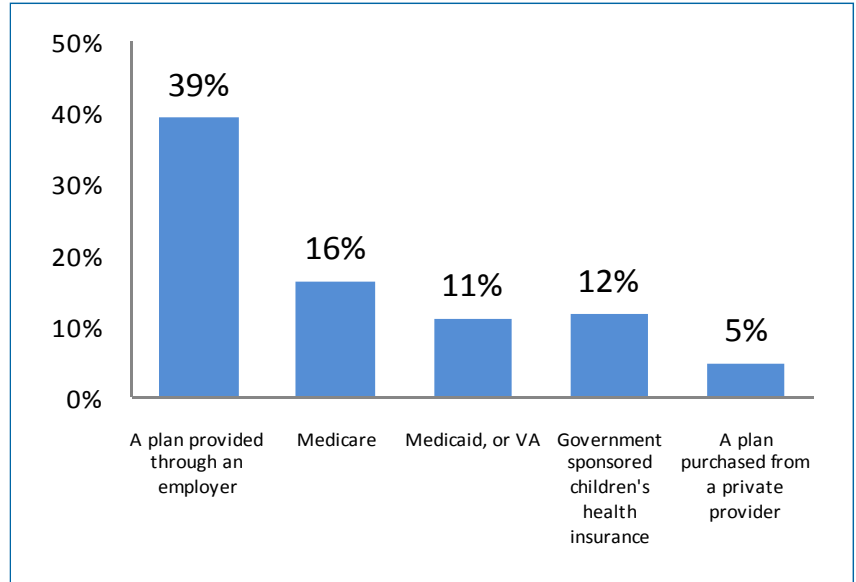
UNIQUE SURVEY FEATURES

- Representative study of the U.S. Hispanic market – across all language & acculturation segments with the ability to segment data by language preference.
- Ability to measure types of coverage including Group, Individual, Public, and Medicare.
- Market share by insurer.
- Insights into the Uninsured population.
- Satisfaction levels with current insurer and preferred language for communication.
- Information on how insurance policy was acquired by consumer profile: via agent, telephone, internet, employer, etc.
- Segmentation by language preference and by acculturation levels.
- Utilization patterns for healthcare services.

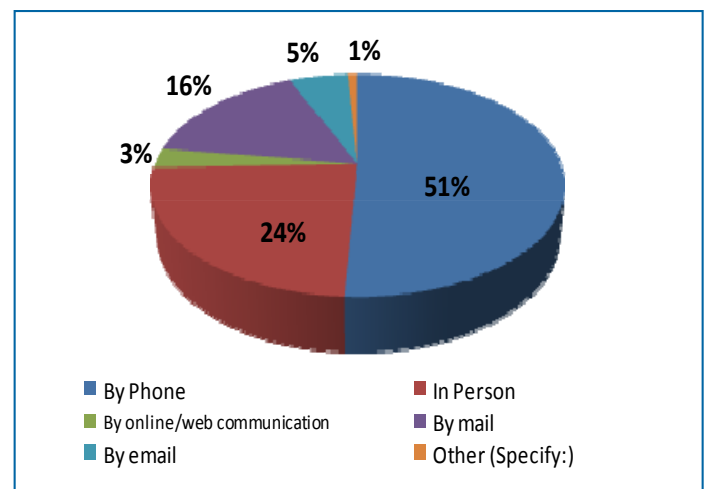
Overall, more than 50 categories and demographic questions support a variety of data crosstabs providing unique health insurance behavior insights among Hispanic consumers.

STUDY HIGHLIGHTS

- The majority of Hispanics obtain health insurance from employers and government agencies, followed by individual policies.
- Top insurers (listed alphabetically) include Aetna, Blue Cross Blue Shield, Cigna, HealthNet, Kaiser Permanente, and United Healthcare. A handful of health insurers have substantial presence among Hispanics, with many major insurers clustered with single-digit share.



- Factors such as educational level and language preference are strong indicators for an individual's type of insurance coverage.
- Language preference and acculturation levels are a strong indicator of how Hispanics prefer to interact with their health insurance provider as well as levels of satisfaction with customer service and claims management.
- Among insured Hispanics, close to 1/3 have immediate family members without insurance coverage.
- Higher income Hispanics are more likely to file claims for medical services.
- Similar state-level insights are available for selected states.



For the full BehaviorBase™ Healthcare report and access to research findings within the Geoscape Intelligence System, please visit <http://www.geoscape.com/healthcare> or email BBHealthcare@geoscape.com.

For more information call 888.211.9353 or email us at BBHealthcare@geoscape.com