



**FOR IMMEDIATE RELEASE**

## **Study reveals impact of health insurance on Hispanics' attitudes towards healthcare providers**

Language preference is a strong indicator of satisfaction with customer service and claims management.

**Miami, FL** – February 1, 2010 –Geoscape published its most recent study that reveals a multi-dimensional view of Hispanic purchase behavior and usage of healthcare & medical insurance. The BehaviorBase™ Healthcare study reflects views and beliefs based on a survey of 2,219 Hispanic households of varying demographic and sociographic backgrounds nationwide. Advanced sampling and data collecting methods were used to reveal findings on market share, marketing, strategy, business development and advertising.

An insight revealed by the study is that among insured Hispanics, close to one-third have immediate family members without insurance coverage. Nine percent of those surveyed claimed to have switched health insurance carriers within the last 1-2 years due to a change in job situation or a change in employers. This rate of attrition is expected to increase to 10.2% due to rising health care costs.

“These findings figure prominently into how policy-makers, medical and public health institutions connect with the needs of Hispanic families, especially now, during the peak of healthcare reform and consideration of the United States National Health Care Program,” according to César M Melgoza, Founder & CEO of Geoscape, the publisher of the study.

“We believe it's important as the state's largest health insurer to understand the needs and preferences among different segments of the Latino population in order to develop products and services that meet their needs,” said Pamela Garanger, Primary Research Manager of Horizon Blue Cross and Blue Shield of New Jersey.

An executive summary of the database is available at <http://www.geoscape.com/healthcare> and the full report and database are available online by subscription. BehaviorBase™ HealthCare is available from national and state view level within the Geoscape Intelligence System (GIS) which offers a suite of databases and analytic modules within an online software-as-service platform.

### **About Geoscape**

Geoscape serves its clients by providing business strategy, research, analytics, databases and automated intelligence systems. The online Geoscape Intelligence System (GIS), the DirecTarget® database enrichment system and a variety of geo-demographic, consumer, business and media databases enable actionable insights that lead our clients to gain significant business advantages. Geoscape is pleased to have served most of the Fortune 500 corporations over the last several years. Geoscape is a privately held company based in Miami and owned by Goldman Sachs, Inc. and César M Melgoza, Founder & CEO.

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