



Connecticut's Official Health Insurance Marketplace

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**SURVEY FINDS CONNECTICUT CONSUMERS ARE SATISFIED WITH ACCESS HEALTH CT AND  
EXTREMELY LIKELY TO RECOMMEND TO FRIENDS AND COLLEAGUES**  
*Firm analyzes consumer experience with state's health exchange*

HARTFORD, Conn. – An ongoing customer satisfaction survey among users of Connecticut's state-based insurance exchange found that Connecticut residents who have used Access Health CT are comfortable with the resources available in helping them select a health plan and are very likely to recommend Access Health CT to their friends or colleagues.

"We are delighted with the satisfaction of our customers with regard to our website and its functionality," said Kevin Counihan, CEO of Access Health CT. "These results validate our early decision to focus on IT system stability and the customer experience."

According to the survey, 82 percent of respondents are 'extremely likely' and 'very likely' to recommend Access Health CT to a friend or colleague. Two-thirds of respondents were 'extremely comfortable' or 'very comfortable' with the resources available in helping them select a health plan, including plan detail comparison, the ability to sort plans by price, metal levels, and plan ratings. 86 percent find the website's support tools to be useful in answering applicants' enrollment questions.

"While we are off to a good start, we are continuing to enhance our system to provide more value and an easier shopping experience for Connecticut residents and small businesses," added Counihan.

The survey was conducted by Deloitte, an auditing and consulting firm working with Access Health CT, and included feedback from over 700 customers who used the Access Health CT website between October 1 and October 13, 2013.

Consumers can begin their shopping process and enroll in a plan by visiting [www.accesshealthct.com](http://www.accesshealthct.com) or via the Access Health CT call center at 855-805-4325.

#### About Access Health CT

Access Health CT (also known as the Exchange) was created by the Connecticut Legislature in 2011 and is a quasi-public agency established to satisfy requirements of the federal Affordable Care Act. Its mission is to increase the number of insured residents in Connecticut, promote health, lower costs and eliminate health disparities. Its vision is to provide a simple online shopping and enrollment experience for state residents and small businesses, starting with open enrollment in October 2013.

Access Health CT will ensure that participating health plans meet certain standards, and will facilitate competition and choice by rating the quality of each plan. Individuals and families buying coverage through the Exchange may qualify for tax credits on premiums. The Exchange will also coordinate eligibility and enrollment with state Medicaid and Children's Health Insurance Programs. More information is available at [www.AccessHealthCT.com](http://www.AccessHealthCT.com)