



2024 Hennepin Health Member Survey

June 1, 2025



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Description

Member surveys are great tools that are used to identify the needs of Hennepin Health members and how to best meet them. Hennepin Health conducted a member survey in the fall 2024 as a follow-up to the member survey conducted in the fall 2022. The purpose of conducting this survey was to better understand member realities and to help improve member experiences.

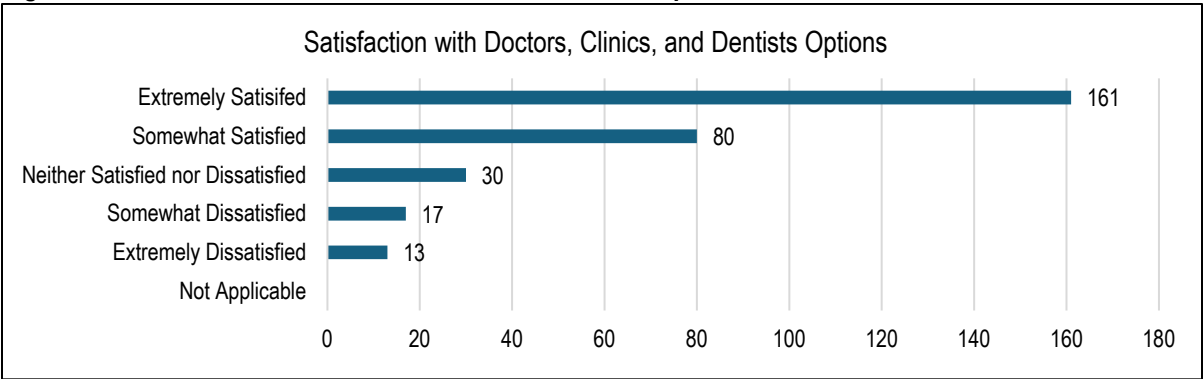
Process and Documentation

The Marketing, Communications, and Outreach and the Data Analytics teams reviewed the member survey tool used in 2022 to help identify questions for 2024. The goal was to keep the 2024 survey short so more members would take it. The survey was built in Qualtrics. The Marketing, Communications, and Outreach team sent the survey to members via email using the GovDelivery system on November 12, 2024, and followed up with two reminder emails during the subsequent two weeks. The survey closed on November 27, 2024. Four hundred members responded to the survey; however, not all survey questions were answered by the 400 members.

Analysis

When asked about how satisfied members were with the doctors, clinics, and dental facilities offered, 80% of the 301 respondents are either extremely satisfied or somewhat satisfied with their ability to go to the doctor/dentist/clinic that they prefer (see Figure 1) compared to 2022, where 73.6% of the respondents stated they were extremely or somewhat satisfied with the options of doctors, clinics, and dentists they can choose for care.

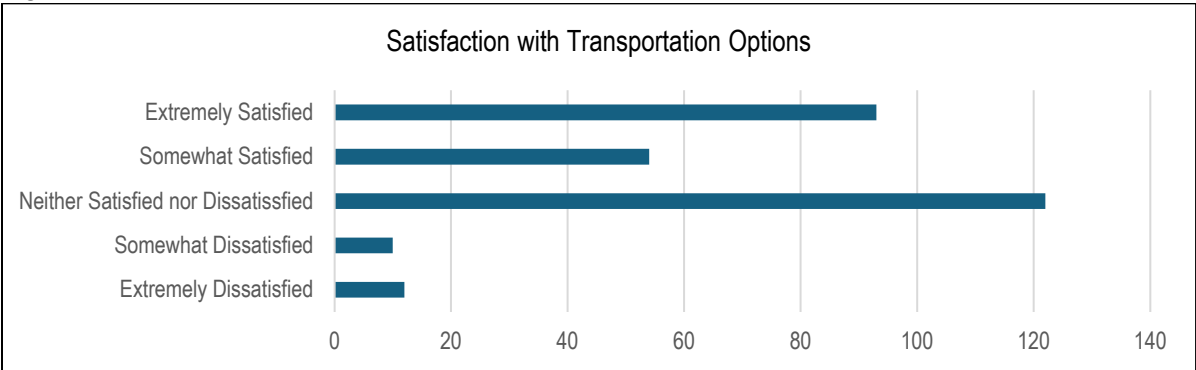
Figure 1. Satisfaction with Doctors, Clinics, and Dentists Options



Data Source: Hennepin Health Analytics

Although previous surveys examined telehealth’s role in healthcare accessibility, the 2024 survey did not focus on telehealth, but instead asked members about their satisfaction with transportation services. When asked about transportation to appointments, of the 291 members who responded to this question, 50.5% of respondents reported they were somewhat satisfied or extremely satisfied with the transportation services (see Figure 2).

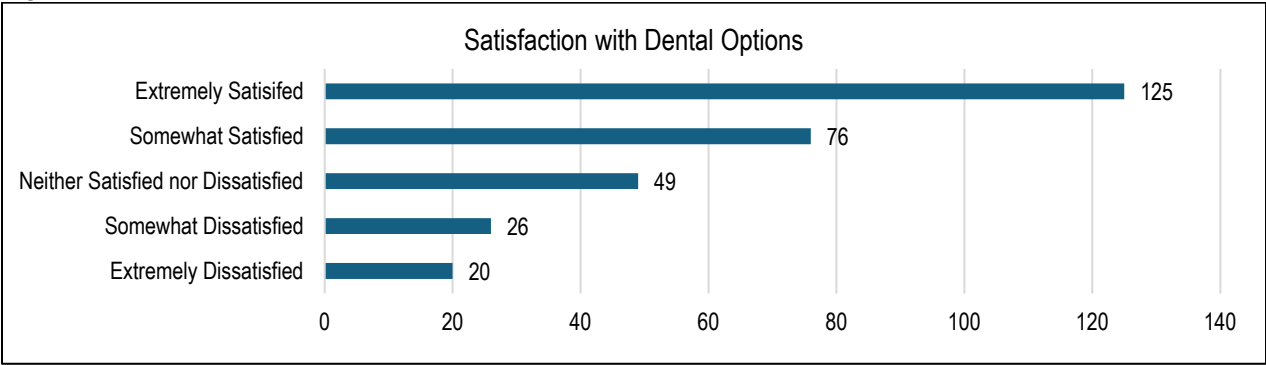
Figure 2. Satisfaction with Transportation Options



Data Source: Hennepin Health Analytics

Figure 3 shows that 67.9% of respondents (n=296) stated they were extremely or somewhat satisfied with the options for dental care compared to 46.9% of respondents in 2022. Some respondents cited difficulty in finding dentists in their area, lack of coverage for dental implants and orthodontics, and lack of dental providers willing to accept new patients with Hennepin Health coverage.

Figure 3. Satisfaction with Dental Options



Data Source: Hennepin Health Analytics

When asked “How likely are you to recommend Hennepin Health to a friend or family member?” 76.5% of respondents (n=315) said they were somewhat or extremely likely to recommend Hennepin Health in comparison to 74% of members in 2022. There continues to be confusion between the services Hennepin Health offers as a health insurance plan versus the services Hennepin Healthcare offers as a health care provider. This confusion was clear by the suggestions members left for Hennepin Healthcare, such as updating the hours on their clinic websites, allowing clients to schedule appointments via text message, and shorter wait times in the lobby.

Members provided potential suggestions for Hennepin Health, including continued updates through email, providing information about the Rewards Program, offering rewards for eating healthy or paying for alternative health options, faster pre-authorizations, and providing a webinar or other presentation about Hennepin Health benefits and services.

Overall, the 2024 survey results were comparable to the 2020 and 2022 surveys. Confusion continues to exist about the services provided by Hennepin Health as a health insurance plan versus the services provided by Hennepin Healthcare. Dental options had the biggest discrepancy between “important” benefit and “not satisfied.” Although this is a system problem driven by several issues such as a lack of dental providers willing to accept Medicaid patients and Medicaid compensation for providers, Hennepin Health can continue to promote dental e-vouchers, continue Dental Days at the Member Service Center, and explore offering dental services at its Wellness Days.

Recommendations and Next Steps

The 2024-member survey results were shared with the Hennepin Health Executive team to review and identify opportunities. Strategies and tactics that will be implemented as a result of the survey include:

1. Continue to help members understand the difference between Hennepin Health and Hennepin Healthcare.
 - Describe Hennepin Health as a “health insurance plan” in the 2025 annual marketing campaign and other marketing initiatives. The 2024 marketing campaign described Hennepin Health as a “health plan” and using “health insurance plan” may be easier to understand.
 - Publish a recurring member newsletter article on the difference between Hennepin Health and Hennepin Healthcare.
2. Continue to work to increase member satisfaction with dental and increase dental utilization.
 - Promote Hennepin Health’s dental electronic voucher form.
 - Continue Dental Days at the Member Service Center.
 - Host the Hennepin Health fall 2025 Wellness Day at NorthPoint Health & Wellness Center and offer dental services.
3. Continue to promote rewards vouchers and gym memberships.

- Work with Hennepin Health Information Technology department on a combined rewards voucher e-form so members may submit all rewards vouchers digitally.
 - Invite gym vendors to host a booth at the Hennepin Health June 2025 Wellness Day
4. Continue to provide information about Hennepin Health to MNsure navigators
- Offer MNsure navigator presentations (next presentations are planned for fall 2025)



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