

Brooklyn HealthWorks

2008 Member Survey Results



Survey Methodology and Response Rate

- A survey was sent to 303 active Members as of November 1, 2008
 - 90 Members responded to survey
 - 30% response rate
 - A mix of long-time and newer Members responded to survey
 - 62% have been with Brooklyn HealthWorks for more than one year
 - 38% have been with Brooklyn HealthWorks for less than one year



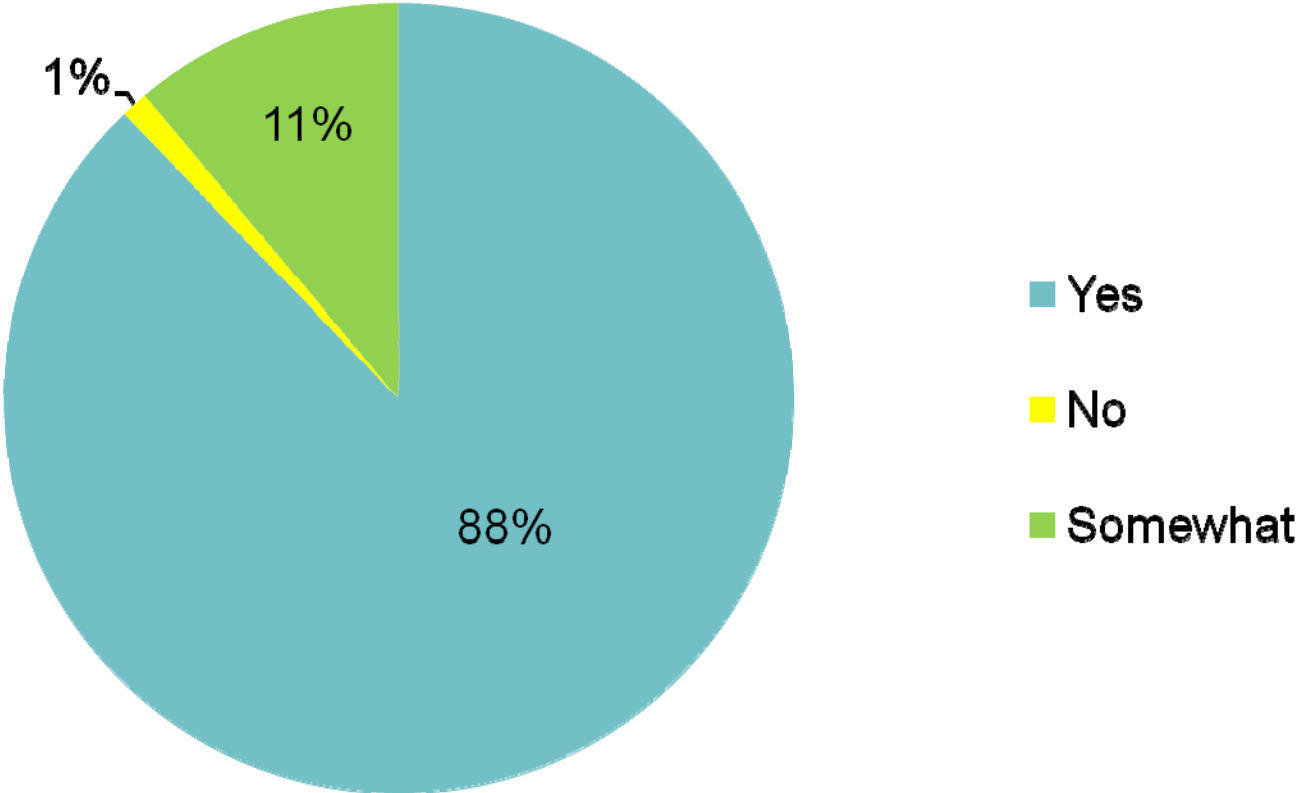
Most Members Signed Up for HealthWorks Because of Low Price

- What made you sign up for Brooklyn HealthWorks?
 - Affordability of plan (96%)
 - Benefits package (44%)
 - No referrals required to see specialists (38%)
 - Doctors/providers in the GHI tri-state network (37%)
 - Personalized service provided by Brooklyn HealthWorks staff (26%)
 - Broker recommendation (10%)
 - Availability of plan option to eliminate 3 large hospital co-payments (8%)
 - Plan covers 1099 (contract) workers (1%)



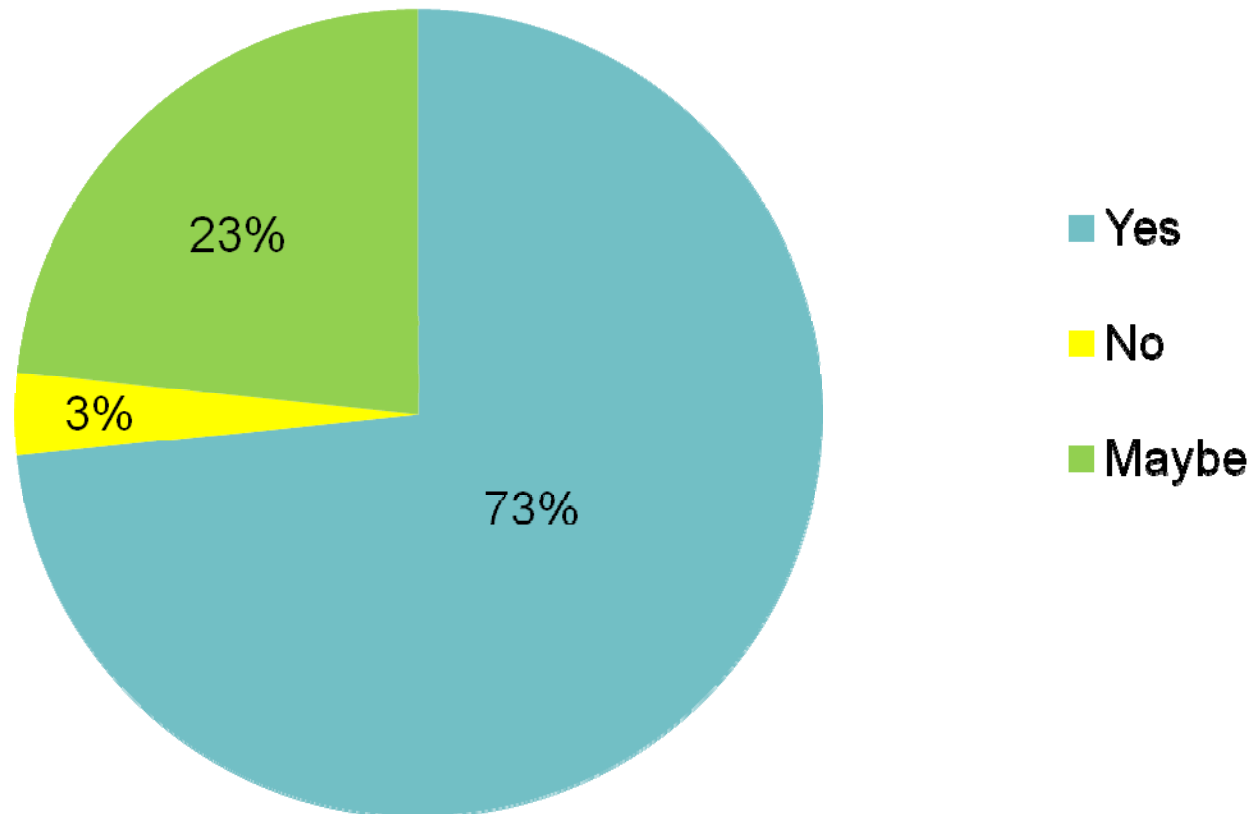
HealthWorks Plan Meets the Needs of Virtually All Covered Employees

In general, do Brooklyn HealthWorks benefits meet the needs of your employee(s)?



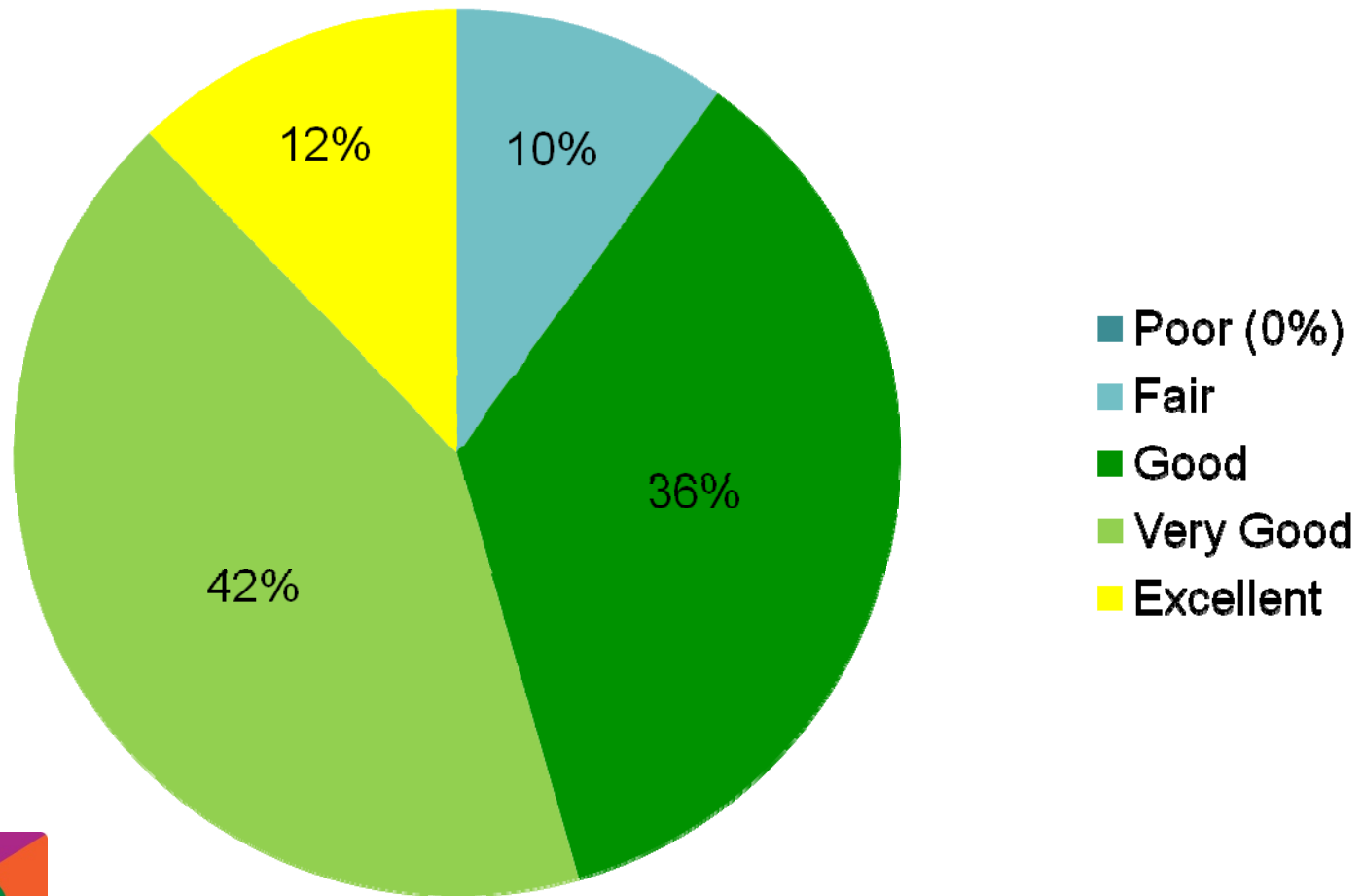
Members Want a Dental/Vision Benefit

If Brooklyn HealthWorks made dental and vision coverage available at a reasonable monthly rate, would you consider offering these benefits to your employee(s)?



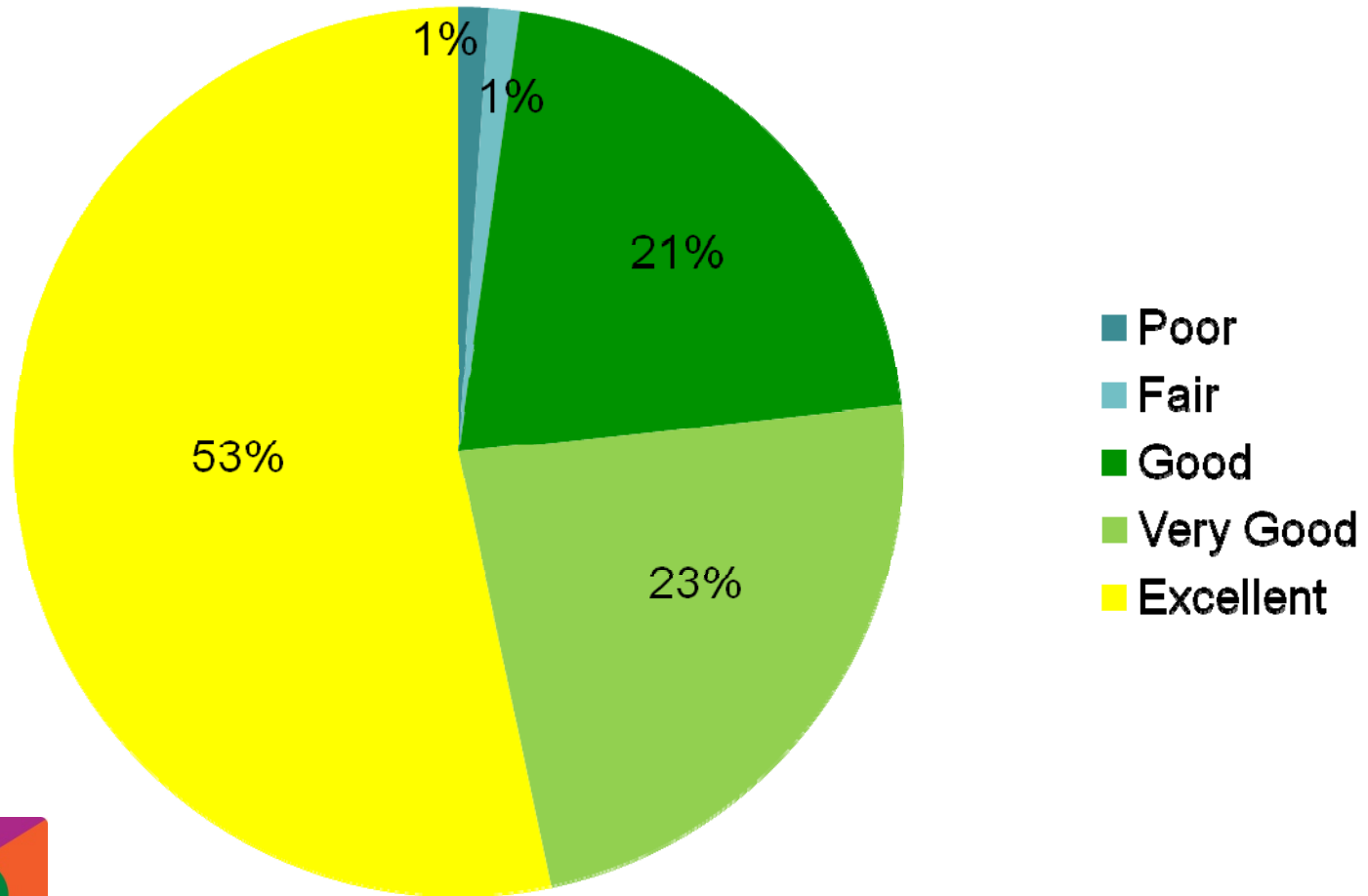
Most Members Are Satisfied with GHI Provider Network

What is your overall rating of the GHI provider network (doctors, specialists and hospitals)?



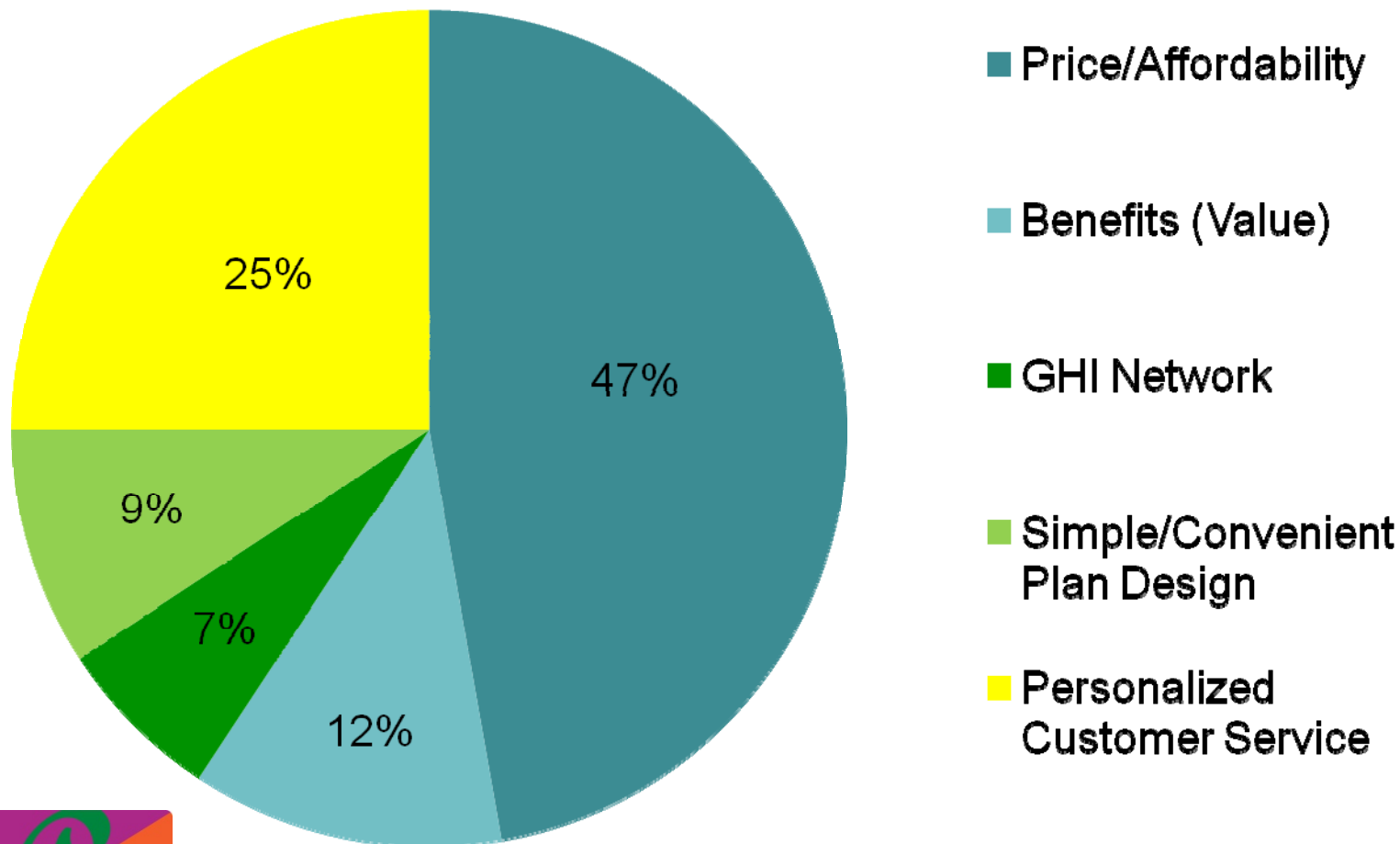
Majority of Members Rate HealthWorks Customer Service as “Excellent”

What is your overall rating of customer service provided by Brooklyn HealthWorks staff?



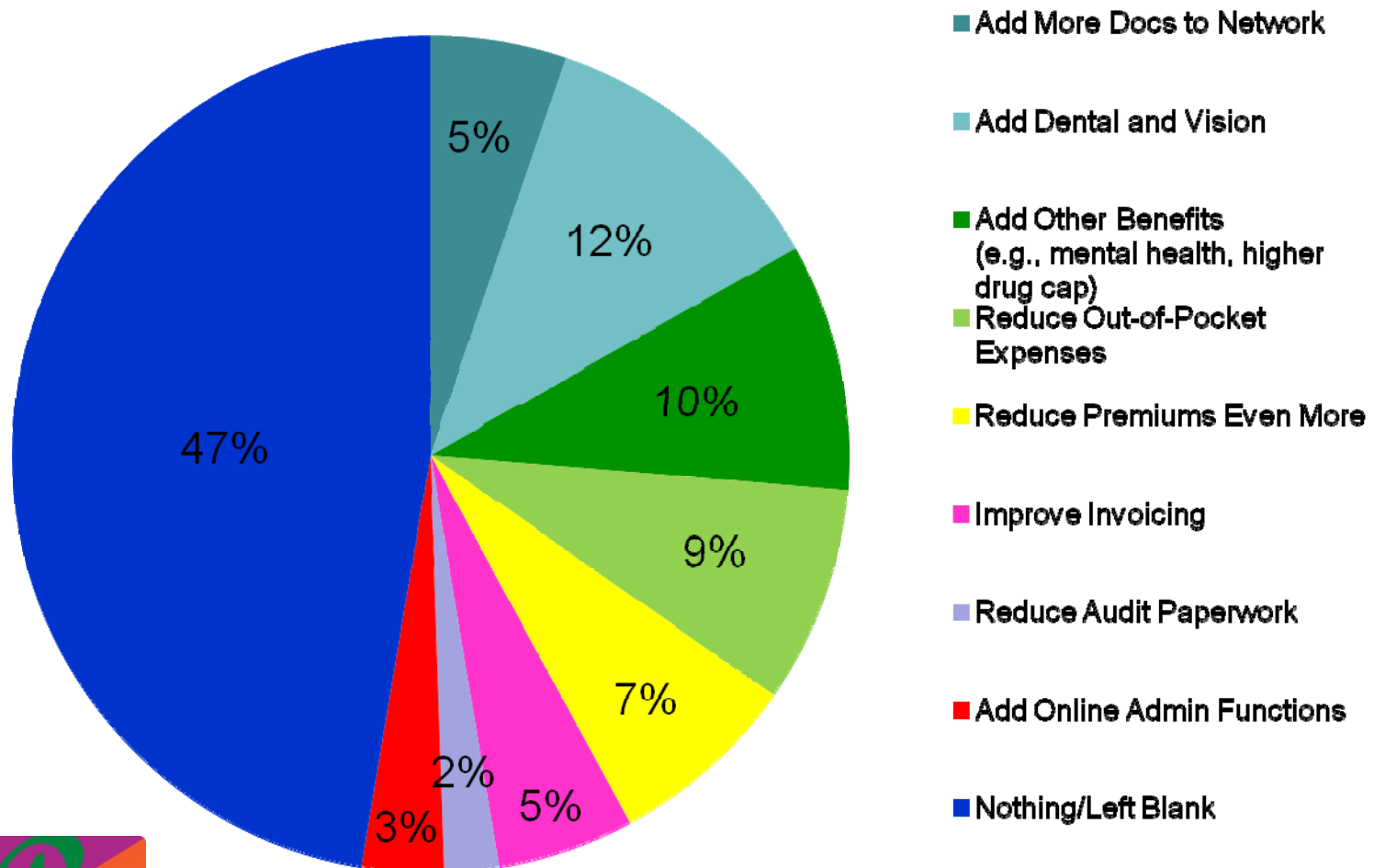
Affordability and Personalized Customer Service Are Most Liked by Members

What do you like most about Brooklyn HealthWorks?



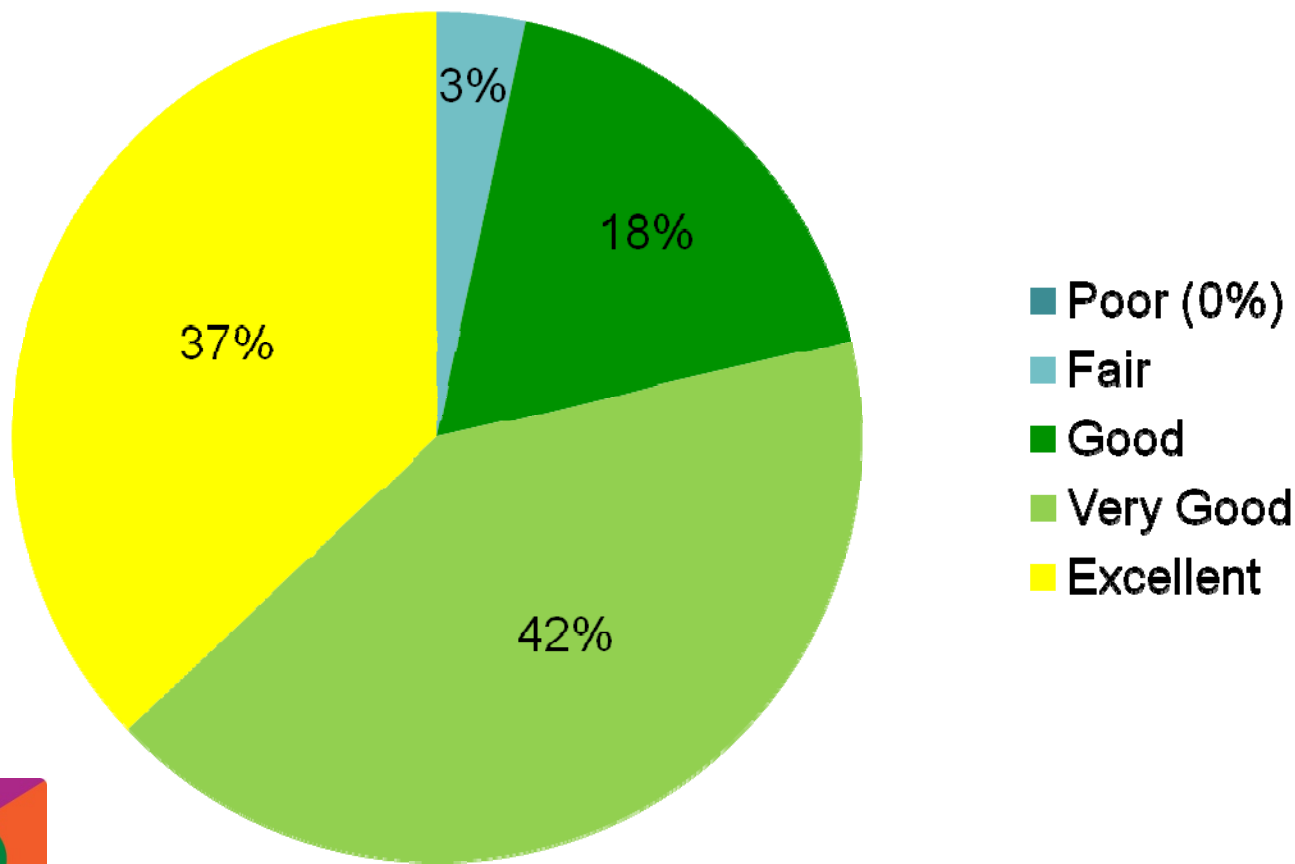
Members Would Like to See More Benefits and Lower Costs

If you could change anything about Brooklyn HealthWorks, what would it be?



Nearly 80% of Members Responding to Survey Rate HealthWorks as Either “Excellent” or “Very Good”

What is your overall rating of Brooklyn HealthWorks?



Almost All Members Would Recommend HealthWorks to Others

Would you recommend Brooklyn HealthWorks to others?

