

# Press Releases

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## Press Release: 2018's Best Health Insurance Companies for Millennials

By [Insure.com](https://insure.com) Posted on December 4, 2018

Dec. 4, 2018 (Foster City, CA) – EmblemHealth was ranked the top health insurance company for millennials in a new survey conducted by Insure.com, which can be seen here: [/best-health-insurance-companies/](https://insure.com/best-health-insurance-companies/)

Respondents to the survey with ages within the millennial group of 18 to 36 gave ratings based on the following health insurance factors:

- Claims handling
- Price
- Customer service
- Usefulness and ease-of-use of its website and mobile apps
- Plan to renew current policy
- Would recommend the insurer

Here are the top five overall for millennials:

Company rank	Overall score	Claims processing	Value for price	Customer service	Website and mobile apps	Would recommend	Plan to renew
1. Emblem Health	90.93	91	91	93	89	100%	85%
2. Horizon BCBS of NJ	90.35	91	90	91	87	87%	92%

3. Aetna	88.20	91	88	89	85	82%	84%
4. Humana	87.87	92	87	88	84	89%	87%

New York-based EmblemHealth ranked first in multiple categories (value for price, customer service, websites and mobile apps and customers who would recommend the company).

Companies that finished outside the top five took some of the top spots in the rating factors. Blue Shield of California finished top for claims processing. Highmark Blue Cross Blue Shield got the highest marks for percentage of members who plan to renew their policies.

However, across the board, EmblemHealth and Horizon Blue Cross Blue Shield of New Jersey were at or near the top.

“All of the top five showed strong customer satisfaction numbers,” says Les Masterson, managing editor of Insure.com. “Creating that kind of brand loyalty with millennials could help these insurance companies for years to come. Our survey showed that no health insurer has better brand strength with millennials than EmblemHealth and Horizon Blue Cross Blue Shield of New Jersey.”

#### Overall results

The Best Health Insurance Companies’ top three when factoring in all ages groups were:

- Horizon Blue Cross Blue Shield of New Jersey
- EmblemHealth
- Humana

[See the scores and rankings](#) for all 15 health insurance companies in the general survey.

Insure.com’s Best Insurance Company survey removes the guesswork from finding the best companies in the industry. Not only can you compare five of the most important factors when choosing your plan, but now you can sort companies by your priorities. That includes age or location. You can then immediately narrow choices to your own top three.

#### Methodology

Insure.com commissioned Op4G to survey more than 3,100 insurance customers nationwide in December 2017. The survey collected customer ratings for 15 leading companies in the health category. Only current customers of the insurers on our lists were surveyed, and the survey was not open to the general public on the Insure.com website.

Health insurers were ranked according to a weighted 6-point measurement of the following factors: customer service, claims processing, value for price, website/apps and would recommend and would renew. Weighted measurements were derived from surveyed policyholders’ historical rank of prioritization of these factors.

The A.M. Best ratings, discounts and coverage options noted in the survey do not affect the scores but are provided as a supplementary resource.

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