



Hennepin Health

your community health plan



2025 Hennepin Health Member Survey

Description

Member surveys help Hennepin Health understand member experiences, needs, and priorities. In fall 2025, Hennepin Health conducted its biennial survey, following the 2024 and 2024 surveys, to deepen insight into member realities, identify service gaps, and gather action recommendations to improve member experience and engagement with Hennepin Health.

Process and Documentation

The Marketing, Communications, and Outreach team collaborated with Data Analytics to review and refine the 2024 survey tool, focusing on clearer language and explicitly referencing “your health insurance plan” in each question to distinguish Hennepin Health from healthcare delivery systems. The 2025 survey was built and administered in Qualtrics and sent to 13,358 members with email addresses via GovDelivery in November 2025. It was offered in English with no incentives offered to complete. A total of 352 members completed the survey.

Analysis

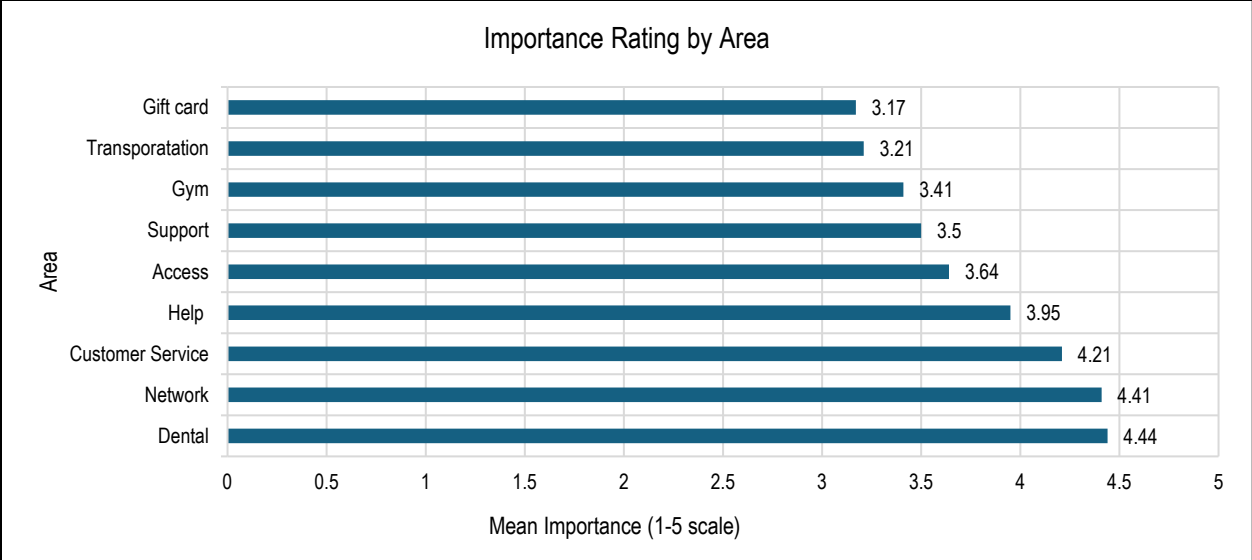
Members expressed generally positive experiences with provider access and the network of available clinics, doctors, and dentists. Confusion between Hennepin Health and Hennepin Healthcare persisted but showed improvement compared to earlier survey years. Dental access and coverage remained major concerns, with many respondents citing the difficulty of finding dental providers who accept Hennepin Health coverage.

Members who receive care within the Hennepin Healthcare system tended to give higher recommendation scores (mean score: 4.12), reinforcing the link between provider experience and health plan perception. Comments also indicated that members valued rewards, gym memberships, and wellness supports, though awareness varied.

The 2025 survey also asked how members joined and how they heard about Hennepin Health. Fifty percent of respondents reported that they chose Hennepin Health as their health insurance plan. Among members who reported having chosen Hennepin Health, advertisement is the least cited way that they heard of Hennepin Health. The option, “From your health care provider” was significantly less cited than the remaining options.

Figure 1 shows how members rate the importance of various areas within a health insurance plan. Members identified dental (4.44) and network availability (4.41) as the most important areas, followed by customer service. Conversely, transportation (3.21) and gift cards (3.17) were marked as the least important.

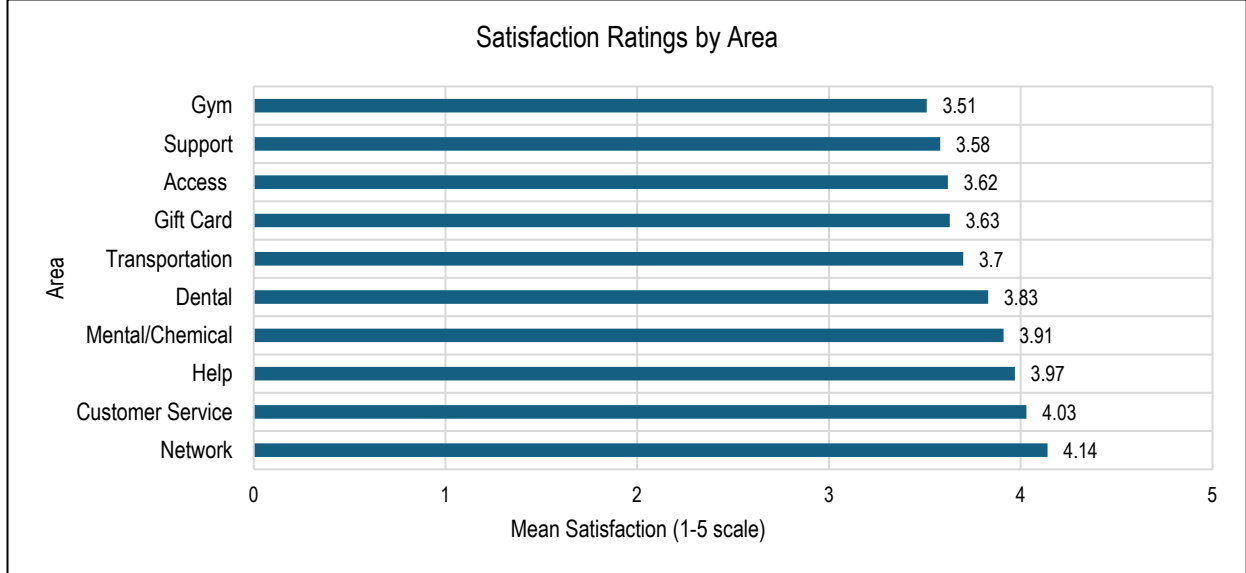
Figure 1. Importance of areas within a health insurance plan



Data Source: Hennepin Health Analytics

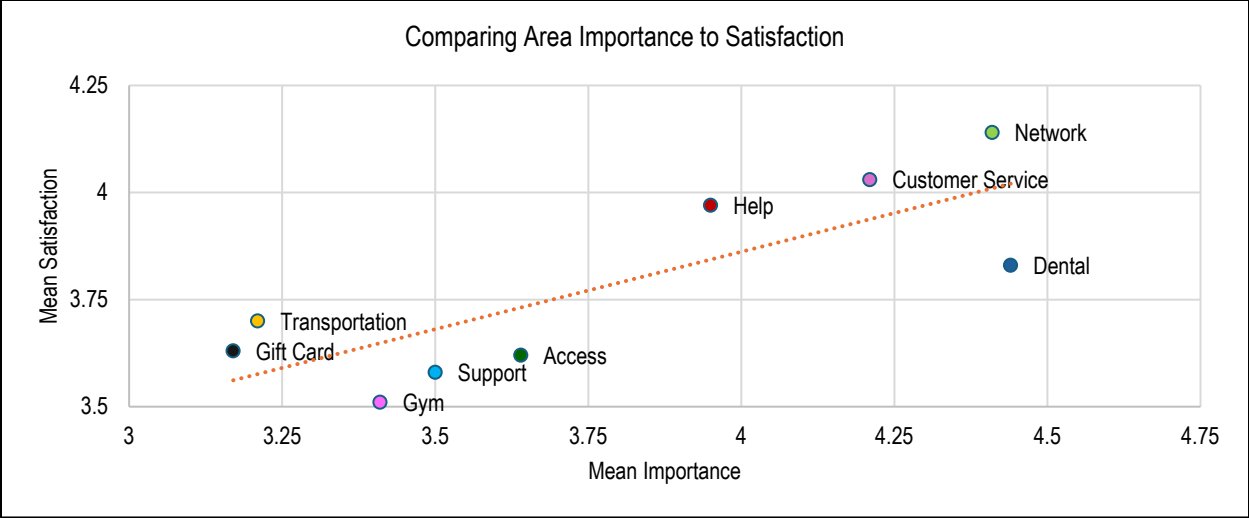
Figure 2 shows high satisfaction with the provider network (4.14) and Customer Service (4.03), while Support (3.58) and Gym (3.51) scored the lowest. Members who used vouchers or gym benefits were satisfied, but many were unaware these benefits existed. Figure 3 compares important to satisfaction, highlighting dental coverage as a key concern: 70% rates dental as “Very Important” or “Extremely Important,” yet 46% were dissatisfied, mainly due to difficulty finding a provider. Members remain highly satisfied with the provider network and Customer Service, both of which are also rated as highly important.

Figure 2. Satisfaction of areas within a health insurance plan



Data Source: Hennepin Health Analytics

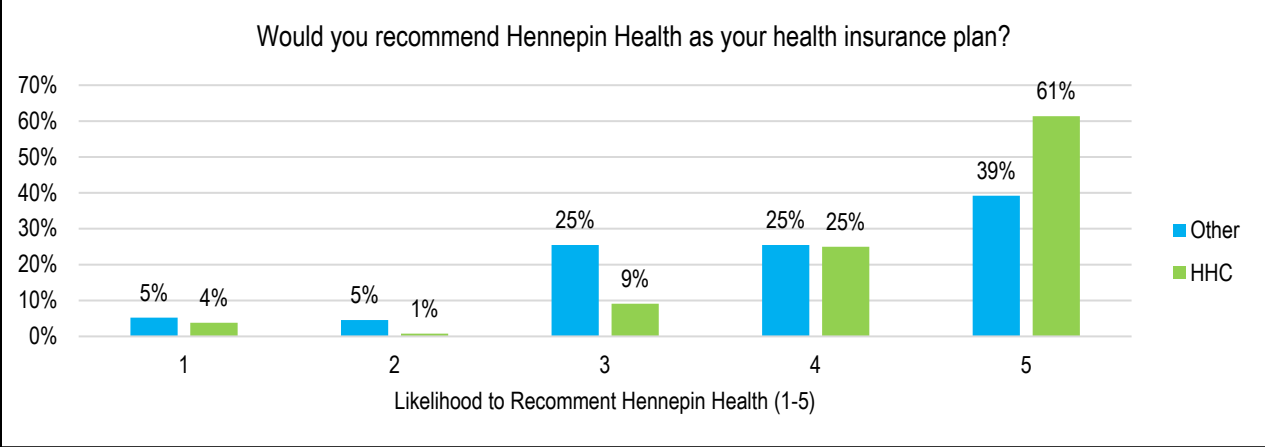
Figure 3. Comparing Area Importance to Satisfaction



Data Source: Hennepin Health Analytics

Figure 4 shows that members rated their likelihood of recommending Hennepin Health at a mean score of 4.12 on a 1-5 scale. Members who received their care from Hennepin Healthcare gave significantly higher ratings than those that did not (mean 4.39 vs. 4.06). Members who received their care from Hennepin Health tended to give Hennepin Health a significantly higher score than those who did not (mean 4.39 vs 4.06) as shown in Table 1.

Figure 4. Recommending Hennepin Health



Data Source: Hennepin Health Analytics

Members suggested increased communication, noting they would like more outreach and no members felt over-contacted. Expanding dental coverage was the most frequent recommendation. Members also requested more provider options in suburban Hennepin County and reported that the provider directory and website were difficult to use and appeared outdated.

Overall, the 2025 survey results were similar to those from 2024. Confusion remains regarding the services provided by Hennepin Health as a health insurance plan versus those provided by Hennepin Healthcare. Satisfaction with transportation services increased to 3.7 in 2025, which can be roughly estimated at 63% compared to 50.5% of respondents to the 2024 survey who reported they were somewhat satisfied or extremely satisfied. Dental satisfaction also improved, with a 2025 rating of 3.83, an estimated 76%, up from 67.9% in 2024.

Recommendations and Next Steps

Based on the 2025 survey findings, several strategies will guide improvement efforts in 2026. Many of these strategies are already embedded in existing department workflows and will continue as part of routine operations rather than as new addition to the workplan.

- Continue emphasizing the distinction between Hennepin Health (insurance) and Hennepin Healthcare (provider)
 - Add talking points to new member phone script
 - Continue referring to Hennepin Health as a “health insurance plan”
 - Publish member newsletter article explaining the distinction
- Enhance communication frequency and clarity.
- Improve dental access, continue promoting dental e-vouchers and Dental Days.
 - Continue e-voucher promotion
- Continue Dental Days and expand dental messaging in newsletters and social media
- Increase visibility of rewards and wellness benefits.
 - Work with IT to combine rewards vouchers and continue ongoing communication about gym memberships
- Strengthen community and MNSure navigator partnerships.
 - Continue MNSure navigator presentations
- Improve provider directory accuracy and usability.

These ongoing strategies will help address member feedback and support continued improvements to the overall member experience for 2026.



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