

NEWS RELEASE



Contact: Ellen Laden
UnitedHealthcare
(317) 715-7843
eladen@goldenrule.com

For Immediate Release

Study Reveals Lack of Information, Not “Invincible” Mindset, Stands Between Young Adults and Health Insurance

Two out of every three students have no plans for coverage after graduation

INDIANAPOLIS (May 18, 2009) – With graduation at hand for the Class of 2009, a nationwide survey reveals that 82 percent of young adults see health insurance as a necessity they cannot ignore yet more than half acknowledge that they lack information to make good decisions about coverage once they are no longer on their parents’ or college plans.

In an online poll of 1,000 18-21 year olds conducted by the polling company™, inc. for UnitedHealthcare, 67 percent of young adults have not made any plans for health insurance coverage after they leave school, even though the overwhelming majority acknowledges its importance. In fact, 68 percent rank health benefits as important as salaries when choosing their jobs.

The study also found that 69 percent of those currently covered by their parents’ plans admitted to being fuzzy on the details of their coverage, and 26 percent had no idea when their eligibility would end. Even among those young adults willing to research their options, many felt they lacked the resources. Family and friends are the primary go-to source for health insurance information, although in a separate question, 55 percent felt their parents had not shared enough information about choosing a plan. An even greater number - 87 percent - said that the nation’s educators and educational institutions could do more to communicate the basics of health insurance to students to prepare them for graduation.

“Young adults recognize the importance of having health insurance coverage but are ill-prepared to make good decisions about it when they leave school. Graduates are entering the real world without a sense of what to look for in a health plan and how to find coverage that is right for their needs,” said Richard A. Collins, president of UnitedHealthcare’s individual line of business and CEO of UnitedHealthcare’s Golden Rule Insurance Company.

“Especially in today’s economy, young adults need to know that affordable health insurance options exist for them. Eighty-three percent of students surveyed, for example, had not heard of short-term health insurance. Yet, it’s a plan designed to fill in gaps in coverage for young graduates, workers between jobs and others whose lives are in times of transition,” Collins said.

“For the cost of one large pizza a week - and about the time it takes for it to be delivered - most young adults can find quality health insurance coverage and the peace of mind that comes with it,” Collins said.

(more)

Golden Rule's short-term health insurance plans offer one to six months of coverage with a range of deductibles and payment options to meet each individual's unique budget and health care needs. The plan is easy to understand with a simple, quick application process. When the plan expires, customers can reapply for a new plan. Short-term health insurance also provides customers the flexibility to drop the plans at any time without penalty.

Golden Rule Insurance Company has been a leading provider of health insurance for individuals and families for 65 years and became a UnitedHealthcare company in 2003. UnitedHealthcare's personal health insurance plans are offered in 40 states and the District of Columbia and marketed under the UnitedHealthOne brand.

To find out more about short-term health insurance, consumers can visit www.goldenrule.com or www.uhc.com, call 800-974-4472 and speak to a licensed product advisor or contact a local independent insurance broker.

Key Survey Findings

- ***Soon-to-be-Grads Recognize the Need for Health Insurance***
- Only 18% of 18- to 21-year-olds agreed with the suggestion that they do not need coverage because they are in good health.
- ***College Students Acknowledge Ill-Preparation for Health Insurance After Graduation***
 - Two in three (67%) students have made little or no preparation for continued coverage after graduation; among students covered by their parents' plans, the number rises to 72%.
- ***Young Adults In the Dark about Current Insurance Plans, Let Alone Options for the Future***
 - Sixty-nine percent of students covered by their parents' plans admitted to being fuzzy on the details of their current health plan; 26% had no idea when eligibility on their current plans would end.
- ***Most Soon-to-be-Grads Unaware of Options Tailored for Them***
 - Eighty-three percent of 18- 21-year-olds said they had no idea about the kinds of policies that exist for young adults between jobs and without coverage.

Survey Methodology

A total of 10 questions about health insurance were added to a national online omnibus survey of 1,000 adults ages 18-21. A total of 1,000 interviews with 18- to 21-year-olds were conducted continuously from April 9 to April 14, 2009. Respondents for this survey were selected from an opt-in panel and had expressed prior consent to participate in online surveys such as this. Measures were taken to control for gender (50-percent male, 50-percent female). The data are not weighted; however, the demographics of this audience closely match the overall population with respect to gender, region and race. When sample is based on a self-selected population and not a probability sample (in which everyone in the population has a non-zero chance of being selected), no conclusions can be drawn with respect to sampling error.

About UnitedHealthcare

UnitedHealthcare (www.unitedhealthcare.com) provides a full spectrum of consumer-oriented health benefit plans and services to individuals, public sector employers and businesses of all sizes, including more than half of the Fortune 100 companies. The company organizes access to quality, affordable health care services on behalf of more than 25 million individual consumers, contracting directly with approximately 590,000 physicians and care professionals and more than 4,900 hospitals to offer them broad, convenient access to services nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.