

Insurance Agents Association Survey: Preferences in the area of health and long term care

35% OF AGENTS WOULD PURCHASE HEALTH INSURANCE FROM HAREL

■ Compared with 22% for Migdal, 13% for Menorah Mivtachim, 12% for Ayalon, 10% for the Phoenix and 8% for Clal Insurance ■ 61% of the agents prefer PassportCard for travel insurance

A survey carried out by the **Insurance Agents Association** amongst 412 insurance agents found that **Harel** is the preferred insurance company in the health sector.

The agents were asked to vote on three questions:

1. If you were to purchase health insurance today, taking into account all of the considerations, which company would you choose?
2. If from business considerations or because of regulatory constraints you would decide to work in the health sector with only one insurance company, which one would you choose?
3. When travelling abroad, which company do you prefer to be insured by?

35% of the agents responded

that they would purchase a health insurance policy from Harel, compared with 22% from **Migdal**, 13% from **Menorah Mivtachim**, 12% from **Ayalon**, 10% from the **Phoenix** and 8% from **Clal Insurance**.

If forced to work with only one insurance company in the health insurance sector, 31% would choose Harel, 24% would choose Migdal, 12% Menorah Mivtachim, 11% Ayalon and the Phoenix and 9% Clal Insurance.

In the area of travel insurance, 61% of the agents would prefer to be insured by **PassportCard**, 15% by Harel, 11% by Migdal, 9% by the Phoenix, 2% by Menorah Mivtachim and 1% by Ayalon and Clal Insurance.

PassportCard CEO **Yoel Amir**: “We are very pleased to see the information from the insurance agents survey, representing another expression of confidence in PassportCard and the service given to its insureds. The fact that the professionals in the sector – the insurance agents themselves – place PassportCard in top place and far ahead of its competitors when taking out travel insurance for themselves and their families, only reinforces what we already know – PassportCard acts to provide its customers with the best possible service, service enabling them to relax and enjoy their vacation with peace of mind and in the knowledge that if they need help, they will be given full, fast and quality assistance in real time”.