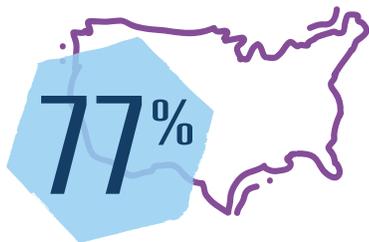


Health insurance is important to have when it comes to the health and wellbeing of an individual and their family.



Approximately 77% of Americans are confused by health insurance terms.¹

These terms are universal when it comes to healthcare coverage. Understanding them can help prepare you when choosing a plan.



More than half of the U.S. adult population does not understand basic health insurance terms.²

It is important to understand health insurance. From defining health insurance terms to walking through how you get coverage, this guide serves as your basic introduction to health insurance.

1. Edward J, Thompson RA, Wiggins A. Health Insurance Literacy Levels of Information Intermediaries: How Prepared Are They to Address the Growing Health Insurance Access Needs of Consumers?. Health Lit Res Pract. 2022;6(1):e30-e36. doi:10.3928/24748307-20220201-01
2. Bailey V. More than Half of Americans Have Low Health Insurance Literacy. HealthPayerIntelligence. Published July 25, 2022. <https://healthpayerintelligence.com/news/more-than-half-of-americans-have-low-health-insurance-literacy>



Learn more about health insurance at hub.arkansasbluecross.com/health-insurance-basics

