HMO members willing to pay to manage benefits online

With one third of health care consumers now using the Internet to retrieve health information or communicate with health care professionals online, health plans have new opportunities to capitalize on their relationships with members. According to a survey by Deloitte Research, more than a third of those with access to the Internet would be willing to pay $5 a month to manage their health benefits online, and 25 percent say they’d switch health plans for the privilege. About 15 percent say they would be willing to pay for customized services. Members are far less willing, however, to pay for basic information, such as report cards or disease and treatment information.

**Basic services**

*Online service*

![Bar chart showing willingness to pay and switch for basic services.]

**Customized services**

*Service tailored to member*

![Bar chart showing willingness to pay for customized services.]