



PRESS RELEASE

Cityblock Health Dual Eligible Experience Survey

A new survey by Cityblock Health and Ipsos sheds light on the existing healthcare landscape faced by the 13 million individuals dually eligible for Medicare and Medicaid.

In a recent collaborative survey conducted by Cityblock Health and Ipsos, significant insights were revealed regarding the challenges faced by individuals dually eligible for both Medicare and Medicaid in accessing and understanding their healthcare coverage. Highlighting the daily obstacles this population encounters, the survey underscores the urgency of addressing these issues for the 13 million and counting eligible beneficiaries.

About the study

This quantitative study was conducted by Ipsos in partnership with Cityblock Health and interviewed 280 respondents – 159 Known Duals screened in via their health plan and 121 Income identified Duals screened in according to income and householder size – to understand their current lived and healthcare related experiences, understanding of healthcare benefits, and awareness of shifting policies within the Medicare-Medicaid space. The 20-minute online study was fielded from February 4th to March 3rd, 2025. Patient survey responses were weighted to reflect U.S. Census data on age, gender, and race/ethnicity.





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

