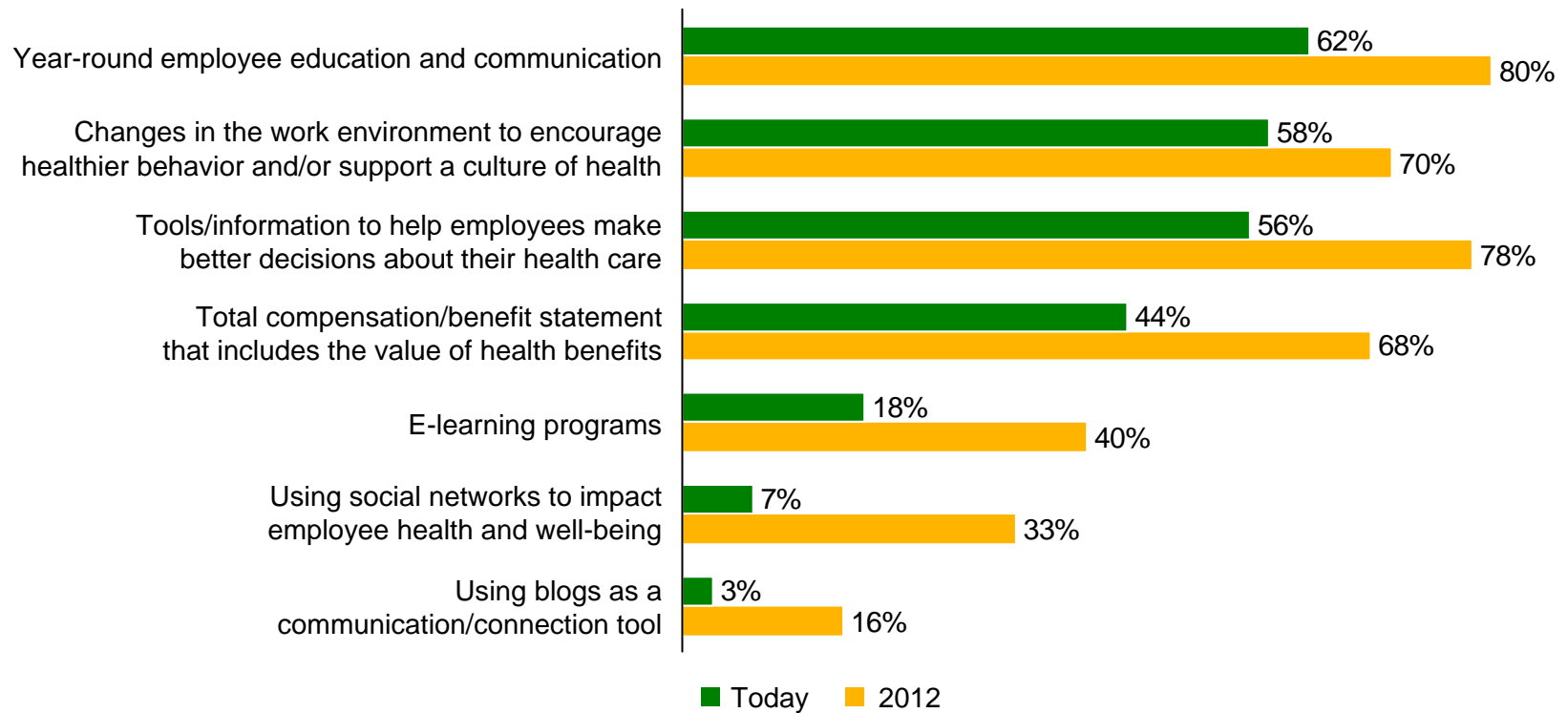


# Towers Perrin 2010 Health Care Cost Survey

## Exhibit 8

### Trends in Consumer Engagement: High Performers Anticipate More Activity, New Channels

Percent High Performers Responding Doing/Will Do to a Great/Moderate Degree



Source: Towers Perrin 2010 Health Care Cost Survey