



AHEAD OF WHAT'S NEXT.

Consumer Choices About Physicians, Health Plans, and Hospitals

Prepared by
Harris Interactive
October 17, 2013

Methodology

- Representative survey of 1,005 US consumers age 27 and over*
- 15-minute online self-administered questionnaire
- Sample drawn from Harris Interactive's online consumer panel
- Weighted (proportionally adjusted) to the known demographic profile of US adults, on variables such as gender, age, education, and race/ethnicity, as well as on propensity to be online.
- Conducted by Harris Interactive in September 2013

*Those age 26 and under may still be covered by their parents' health insurance

Key Findings

Conducted just prior to the October 1 launch of the health insurance exchanges under the ACA, a survey of US adults age 27+ reveals gaps in understanding of what is needed to make effective consumer choices in the healthcare arena. The good news: Americans agree that they need information, now more than ever.

Quality is not the most important criterion for healthcare.

Quality is not as important as other factors when Americans choose physicians, hospitals, and health insurance plans. When selecting a physician, convenient location and friendly office staff are more likely to be considered than outcomes data; when selecting a hospital for an elective procedure, convenient location and copay or other out-of-pocket expenses are more likely to be considered than outcomes data; when selecting a health insurance plan, minimizing cost (copay, monthly premium, deductible) is more likely to be considered than having high-quality doctors and hospitals in network .

Few do extensive research when selecting healthcare services.

Fewer than half of Americans gather extensive and detailed information when deciding on a physician, hospital, or health insurance plan.

Key Findings

Americans agree: information is key.

Consumers agree with near unanimity that having the right information is critical to making good health care decisions, and specifically that “more than ever before, choosing a health plan requires a lot of information.”

But are they seeking information from the right sources?

When seeking information about a health plan, consumers are far likelier to mention insurance company websites and word-of-mouth than potentially more reliable and unbiased sources such as independent websites, government websites, and articles in newspapers and magazines.

Not many are familiar with their *current* health insurance.

Only about one-third of currently insured consumers have read their current health insurance policy carefully (although a big majority have at least skimmed it); only about one-quarter are “very familiar” with what is covered under their plan (although nearly all) are at least “somewhat familiar.”

Key Findings

Few are knowledgeable about the health insurance exchanges.

Even with the healthcare exchanges under the ACA just about to open, only about one-third of consumers consider themselves even somewhat knowledgeable about them.

There are concerns about picking a plan through an exchange.

Concerns about choosing the right plan, out-of-pocket costs, having one's doctor and hospital of choice in network top the list for both those familiar and not familiar with the exchanges.

Freedom to make different life choices.

Nearly half of consumers agree that buying health insurance on an exchange *will give them the freedom to think differently about life* choices—for example, retiring earlier or starting a new career. About one-quarter of consumers overall and one-third of those knowledgeable about the exchanges would consider any of seven life choices that might be possible since they can now buy insurance through an exchange.

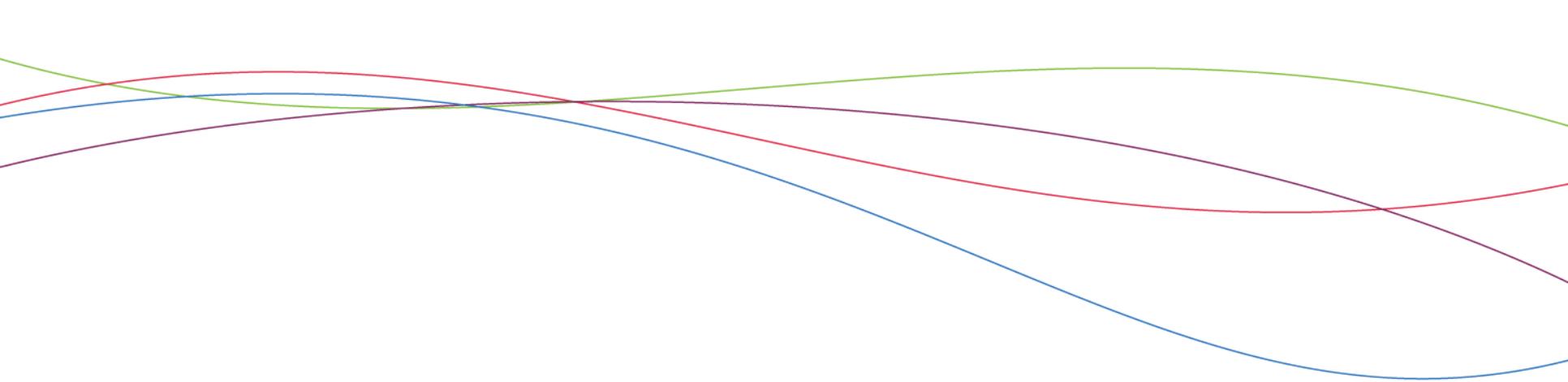
Key Findings

Two in five consumers are likely to shop for insurance next year, with nearly one-third likely to pick a plan through an exchange.

Likely exchange shoppers tend to be younger, less affluent, and less likely to be white, but they have the same education level. They are more likely to gather detailed information when buying health insurance on their own, are more knowledgeable about exchanges, and (among those currently insured) more familiar with their current coverage.

Nearly one-third of consumers spent more than anticipated for healthcare in 2012.

Those surprised spent an average of 23% of their household income on OOP health expenses, including insurance premiums, compared with an average of 14.1% among consumers overall. They attribute higher-than-expected expenses due to illness or injury rather than changes in their insurance premiums, coverage, or deductible.



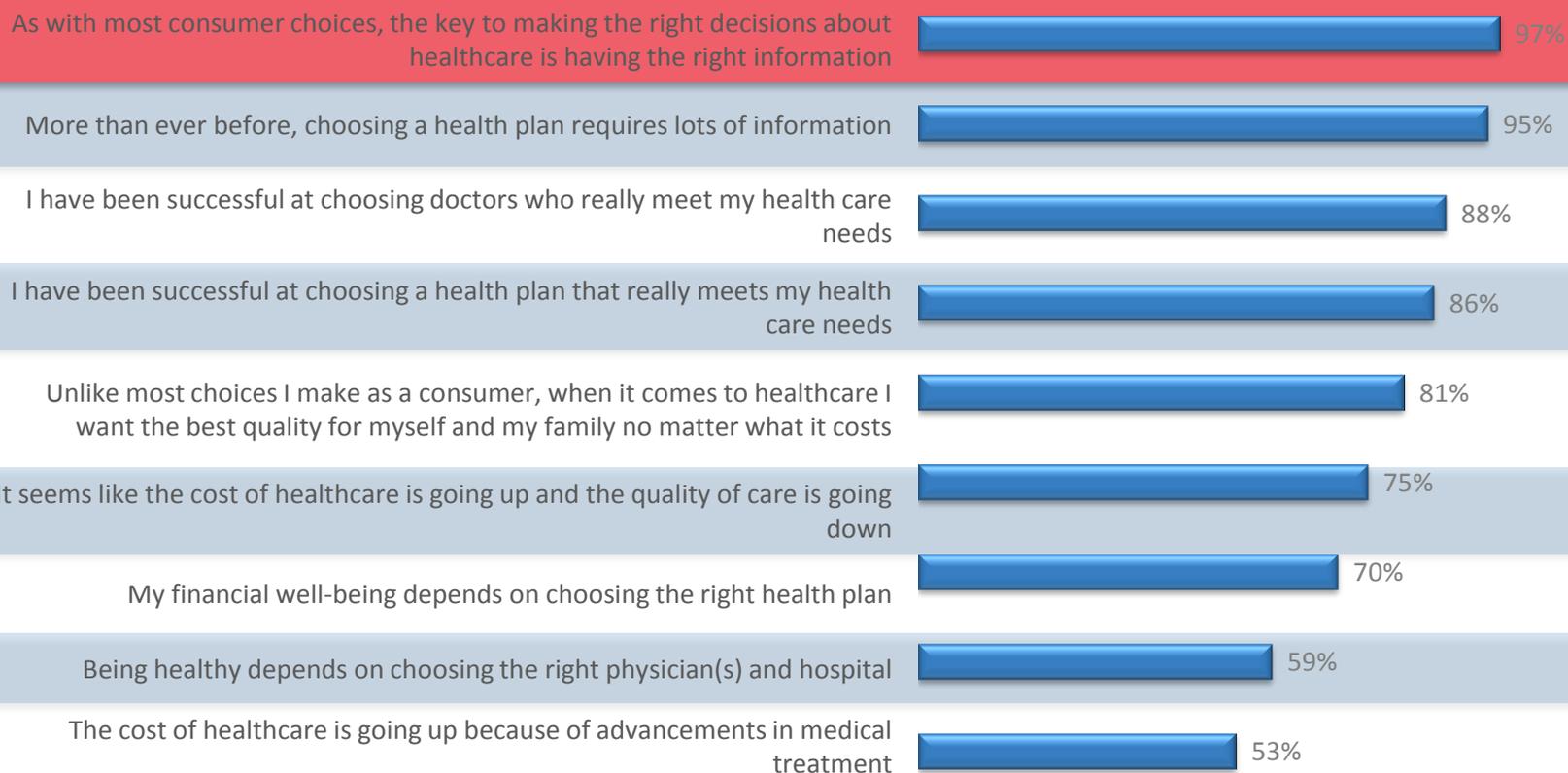
Americans are not gathering the information they need to select a physician, HOSPITAL, or health insurance plan.

Consumer Attitudes on Health Care Choices

Americans are *virtually unanimous* in agreeing that having the right information is the key to making good health care decisions, and also that choosing a health plan require a lot of information.



% Agree/Strongly Agree



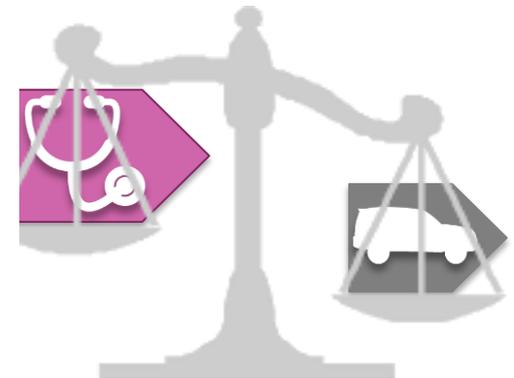
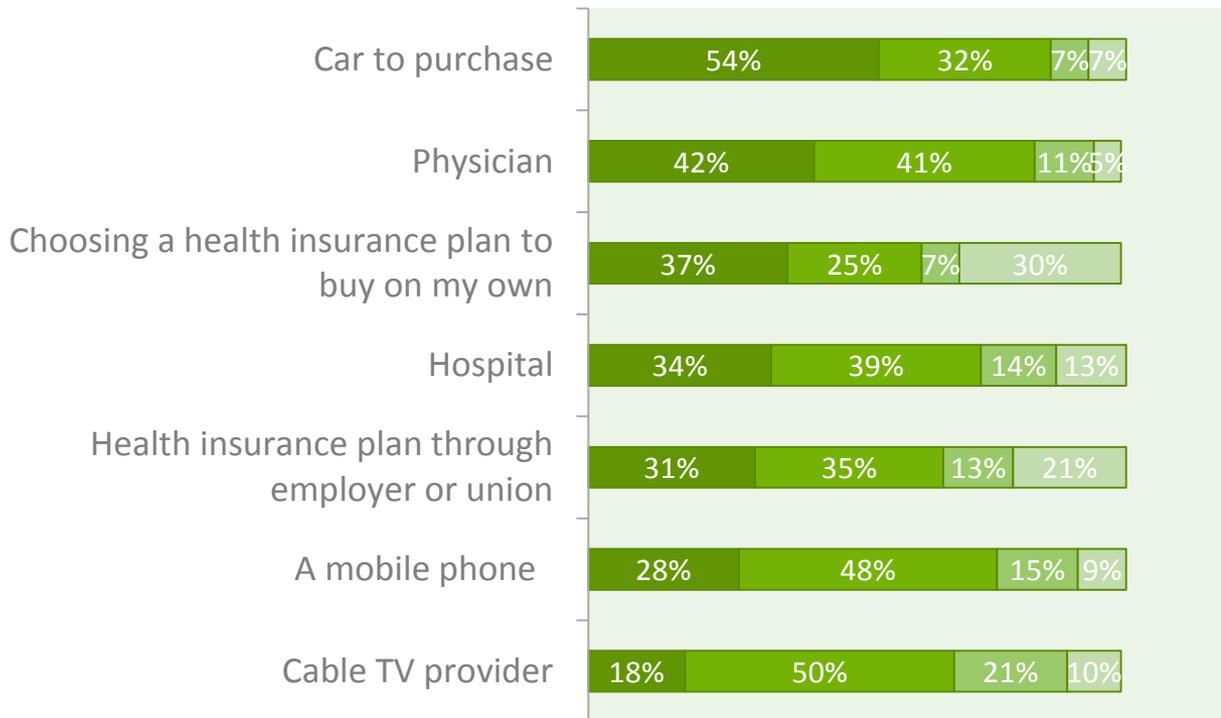
BASE: ALL QUALIFIED RESPONDENTS (n=1005)

Q280. How strongly do you agree or disagree with each of the following statements? Please use the scale below.

How Much Info Gathered Prior to Deciding

Fewer than half of Americans over age 26 gather extensive and detailed information when deciding on a physician, hospital, or health insurance plan.

■ Extensive/Detailed ■ Moderate ■ Minimal ■ None

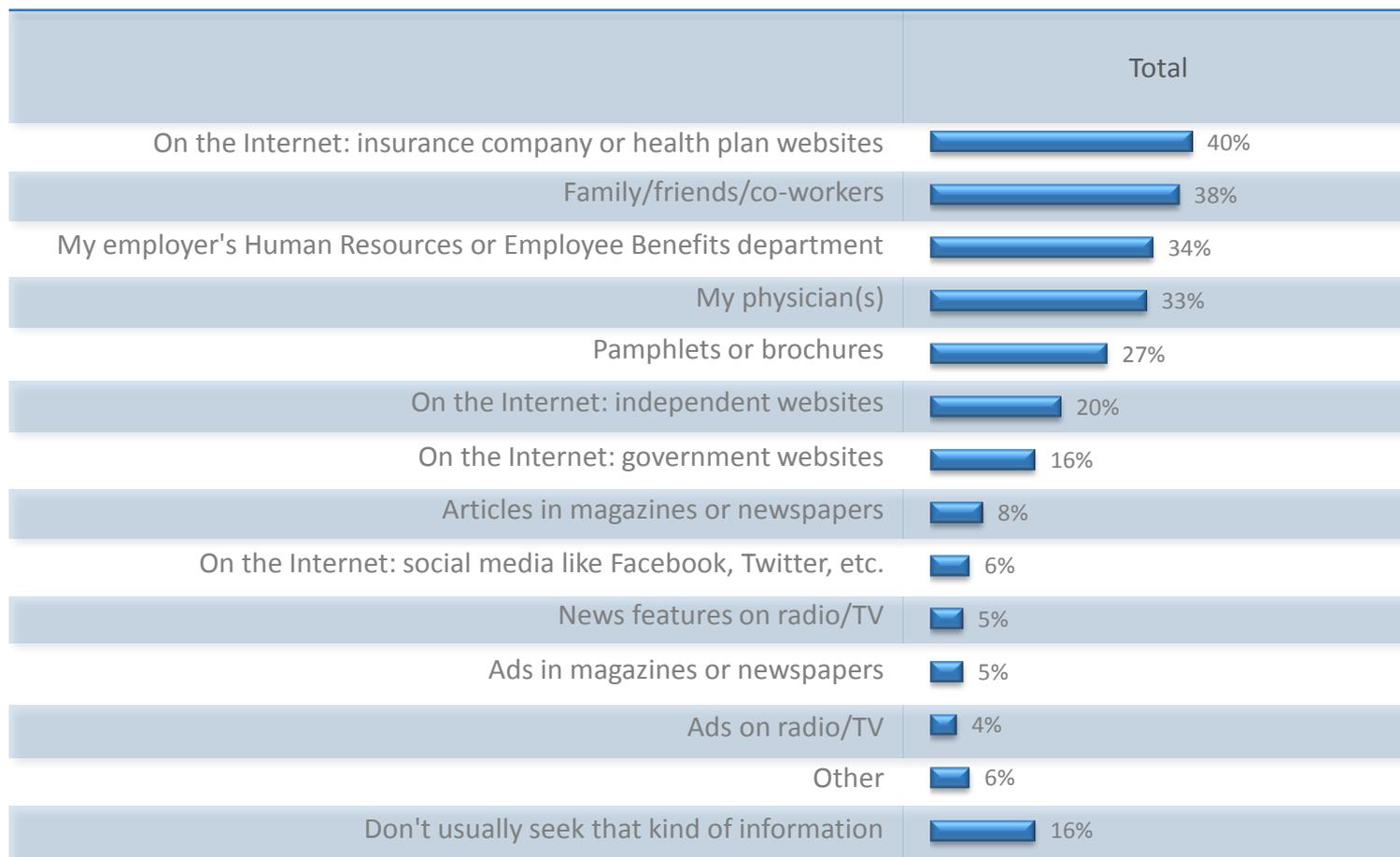


BASE: ALL QUALIFIED RESPONDENTS (n=1005)

Q115. How much information do you typically gather prior to making each of the following decisions? Please use the scale below.

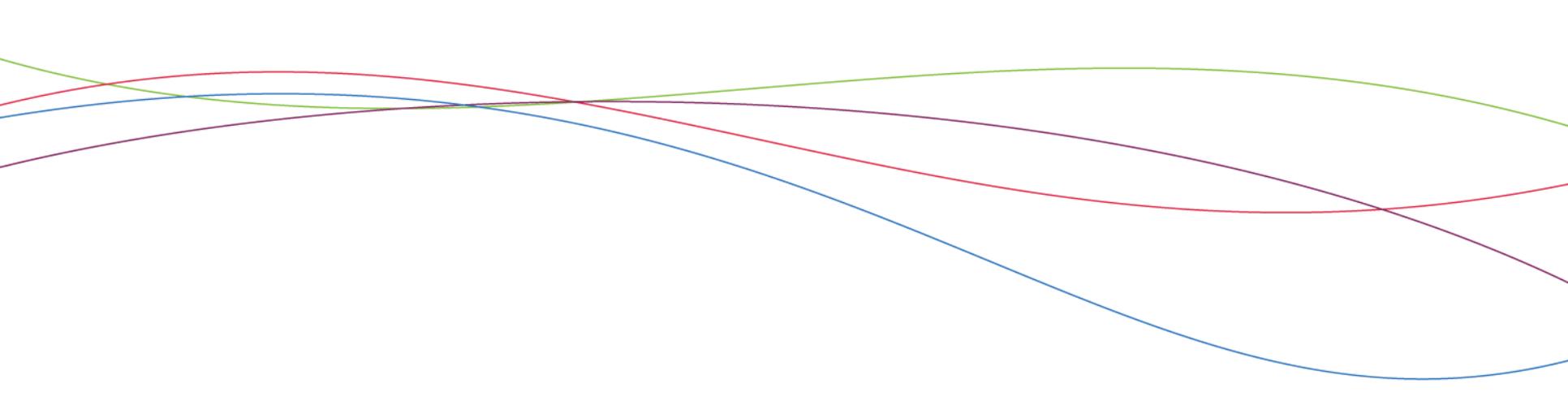
Info Sources For Selecting Healthcare Plan

Only 1 in 5 Americans is looking at independent websites when picking a health plan.



BASE: ALL QUALIFIED RESPONDENTS (n=1005)

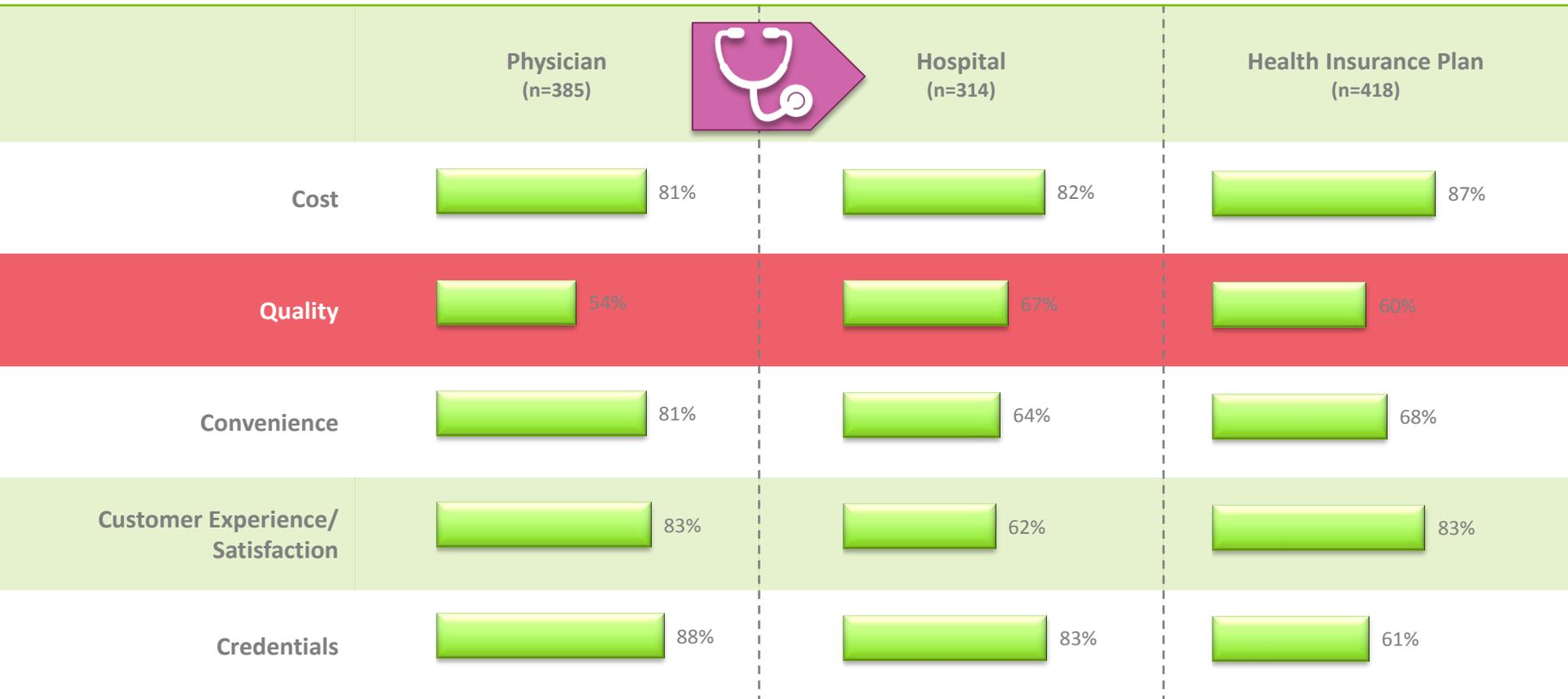
Q221. Where do you get the information you need when choosing a health insurance plan, including facts about the doctors and hospitals in a plan's network? Select all that apply.



Quality is not of top importance
when Americans select doctors,
hospitals, and health insurance plans

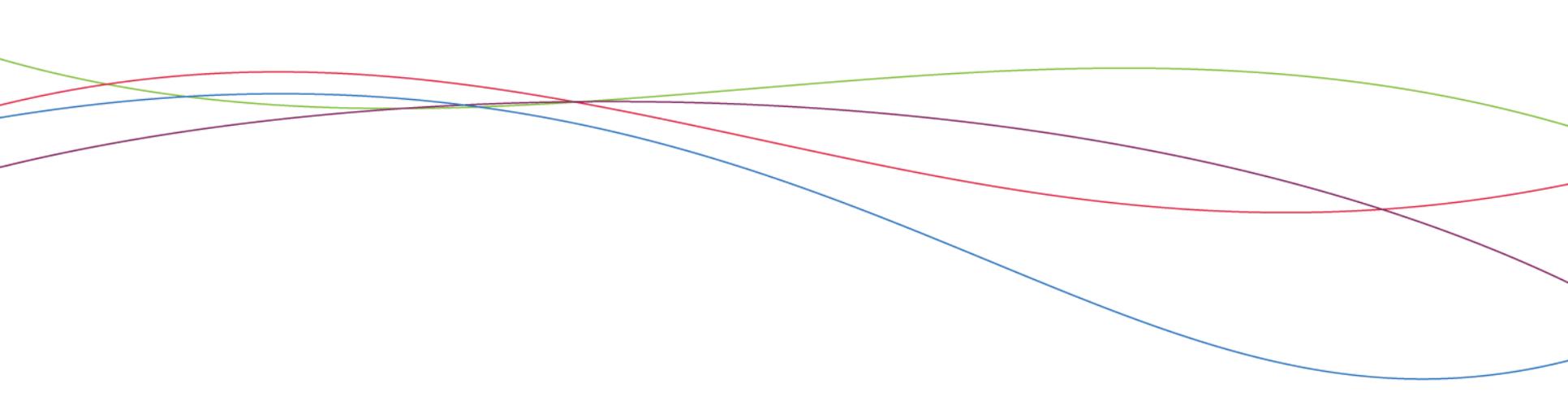
Important Factors in Selections (Nets)

Quality is not as important as cost when Americans choose physicians, hospitals, and health insurance plans. Convenience is also more important than quality when choosing a physician; customer experience when choosing a physician or health insurance plan; credentials when choosing a physician or hospital.



BASE: HAVE SELECTED ITEM IN PAST 3 YEARS

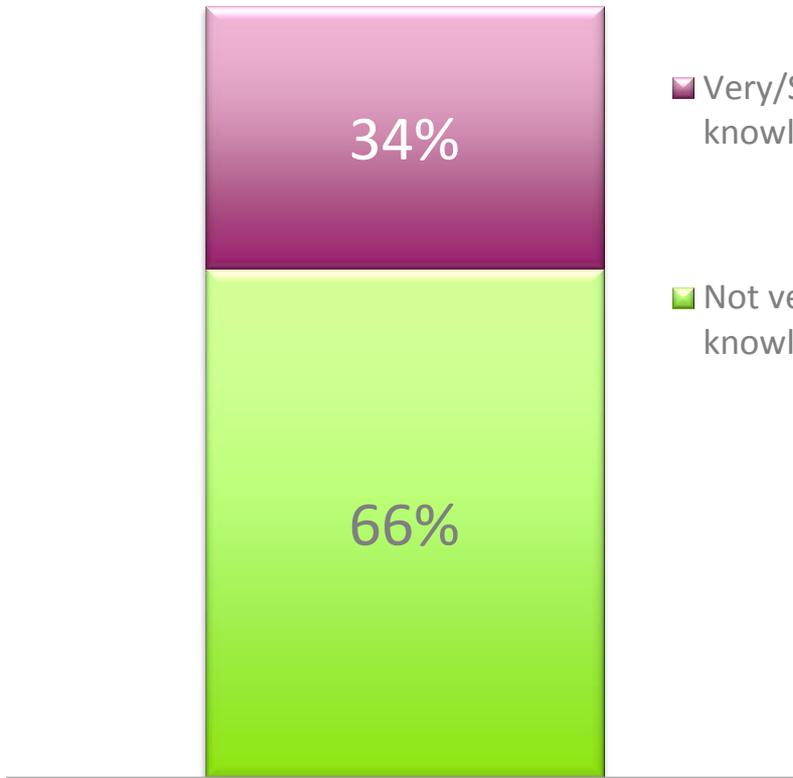
Q116/Q150/Q205/215. Thinking about the most recent time you chose a car to purchase/a physician/hospital/health insurance plan, which of these factors were important in making that choice? Select all that apply.



Knowledge of health insurance exchanges is limited, yet nearly one-third of Americans Express interest in picking a plan through an exchange

Knowledge of Health Insurance Exchanges

Most Americans do not consider themselves knowledgeable about the exchanges.



Very/Somewhat knowledgeable

Not very/Not at all knowledgeable



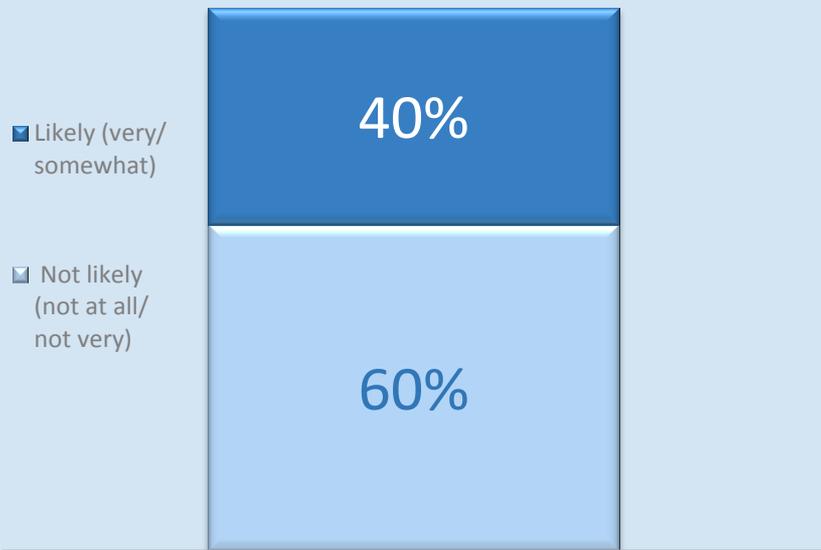
BASE: ALL QUALIFIED RESPONDENTS (n=1005)

Q310. How knowledgeable are you with the Health Insurance Marketplace, sometimes called "exchanges," that are being set up under the Affordable Care Act (ACA) or "ObamaCare"

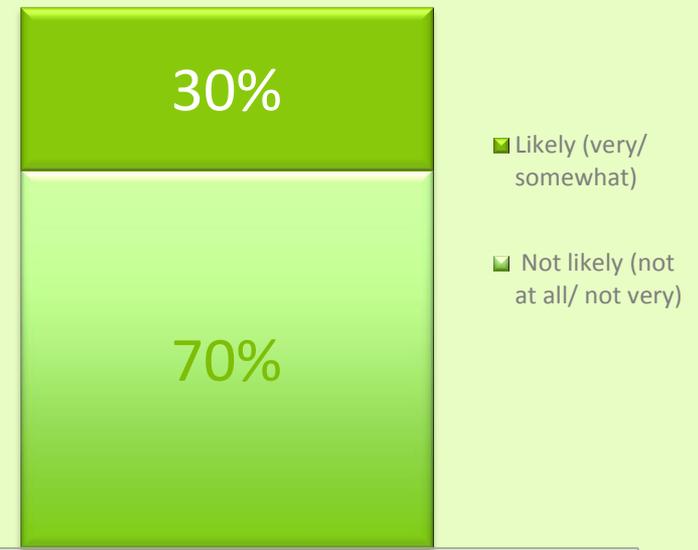
Likelihood to Pick a Health Insurance Plan

Two in five Americans over age 26 say they are likely to shop for health insurance in the next year, with 30% saying they are likely to pick a health insurance plan through an exchange.

Shop for Insurance This Year



Shop for Insurance on the Exchange



BASE: ALL QUALIFIED RESPONDENTS(n=1005)

Q222. How likely are you to shop for a health insurance plan in the next year—either through an employer, union, or on your own?

Q320. From what you know, how likely will you be to shop for health insurance on the Health Insurance Marketplace, or exchanges?

Perceptions Of Health Insurance Exchanges

In general, Americans express concern about what their out-of-pocket costs will be, limited choice of doctors and hospitals, the difficulty of choosing the right plan, and choosing a plan whose provider panel includes both their doctor and their hospital. Close to half recognize new life choices the exchanges may make possible.

% Agree/Strongly agree

Choosing the right plan on the health insurance exchange could be a difficult decision 85%

I worry about what out-of-pocket costs I will have to pay if I purchase a health plan through the health insurance exchange 84%

Choosing a plan that includes both my doctor and hospital is my number one concern 83%

I worry I will have a limited choice of doctors if I purchase a health plan through the health insurance exchange 76%

I worry I will have a limited choice of hospitals if I purchase a health plan through the health insurance exchange 74%

Choosing a plan that is inexpensive is my number one concern 73%

Health insurance exchanges will give me the freedom to think differently about life choices, for example, retire earlier, start new career 45%



BASE: ALL QUALIFIED RESPONDENTS (n=1005)

Q312. From what you have heard or read, how strongly do you agree or disagree with each of the following statements about the health insurance exchanges set up under the Affordable Care Act? Please use the scale below.

Health Insurance Exchange Shoppers

Compared to those not likely to shop on the exchanges, likely exchange shoppers express greater concern about the financial impact of choosing the right health plan and the health impact of choosing the right providers. Likely exchange shoppers are also more aware of different life choices they could make by getting insurance through an exchange.

70%

30%

My financial well-being depends on choosing the right health plan
(80% of those likely to shop on exchange vs. 66% of those not likely)

Health insurance exchanges will give me the freedom to think differently about life choices, for example, retire earlier, start new career.
(64% vs. 37%)

Being healthy depends on choosing the right physician(s) and hospital
(70% vs. 55%)

Choosing a plan that is inexpensive is my number one concern
(84% vs. 68%)



25% vs. 13% would make a different employment choice*



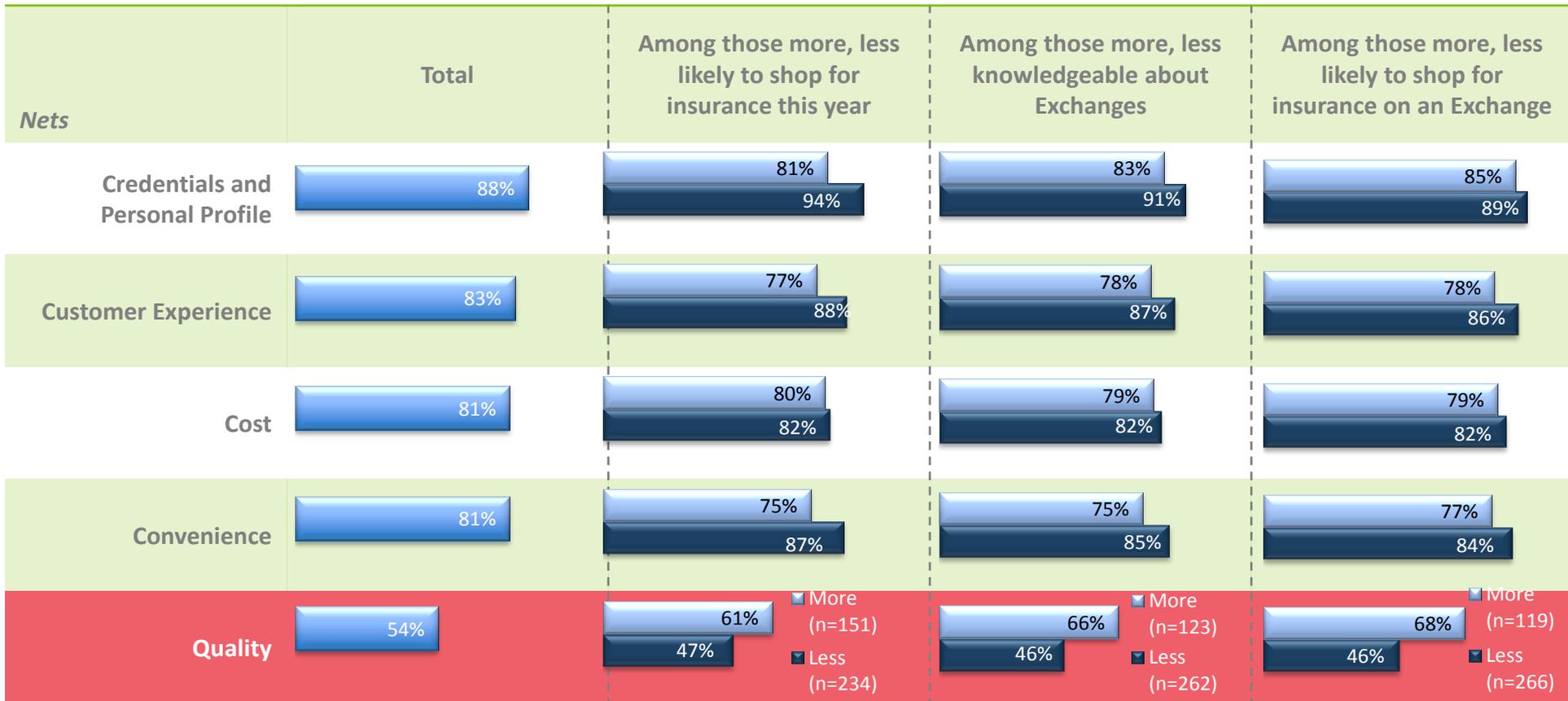
12% vs. 9% would make a different family choice**

*Start own business, work a job that didn't provide benefits, work part time

**Stay home with kids, have more kids/start a family

Important Factors in Selecting a Physician

Americans who say they have more knowledge of exchanges and those who are more likely to shop on an exchange are *more concerned about quality*.

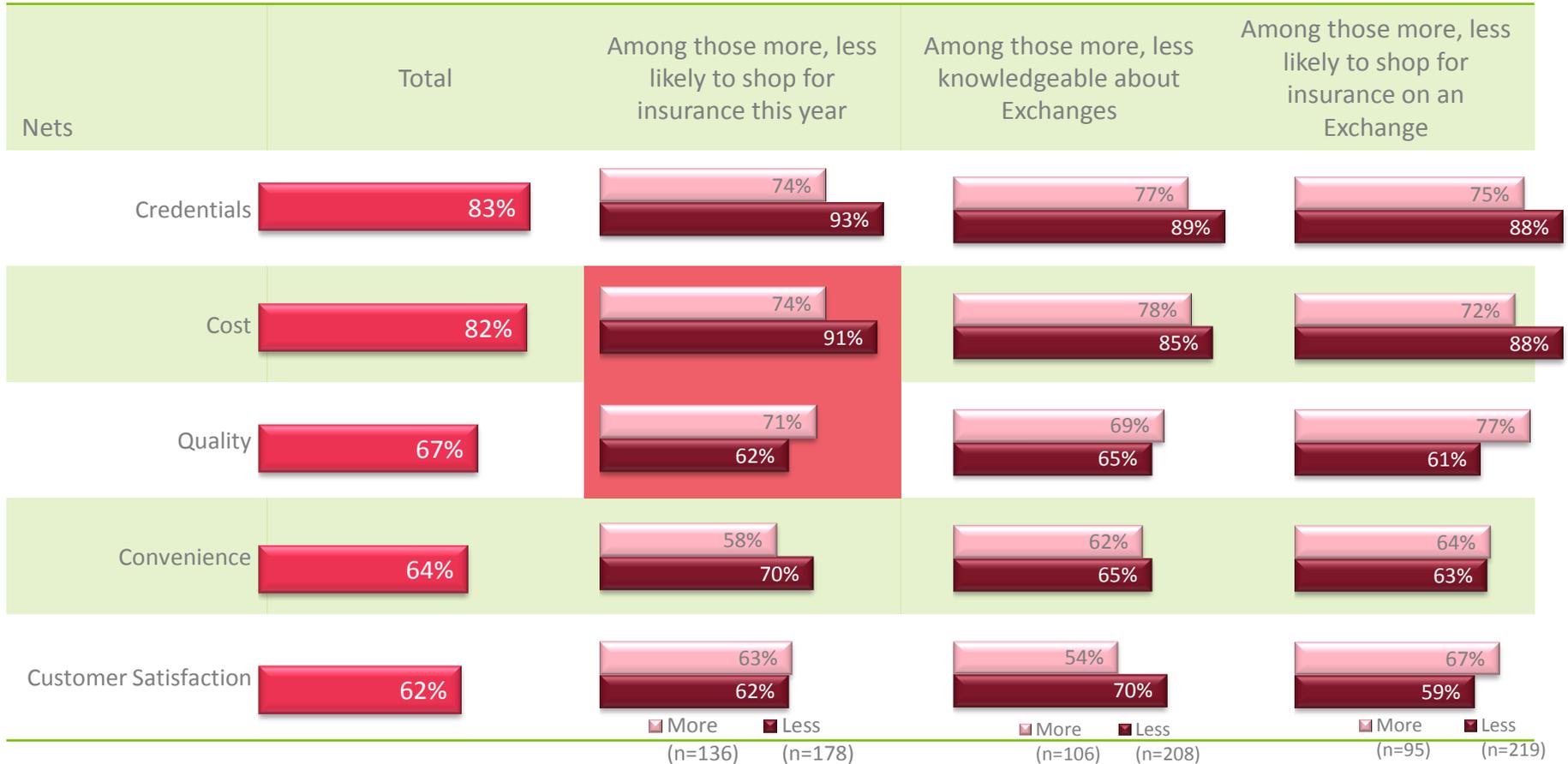


BASE: HAVE SELECTED PHYSICIAN IN PAST 3 YEARS (n=385)

Q150. Thinking about the most recent time you chose a *physician*, which of these factors were important in making that decision? *Select all that apply.*

Important Factors in Selecting a Hospital

Those most likely to shop for insurance on an exchange are more concerned than others about quality, less concerned about cost.

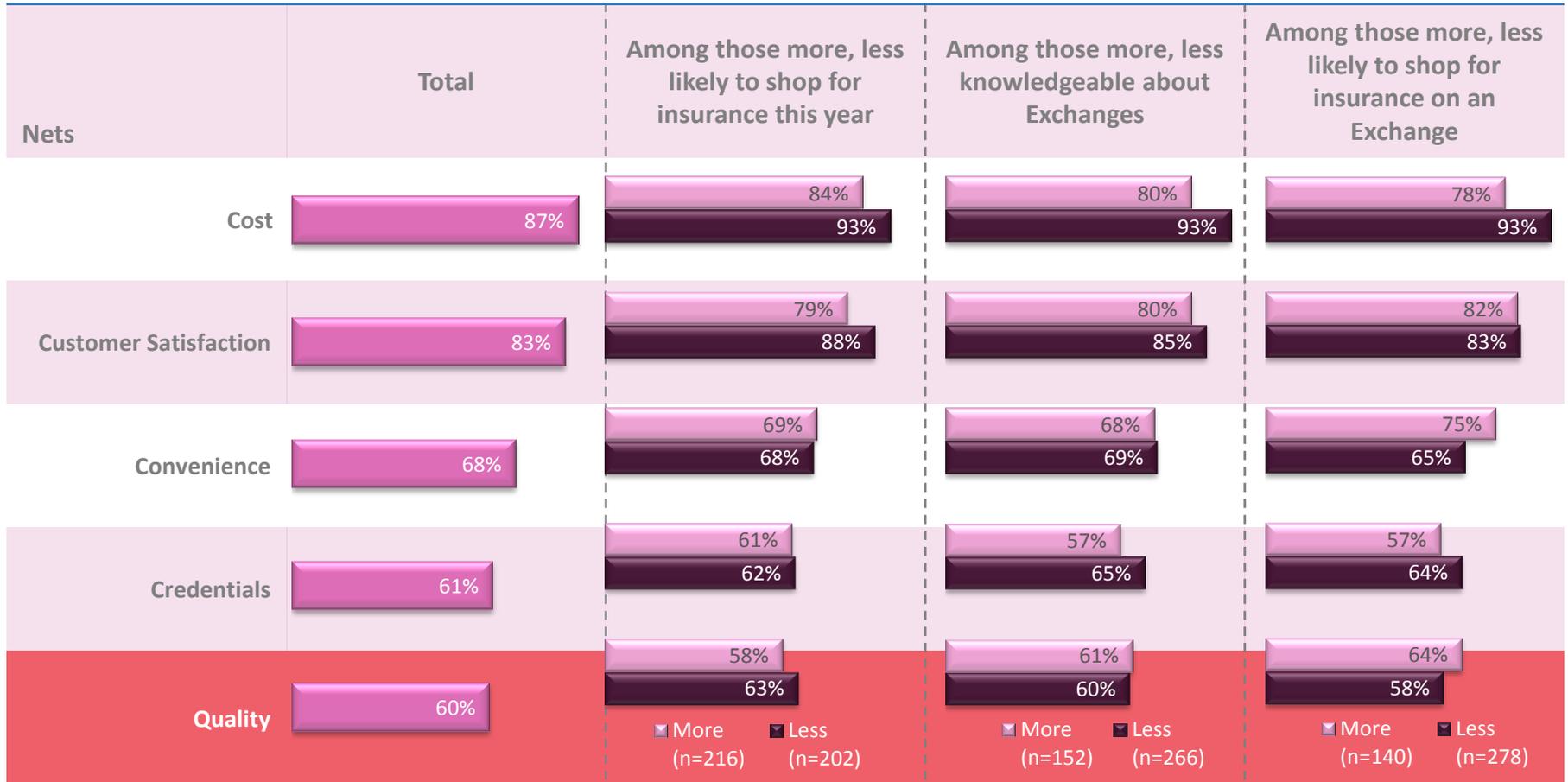


BASE: HAVE CHOSEN A HOSPITAL IN PAST 3 YEARS (n=314)

Q205 Thinking about the most recent time you chose a hospital for either an elective in-patient or out-patient procedure (not an emergency), which of these factors were important in making that choice? Select all that apply.

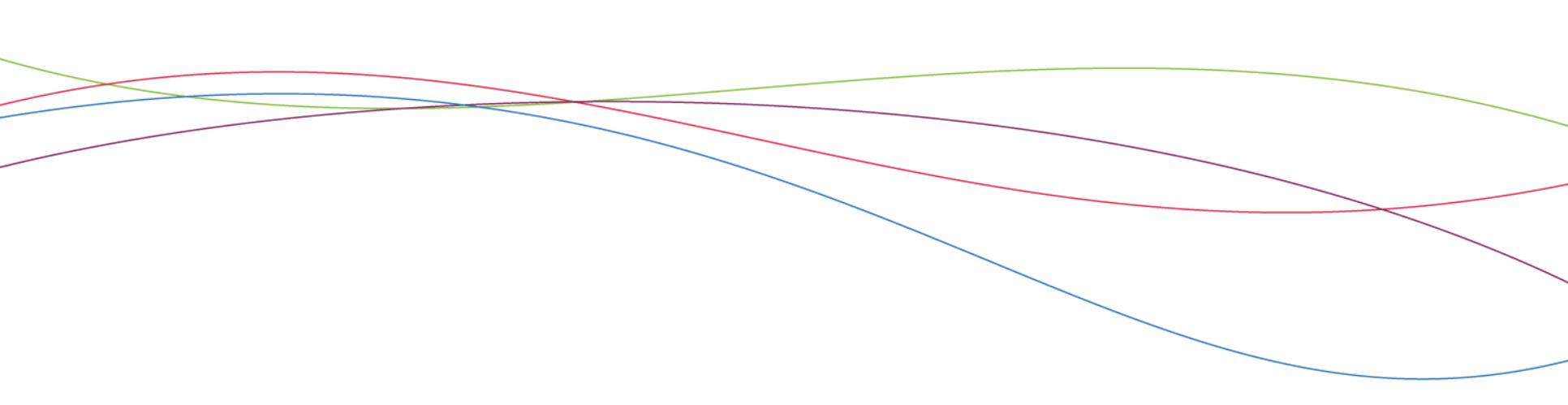
Important Factors in Selecting a Health Insurance Plan

For health insurance plan decisions, quality seems slightly more important to those more likely to pick a plan through an exchange, while cost is less important to those consumers.



BASE: HAVE SELECTED HEALTH INSURANCE PLAN IN PAST 3 YEARS (n=418)

Q215. Thinking about the most recent time you chose a car to purchase/a physician, which of these factors were important in making that choice? *Select all that apply.*



Most Americans spent what they estimated
on healthcare in 2012; those who spent more
cite unexpected illness or injury

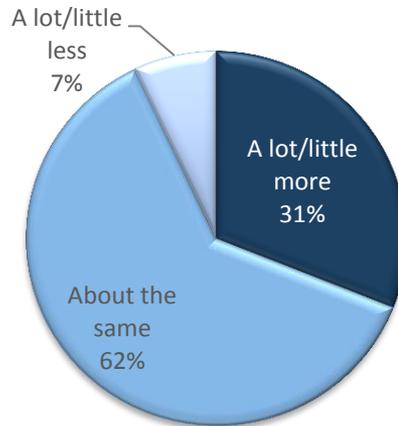
What Americans Spend For Healthcare

Most consumers spent about what they thought they would; those who spent more than they thought they would and are more likely to mention care for an unexpected illness or injury than to give any other reason for being surprised by the amount they spent.

Americans report spending on average **14.1%** of their after-tax household income on health care expenses

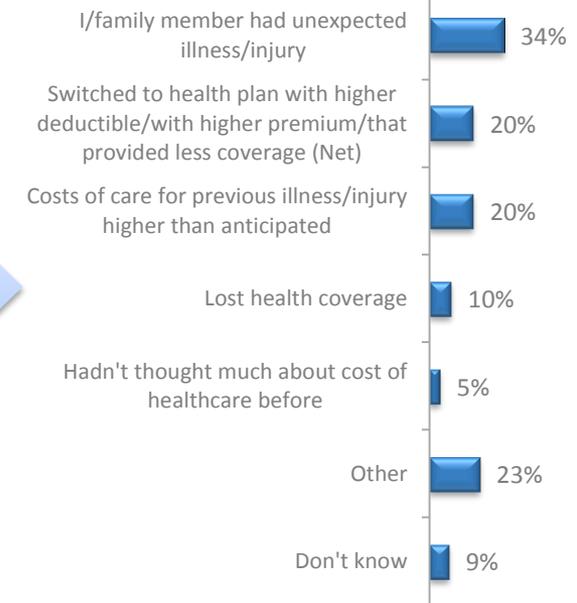


Spending Relative to Expectations?



23.0% of HH income

Reasons for Higher Spending



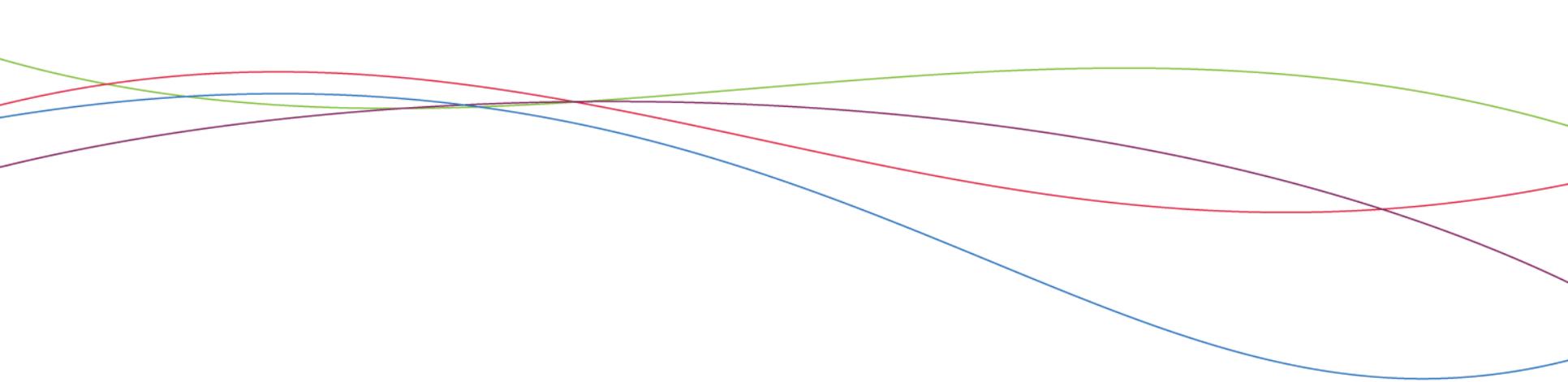
BASE: ALL QUALIFIED RESPONDENTS (n=1005)

Q227. Thinking about what you spent on healthcare expenses and health insurance premiums in 2012, about what percentage of after-tax household income did that represent?

Q230. Is that a lot more, a little more, about the same amount, a little less, or a lot less than you thought you would be spending on healthcare in 2012?

Base: A Lot/Little More In Q230 (n=306)

Q235. Why did you spend more on healthcare in 2012 than you thought you would? *Select all that apply.*



Demographics

Demographic Profile

Those likely to shop on an exchange are similar to others in education level, but younger and less affluent.



Consumer Demographics	Total (n=1005)	Selected Physician in the Past 3 Years (n=385)	Selected Hospital in the Past 3 Years (n=314)	Selected Health Insurance Plan in the Past 3 Years (n=418)	More Likely To Shop For Insurance (T2B) (n=355)	More Knowledge Of Exchange (T2B) (n=297)	More Likely To Shop On Exchange (T2B) (n=276)
Gender							
Male	45%	40%	46%	46%	48%	51%	49%
Female	55%	60%	54%	54%	52%	49%	51%
Average Age	52.37	49.21	50.16	49.46	47.75	49.55	47.2
Education							
Less than college grad	64%	60%	60%	56%	60%	58%	64%
College grad +	36%	41%	40%	44%	39%	41%	35%
Household Income							
Less than \$100K	75%	76%	72%	71%	76%	72%	82%
\$100K+	26%	25%	29%	29%	24%	28%	18%
Employment Status							
Full-time/Part-time/Self-Employed	55%	56%	59%	67%	67%	66%	61%
Unemployed	13%	12%	14%	11%	10%	11%	18%
Retired	22%	22%	20%	16%	11%	17%	11%

Demographic Profile

Those likely to shop for insurance on an exchange are less likely than average to be white.



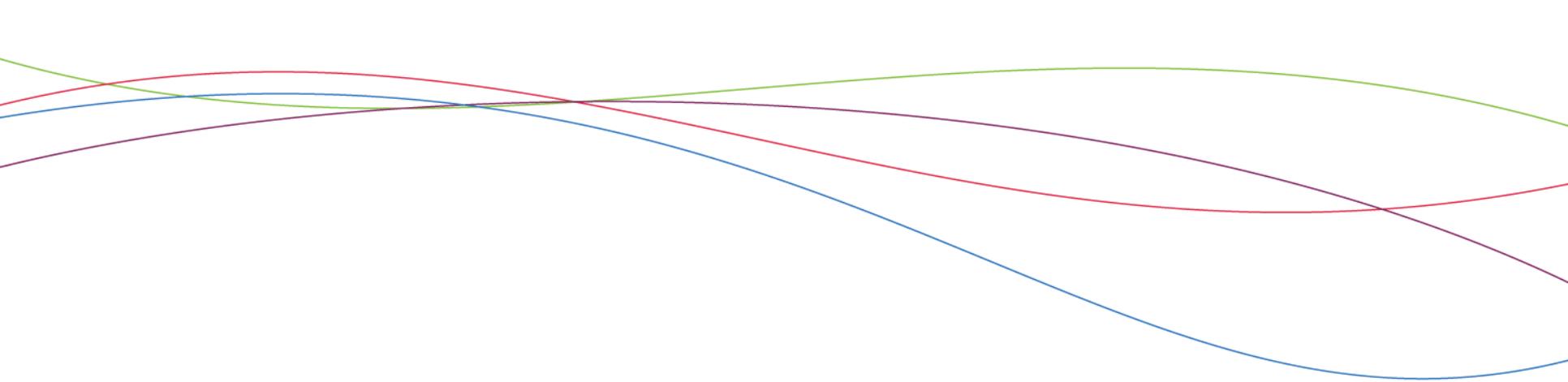
Consumer Demographics	Total (n=1005)	Selected Physician Past 3 Years (n=385)	Selected Hospital Past 3 Years (n=314)	Selected Health Insurance Plan Past 3 Years (n=418)	More Likely To Shop For Insurance (T2B) (n=355)	More Knowledge Of Exchange (T2B) (n=297)	More Likely To Shop On Exchange (T2B) (n=276)
Marital Status							
Married/Living With Partner	63%	62%	68%	65%	63%	61%	61%
Single	20%	21%	17%	19%	23%	23%	26%
Divorced/Separated/ Widowed	17%	17%	15%	17%	14%	17%	13%
Have kids under 18 in household	26%	30%	34%	30%	34%	29%	31%
Ethnicity							
White	77%	71%	68%	75%	71%	69%	67%
Black	10%	12%	18%	12%	14%	13%	15%
Other	5%	7%	4%	4%	4%	7%	8%
Hispanic	7%	10%	9%	8%	10%	10%	10%

Health Insurance Profile

Those likely to shop on an exchange are more likely than average to be uninsured, but those who are insured are more likely to have read their health insurance policy carefully and to be very familiar with what is covered on their current policy.



Health Insurance Demographics	Total (n=1005)	Selected Physician in the Past 3 Years (n=385)	Selected Hospital in the Past 3 Years (n=314)	Selected Health Insurance Plan in the Past 3 Years (n=418)	More Likely To Shop For Insurance (T2B) (n=355)	More Knowledge Of Exchange (T2B) (n=297)	More Likely To Shop On Exchange (T2B) (n=276)
Type of Health Insurance/Health Plan Coverage							
Work or Union (Self/Someone Else)	50%	52%	58%	62%	48%	56%	40%
Medicare (Traditional or HMO)	25%	25%	25%	20%	16%	23%	16%
Medicaid (Traditional or HMO)	8%	11%	8%	5%	9%	6%	9%
Buy Directly	12%	14%	15%	14%	15%	14%	16%
Uninsured	13%	9%	5%	8%	22%	11%	26%
Other	12%	11%	11%	7%	6%	10%	7%
% Very Familiar with What is Covered (Base: Insured)	26%	27%	28%	28%	35%	37%	32%
% Who Have Read Healthcare Coverage Policy Carefully (Base: Insured)	34%	37%	37%	39%	46%	49%	50%
Self-reported Health Condition							
Excellent/Good	76%	75%	76%	81%	78%	85%	73%
Fair/Poor	24%	25%	24%	19%	22%	15%	27%



Appendix

Important Factors: Physician

The last time they selected a physician, consumers were far less concerned about measures of quality, such as outcomes data on success rates, than on items related to customer experience (e.g., friendly office staff) or convenience (e.g., convenient location).

Important Factors When Choosing A Physician...	
Credentials and Personal Profile (NET)	88%
High patient satisfaction ratings	41%
Board certification in medical specialty	40%
Current hospital affiliation(s)/admitting privileges	38%
Recommendation from family member/friend	35%
Referral by another healthcare professional	30%
Overall reputation in my community	28%
Length of time in medical practice	27%
Is part of a broader group practice or health system	23%
Whether the physician is a man or woman	20%
Physician's age	13%
Medical school he/she attended	9%
Customer Experience (NET)	83%
Takes time to listen to patients	73%
Friendly office staff	56%
Assists patients in managing health conditions	45%
Pleasing office environment	32%
Has website to obtain information	19%

Important Factors When Choosing A Physician...	
Cost (NET)	81%
Participates in my health insurance plan network	70%
Amount of copay or other out of pocket expenses I will need to pay	39%
Convenience (NET)	81%
Convenient location	62%
Can get an appointment within a reasonable time	61%
Convenient office hours	51%
Plenty of parking	23%
Quality (NET)	54%
Adherence to best practices or protocols for treating specific diseases or injuries	36%
Outcomes data on physician's success rates	22%
Low mortality rate (chances of death) for a particular illness or procedure at the hospitals where the physician affiliated	17%
How many specific procedures he/she does every year (volume)	14%

BASE: HAVE SELECTED PHYSICIAN IN PAST 3 YEARS (n=385)

Q150. Thinking about the most recent time you chose a *physician*, which of these factors were important in making that decision? *Select all that apply.*

Important Factors: Hospital

The last time consumers selected a hospital, quality measures such as outcomes data were less important than convenient location or copay/other out-of-pocket expenses.

Important Factors When Choosing A Hospital...	
Credentials (NET)	83%
Provides the procedures or treatment I need	56%
Recommendation from a healthcare professional	47%
My doctor(s) has admitting privileges	44%
Latest diagnostic imaging equipment such as MRI, CT-scan	35%
Overall reputation in my community	33%
Recommendation from family member/friend	25%
Affiliated with medical school	15%
Cost (NET)	82%
Participates in my health insurance plan network	72%
Amount of copay or other out of pocket expenses I will need to pay	45%

Important Factors When Choosing A Hospital...	
Quality (NET)	67%
Adherence to best practices for treating specific diseases or injuries	39%
Low risk of complications for a particular illness or procedure	38%
Outcomes data on the hospital's success rates	30%
Low mortality rate (chances of death) for a particular illness or procedure	28%
Convenience (NET)	64%
Convenient location	58%
Plenty of parking	23%
Has website/online interface to make appointments, receive information	13%
Customer Experience (NET)	62%
High patient satisfaction ratings	39%
A pleasing physical environment	37%
Good administrative support services	29%
Good quality/variety of meals	17%

BASE: HAVE CHOSEN A HOSPITAL IN PAST 3 YEARS (n=314)

Q205 Thinking about the most recent time you chose a hospital for either an elective in-patient or out-patient procedure (not an emergency), which of these factors were important in making that choice? Select all that apply.

Important Factors: Health Insurance Plan

The last time consumers selected a health insurance plan, some key cost and customer satisfaction measures trumped quality measures in importance.

Important Factors When Choosing A Health Insurance Plan...	
Cost (NET)	87%
Good coverage for checkups and “well” doctor visits	57%
Minimizes the co-pay or cost sharing	54%
Minimizes my monthly premium	52%
Minimizes the deductible	49%
Reasonable spouse/family coverage available	36%
Reasonable coverage for out-of-network providers	33%
Customer Satisfaction and Experience (NET)	83%
My doctors are in the plan’s provider network	62%
The hospital I want to use is in the plan’s provider network	57%
Makes me feel like my health needs will be met	47%
Fast payment of claims	44%
High member satisfaction ratings	40%

Important Factors When Choosing A Health Insurance Plan...	
Convenience (NET)	68%
Easy enrollment	46%
Is local/regional plan	34%
Has website/online interface where I can receive information	29%
Credentials (NET)	61%
Overall reputation of the plan	50%
Recommendation from a healthcare professional	27%
Recommendation from family member/friend	25%
Quality (NET)	60%
The plan’s provider network includes high-quality physicians	42%
The plan’s provider network includes high-quality hospitals	40%
Provides patient satisfaction data to help me select physicians and hospitals	24%
Rewards or credits for healthy lifestyle	17%
Provides outcomes data on medical success rates to help me select physicians and hospitals	18%

BASE: HAVE SELECTED HEALTH INSURANCE PLAN IN PAST 3 YEARS (n=418)

Q215. Thinking about the most recent time you chose a car to purchase/a physician, which of these factors were important in making that choice? Select all that apply.

Perceptions Of Health Insurance Exchanges

Those likely to shop on the health insurance exchange express many of the same worries and concerns as adults overall do, and are more likely than average to express concern about choosing an inexpensive plan on the exchange, but are also more likely to recognize life choice possibilities.

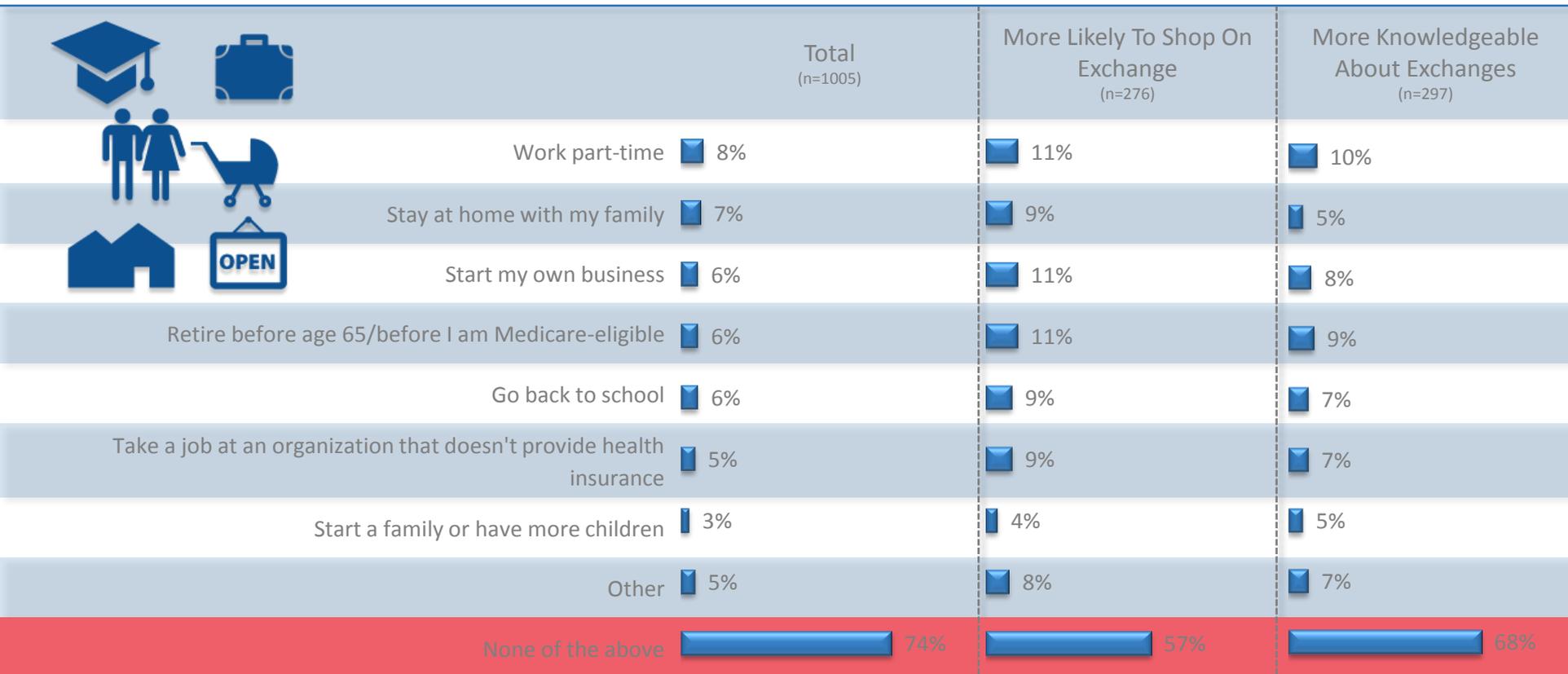
% Agree/Strongly agree	Total (n=1005)	More Likely To Shop For Insurance Plan (n= 355)	More Knowledgeable About Exchanges (n=297)	More Likely To Shop On Exchange (n=276)
Choosing the right plan on the health insurance exchange could be a difficult decision	85%	87%	84%	88%
I worry about what out-of-pocket costs I will have to pay if I purchase a health plan through the health insurance exchange	84%	88%	81%	87%
Choosing a plan that includes both my doctor and hospital is my number one concern	83%	84%	84%	87%
I worry I will have a limited choice of doctors if I purchase a health plan through the health insurance exchange	76%	80%	72%	79%
I worry I will have a limited choice of hospitals if I purchase a health plan through the health insurance exchange	74%	79%	71%	75%
Choosing a plan that is inexpensive is my number one concern	73%	82%	68%	84%
Health insurance exchanges will give me the freedom to think differently about life choices, for example, retire earlier, start new career.	45%	52%	53%	64%

BASE: ALL QUALIFIED RESPONDENTS

Q312. From what you have heard or read, how strongly do you agree or disagree with each of the following statements about the health insurance exchanges set up under the Affordable Care Act? Please use the scale below.

Life changes with exchanges

Few Americans, including those knowledgeable about the exchanges, would consider any of the life changes that might be possible shopping on the exchanges; those likely to shop on an exchange are more likely than average to consider such moves.

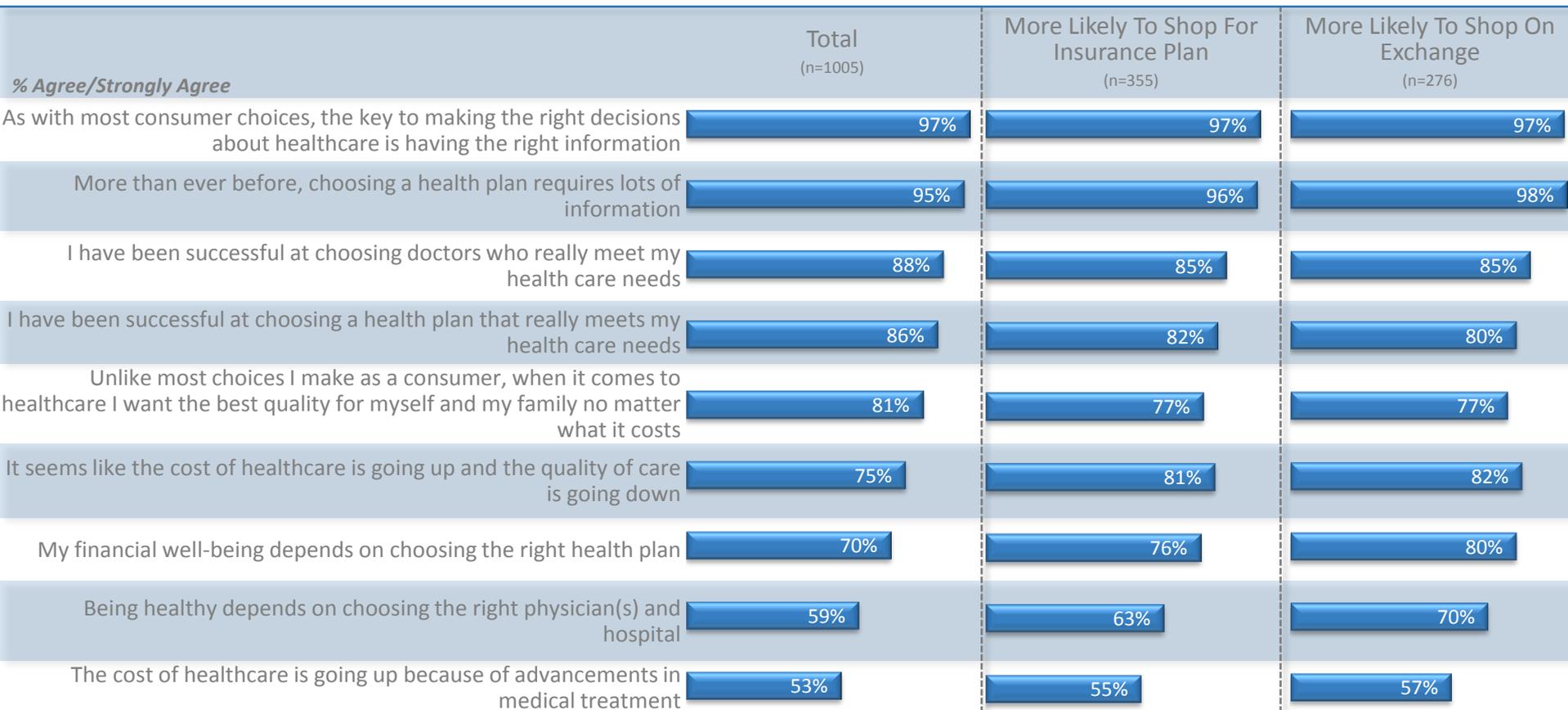


BASE: ALL QUALIFIED RESPONDENTS

Q315. Now that you have the ability to purchase affordable health insurance on the exchanges, what, if any, life changes may you consider?
Select all that apply.

Consumer Attitudes on Healthcare Choices

Those likely to shop on an exchange are more emphatic in their view that their financial well-being depends on choosing the right health insurance plan and that being healthy depends on choosing the right physician(s) and hospital.

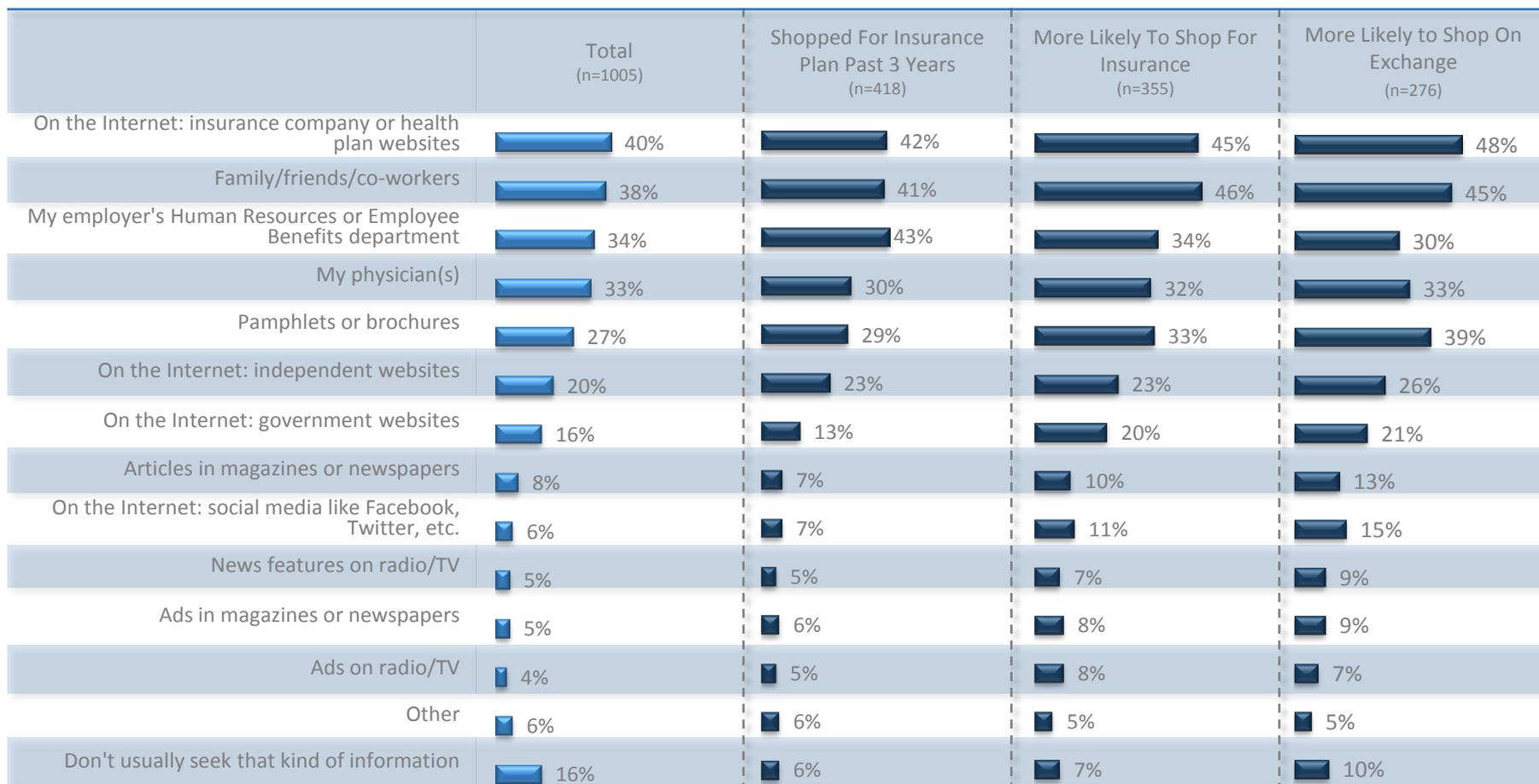


BASE: ALL QUALIFIED RESPONDENTS

Q280. How strongly do you agree or disagree with each of the following statements? Please use the scale below.

Info Sources For Selecting Healthcare Plan

Those likely to shop on an exchange do not differ much from other consumers in the sources they use for information when choosing a health insurance plan.

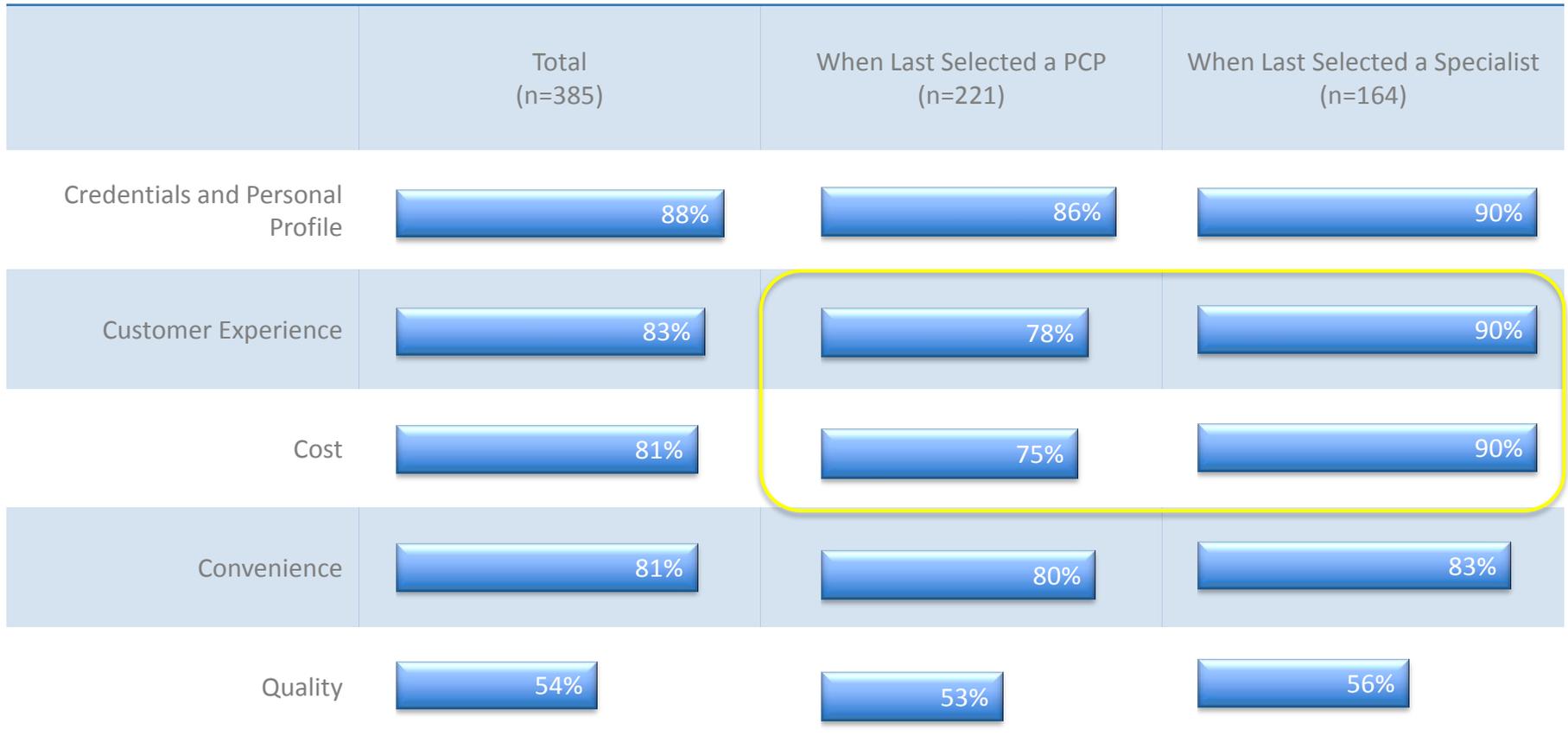


BASE: HAVE SELECTED HEALTH INSURANCE PLAN IN PAST 3 YEARS

Q221. Where do you get the information you need when choosing a health insurance plan, including facts about the doctors and hospitals in a plan's network? *Select all that apply.*

Important Factors in Selecting a Physician

Not surprisingly, those who have recently selected a specialist are more concerned with customer experience and cost than those who recently selected a primary care physician.

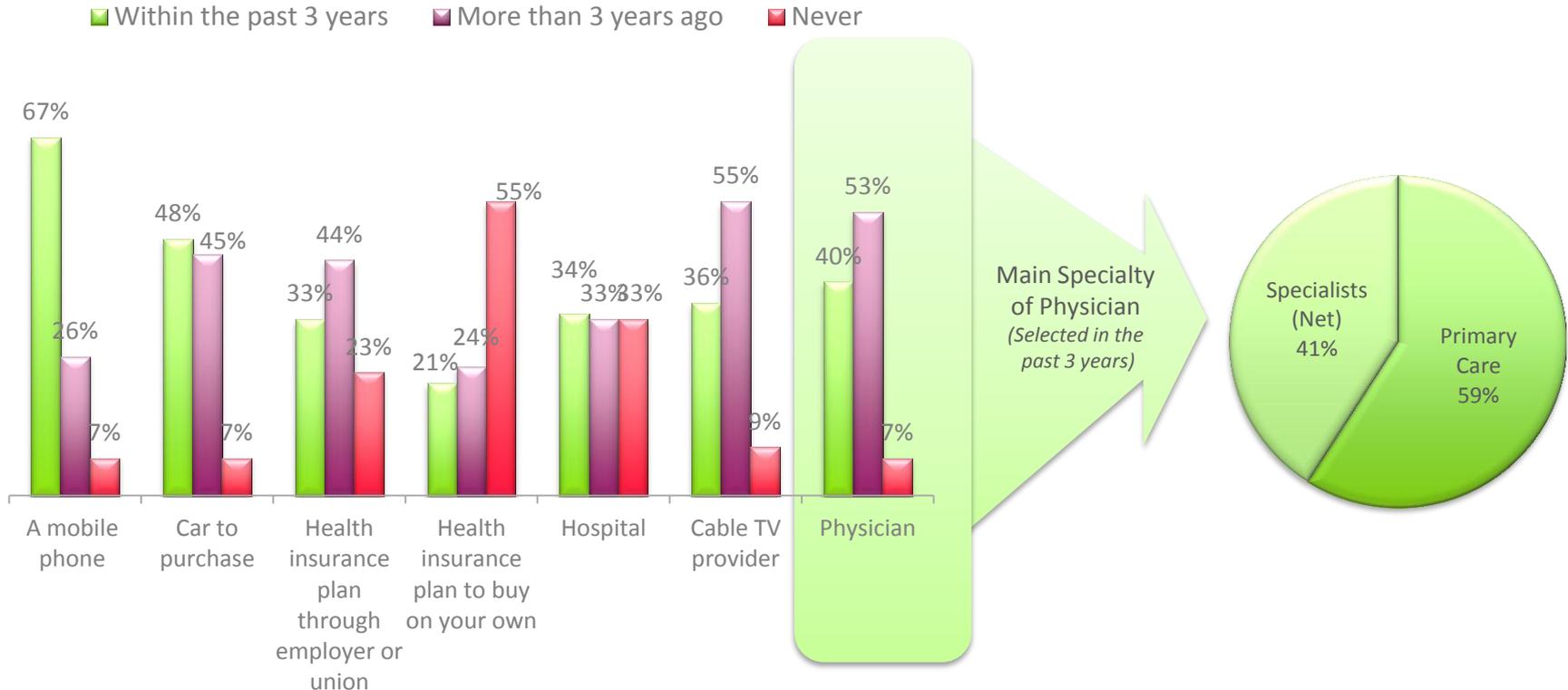


BASE: HAVE SELECTED PHYSICIAN IN PAST 3 YEARS

Q150. Thinking about the most recent time you chose a *physician*, which of these factors were important in making that decision? *Select all that apply.*

How Recently Made Product and Service Decisions

Most consumers have not chosen a physician or hospital recently (within the past 3 years), and more than half have never bought a health insurance plan on their own.



BASE: ALL QUALIFIED RESPONDENTS (n=1005)

Q112. How recently, if ever, have you made a decision on each of the following? Please use the scale below.

BASE: HAVE SELECTED PHYSICIAN IN PAST 3 YEARS (n= 385)

Q203. The last time you chose a physician, what was that doctor's main specialty? *Select one only.*

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in more than 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit www.harrisinteractive.com.