



Consumers and Healthcare Marketing

(And how do New Yorkers compare to the rest of the country?)

Presented by:
Rob Klein, President
Klein & Partners, Inc.

4th Quarter, 2011



INTRODUCTION

Background and Purpose

- The purpose of this nationwide quantitative survey was to understand consumers' current thinking on a wide range of healthcare-related topics, including:
 - Top concerns
 - Hospital safety
 - Primary care physician
 - Mobile messaging
 - Smart phone
 - Tag reader
 - Electronic medical record
 - Communications preferences
 - Websites visited
 - Cancer and pediatric hospital national reputations
 - Interest in new information sources
 - Factors influencing hospital choice
 - Transparency/Price shopping
 - Quality perceptions
 - Advertising
 - Getting care in these economic times

We conducted an 'oversample' of 200 New York area residents to see how their healthcare attitudes and behaviors compared and contrasted with the rest of the country's.

Methodology

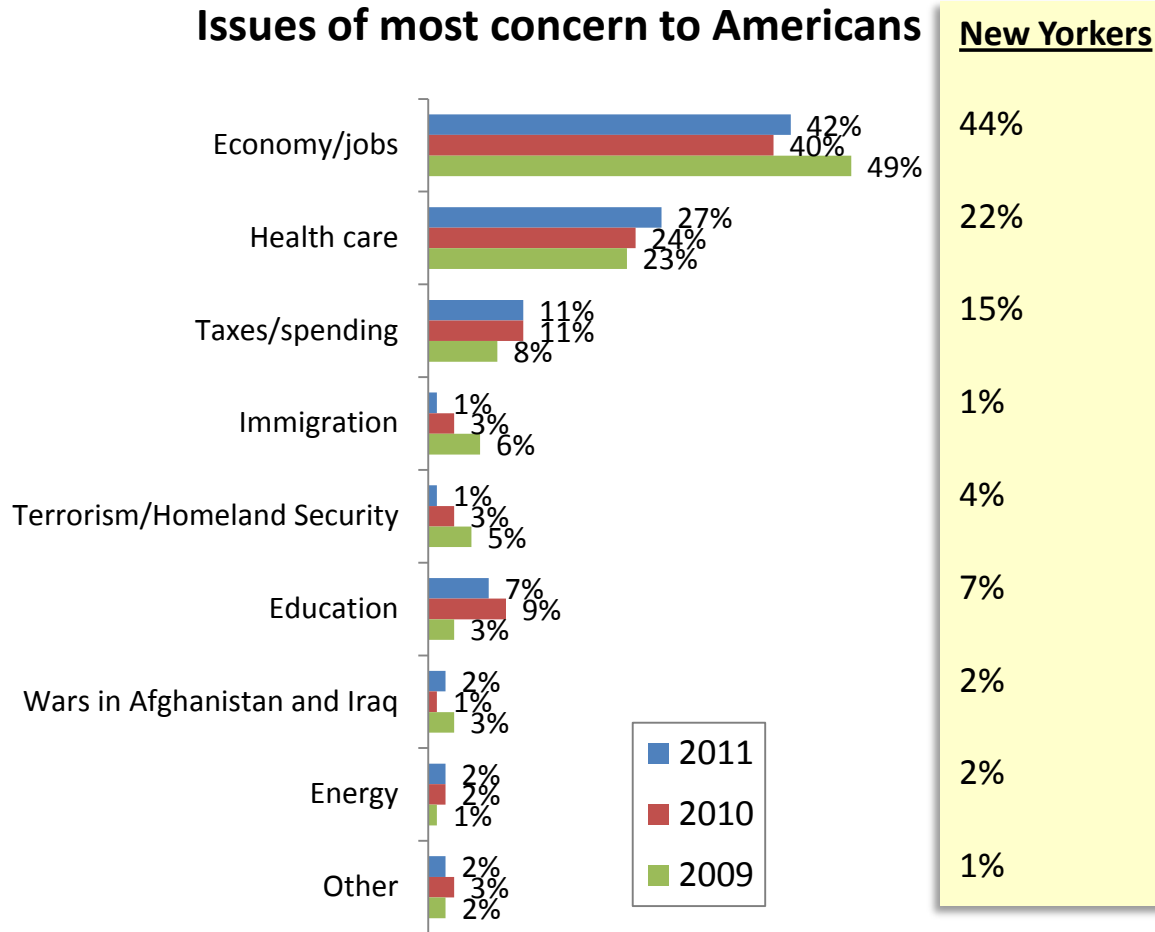
- A **national online survey** was conducted among **402** heads of household, 21 or older who are most responsible for healthcare decisions for the household. The interviewing was conducted from **October 21-November 1, 2011**. The sample frame used was e-Rewards' online consumer panel. The final data set was weighted by age and ethnicity.
- The total sample size of 402 yields a sample error of **+/-4% at the 90% Confidence Level (CL)**. For example, if this study were repeated 100 times, in 90 times out of that 100 (i.e., 90% confidence level) we would find a total sample statistic of 50% to fall within 46% and 54%.
- In the charts, letters (e.g., A, B, C) and arrows indicate a statistically significant difference at the 90% Confidence Level. Colors and bolding are used to highlight interesting patterns and/or findings.

...AND NOW THE REST OF THE STORY



TOP CONCERNS

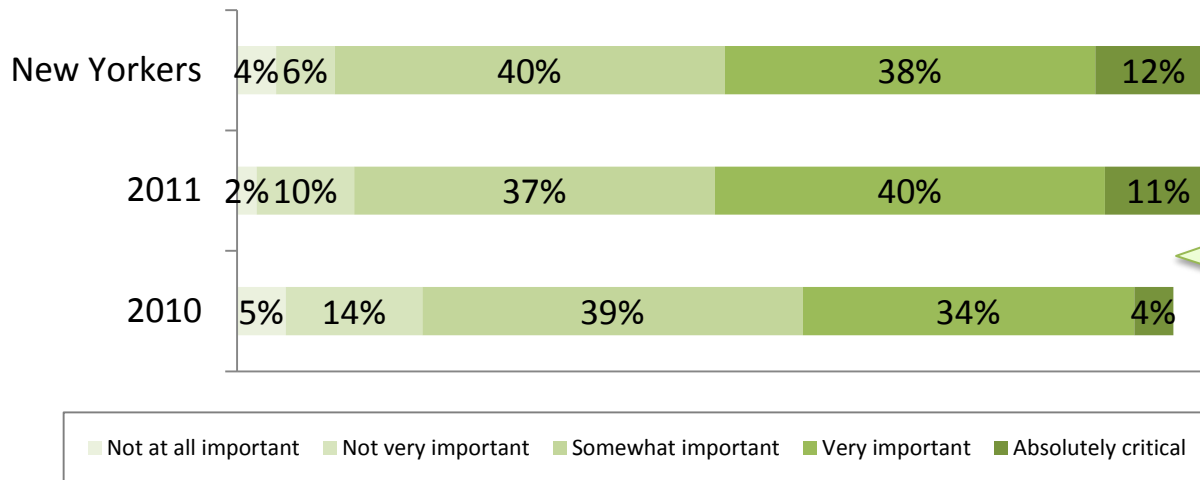
Issues of most concern to Americans



Q1: Which of the following issues is MOST important to you?

GREEN HOSPITALS

Importance of hospitals “going green”



Not only is support growing for hospitals going green...

...more people are open to paying a little more for it:

	<u>2010</u>	<u>2011</u>	<u>NY</u>
Would not pay more –	63%	55%	52%
Would pay a little more –	22%	31%	35%
Would pay a lot more –	2%	3%	3%
Not sure –	13%	12%	11%

Q2: “Going green” is the hot topic among people and companies. How important to you is it that hospitals “go green?”

Q3: If you were choosing between two hospitals that were both equally appealing to you and convenient, and one was committed to being green while the other was not green at all, all else equal, would you pay more to be treated at the green hospital?

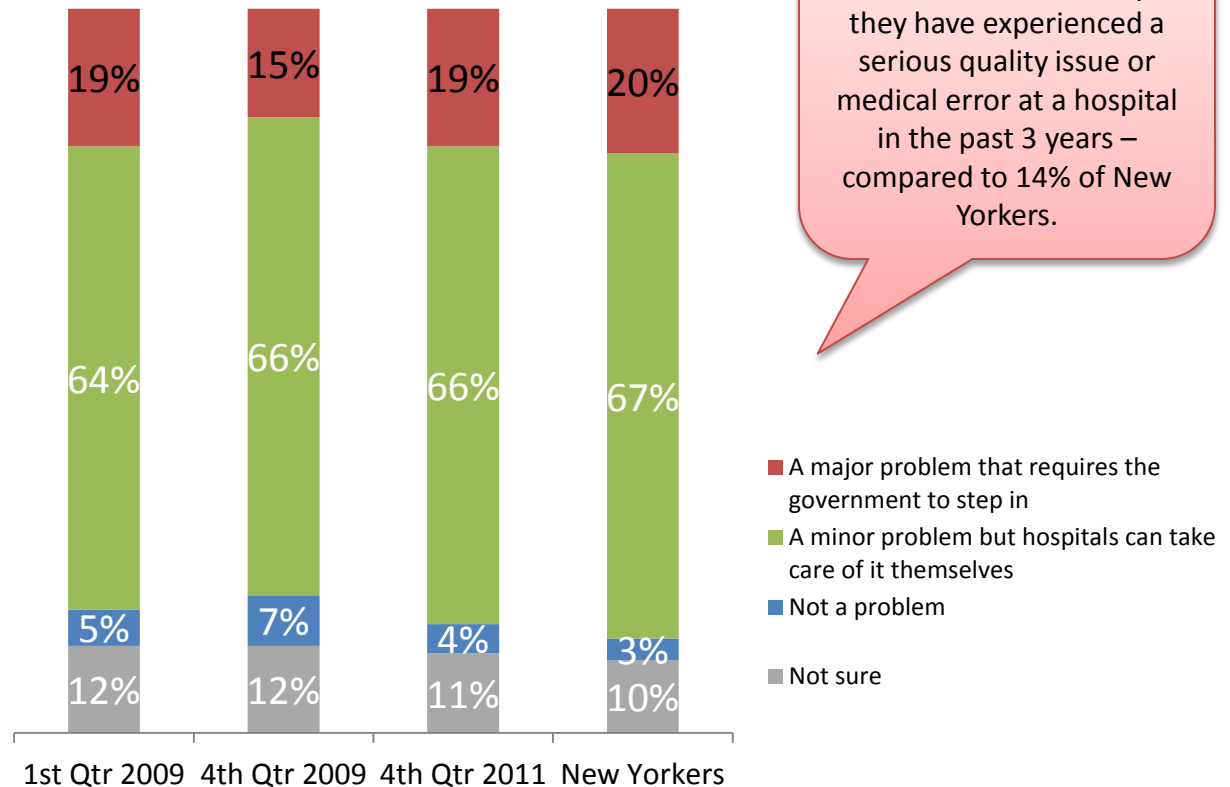


HOSPITAL SAFETY

Do hospitals have a problem with preventable medical errors?

Three quarters (75%) of folks across the country say it would be important to them to receive a copy of the hospital's patient safety guidelines before going to the hospital – compared to eight in ten New Yorkers (79%).

Unchanged from 2009, about one in ten Americans is aware of CMS' HAC guidelines (8% in 1st Qtr 2009 vs. **10% in 4th Qtr 2011 – nationally and in NY**).



12% of Americans say they have experienced a serious quality issue or medical error at a hospital in the past 3 years – compared to 14% of New Yorkers.

- Q4: Do you perceive there to be a problem at hospitals today regarding patient safety in terms of preventable medical errors?
 Q5: In the past 3 years, have you personally or someone in your immediate household experienced any serious quality issues or medical errors while being treated at a hospital?
 Q6: If you were going to be hospitalized for care, how important to you would it be to receive a copy of the hospital's patient safety practice guidelines before you go to the hospital?
 Q7: [Described CMS' HAC guidelines] Are you aware of these patient safety guidelines outlined by the government?

PRIMARY CARE PHYSICIAN

Unchanged from past waves, more than eight in ten folks have a primary care physician (85%) across the country and more than nine in ten (92%) in the New York area.

Going online to rate a doctor or hospital has increased slightly in the past couple of years (6% in 2009 vs. 9% in 2011) and is even higher in the New York area (13%).

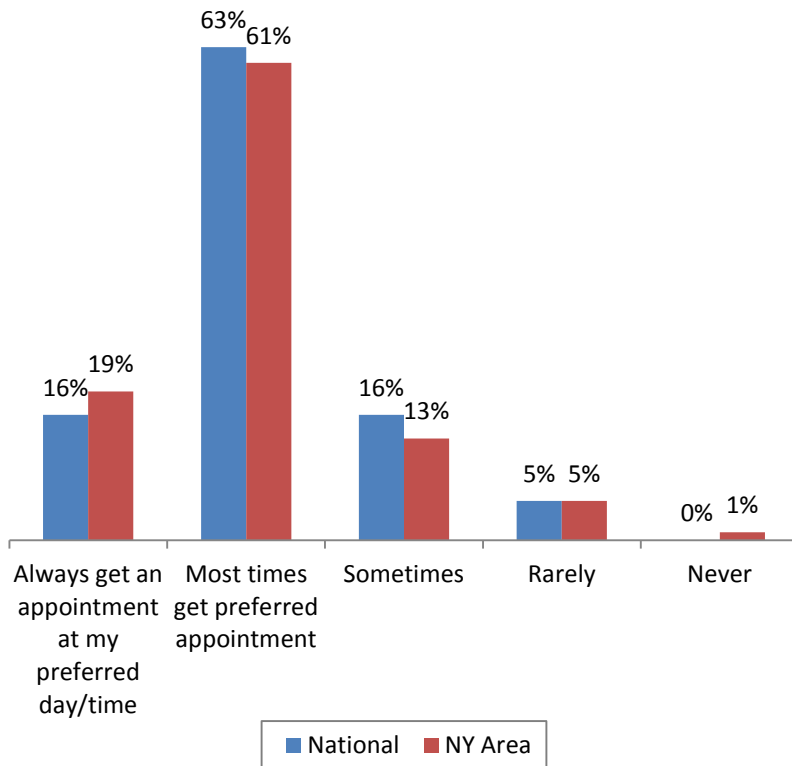


Primary Care Doctor

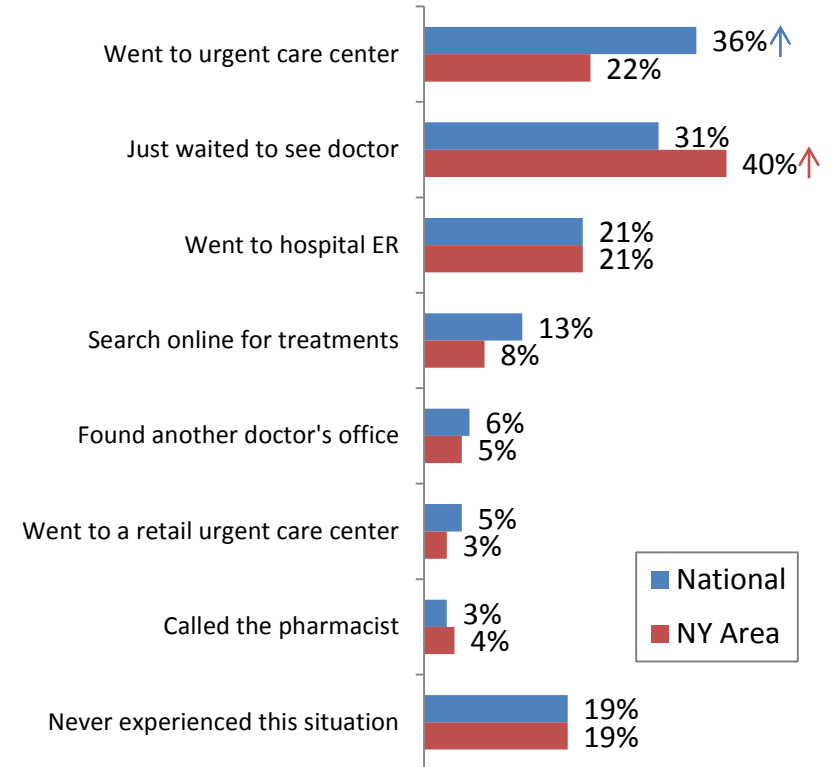
Q8: Do you have a primary care or personal physician?

Q11: Have you ever gone online to a social networking site and shared your experiences about a doctor or a hospital you recently visited?

How often able to get in to see doctor when preferred?



What did when couldn't get in to see doctor?

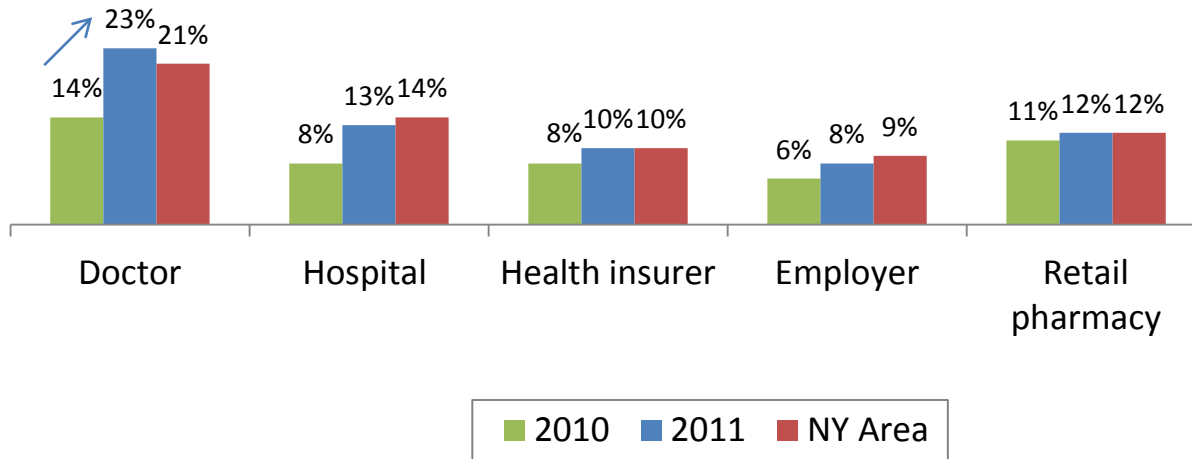


Q9: Think about all the times you have scheduled an appointment to see your physician... How often are you able to get in when you wanted?
 Q10: Think back to times when you were sick and your doctor's office either was closed or you called during office hours and couldn't get a timely appointment. What did you do for medical care?

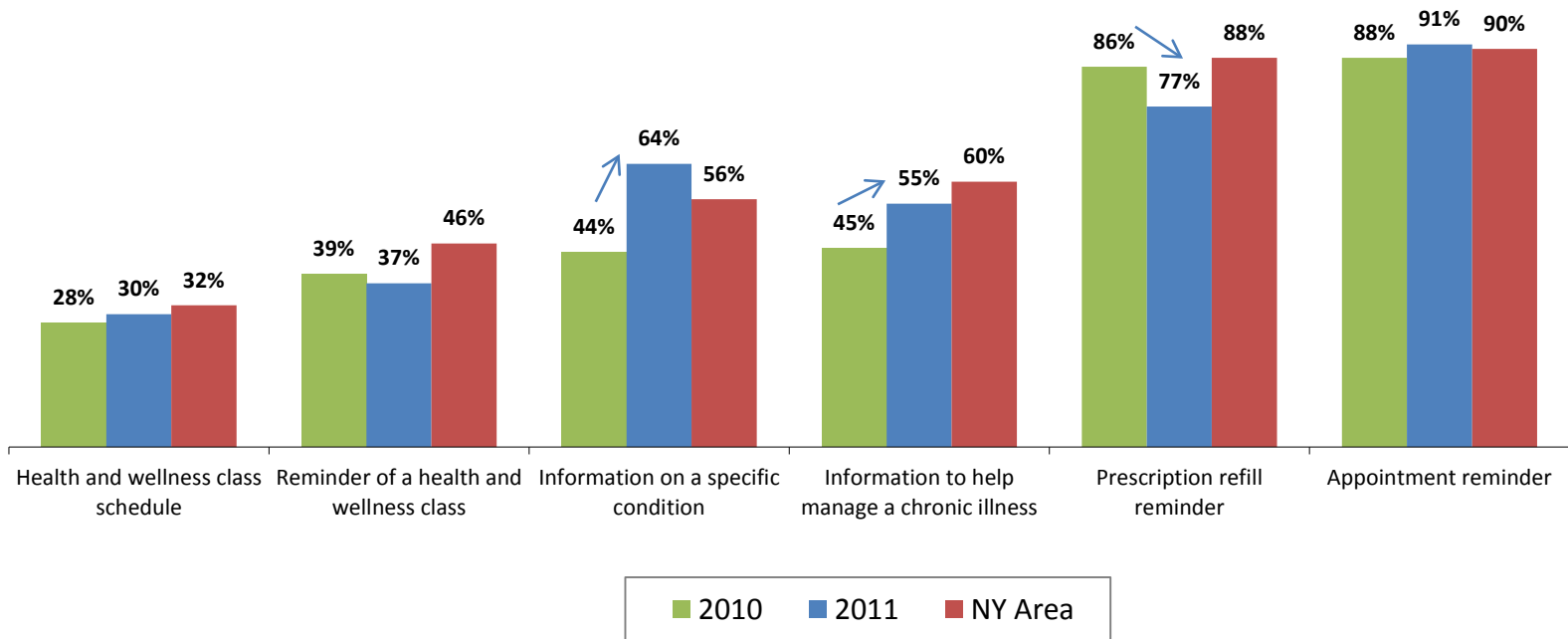


MOBILE MESSAGING

How interested would you be to receive MOBILE MESSAGING about your health from...? [% very interested]



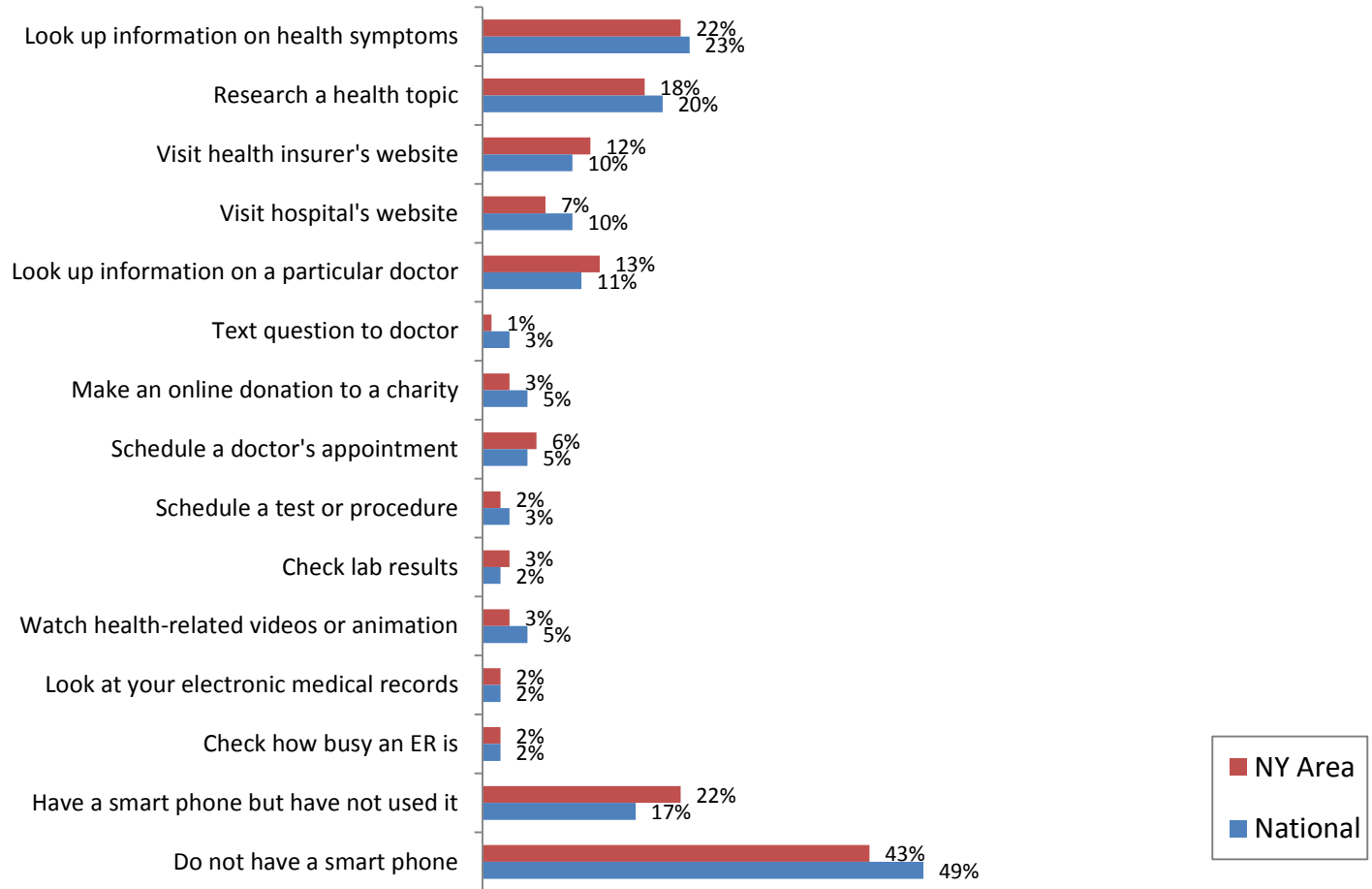
What type of health-related information would you like to receive via mobile messaging from a caregiver?



'Can you hear me now?'

SMART PHONES

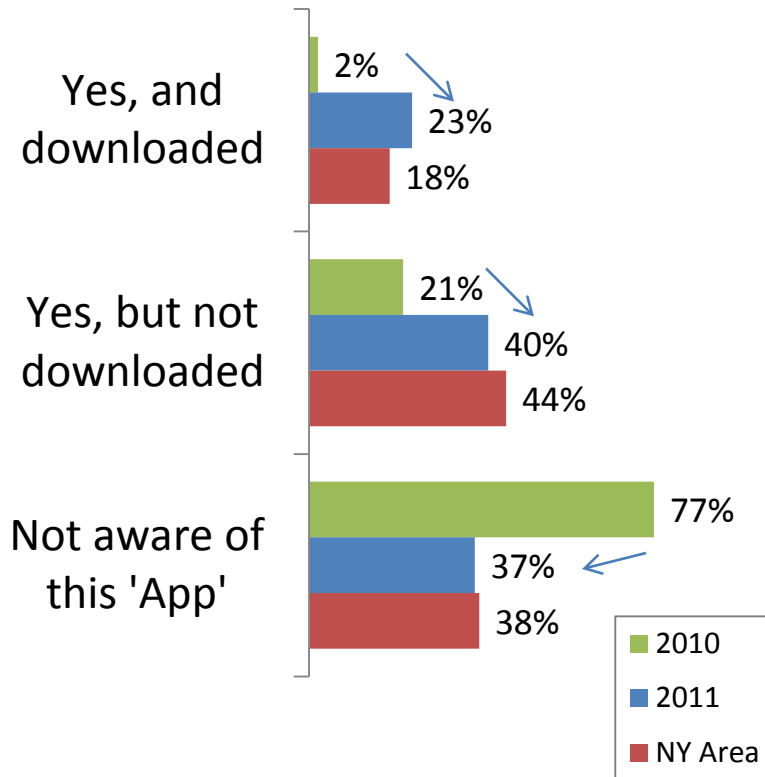
Current health-related smart phone uses





TAG READER

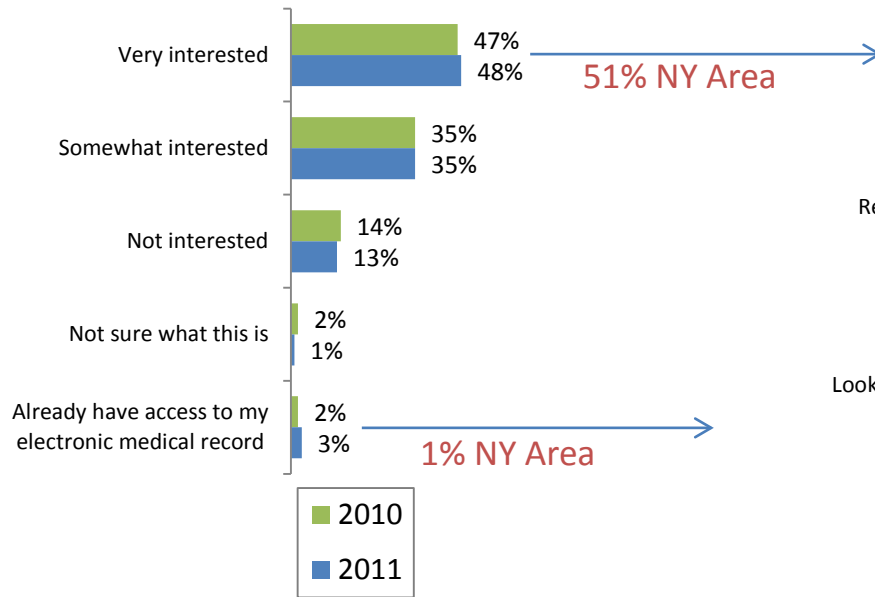
Tag Reader awareness and use



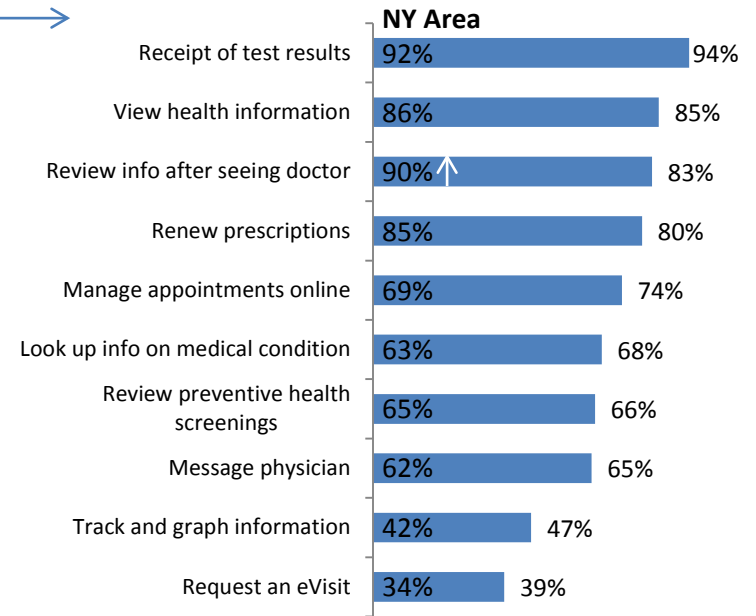


ELECTRONIC MEDICAL RECORDS

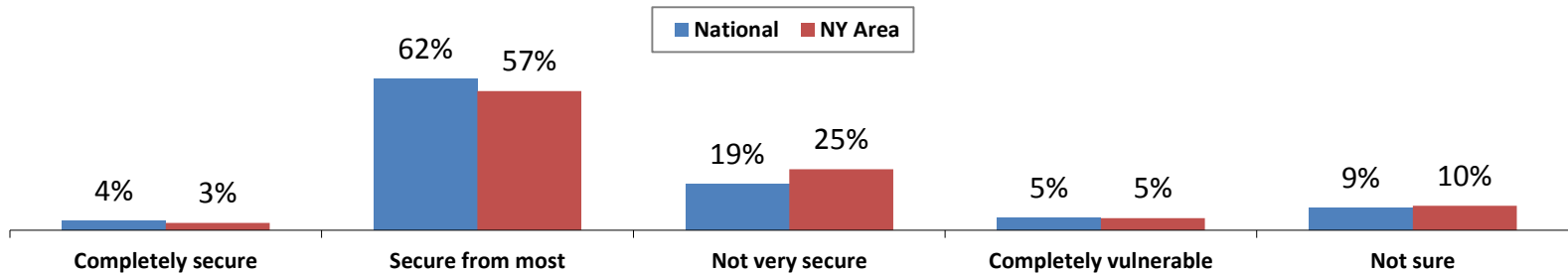
Interest in having online access to your electronic medical record



Very interested in accessing via electronic medical record



How secure is your healthcare information?



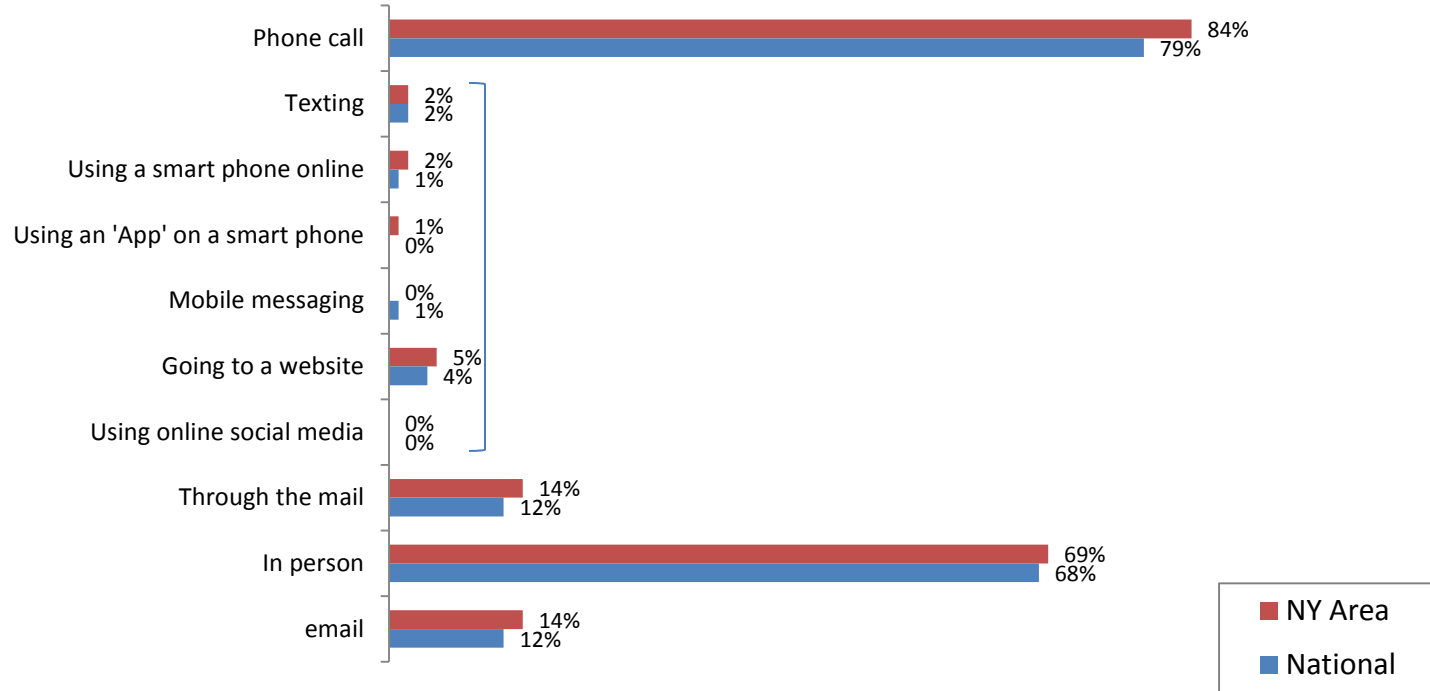
Q16: How interested would you be in having online access to your own personal health record called an Electronic Medical Record to track your own health through a secure website that only you and your doctor and hospital can access?

Q17: Which of the following features, if any, would you definitely be very interested in accessing through your electronic medical record?

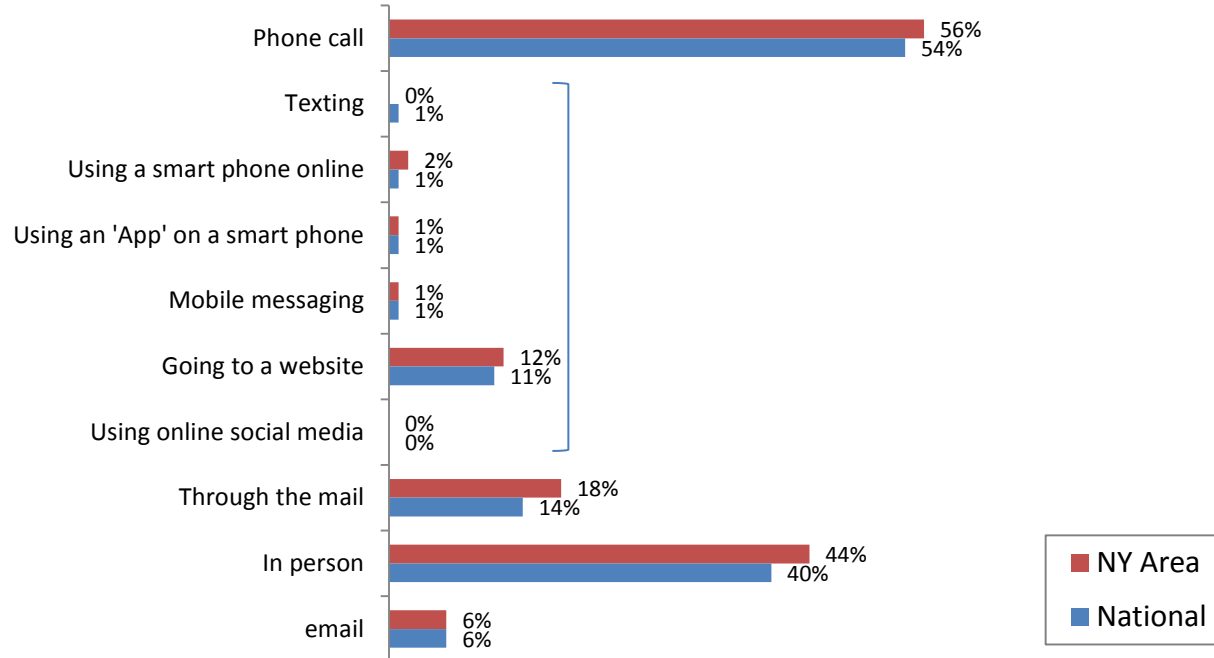
Q18: Overall, how secure do you feel your health information is from being stolen whether from an online hacker or from a personal stealing actual files?

COMMUNICATON METHODS

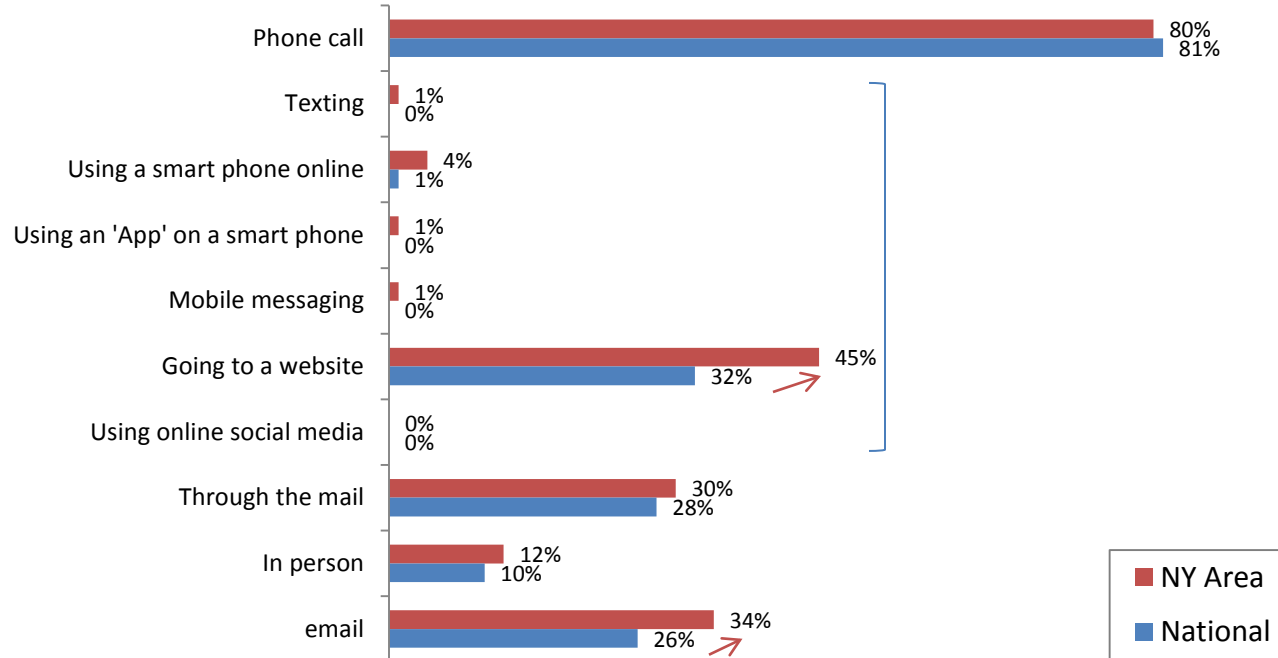
Which methods do you use to communicate with your PCP



Which methods do you use to communicate with your hospital?



Which methods do you use to communicate with your health insurance company?

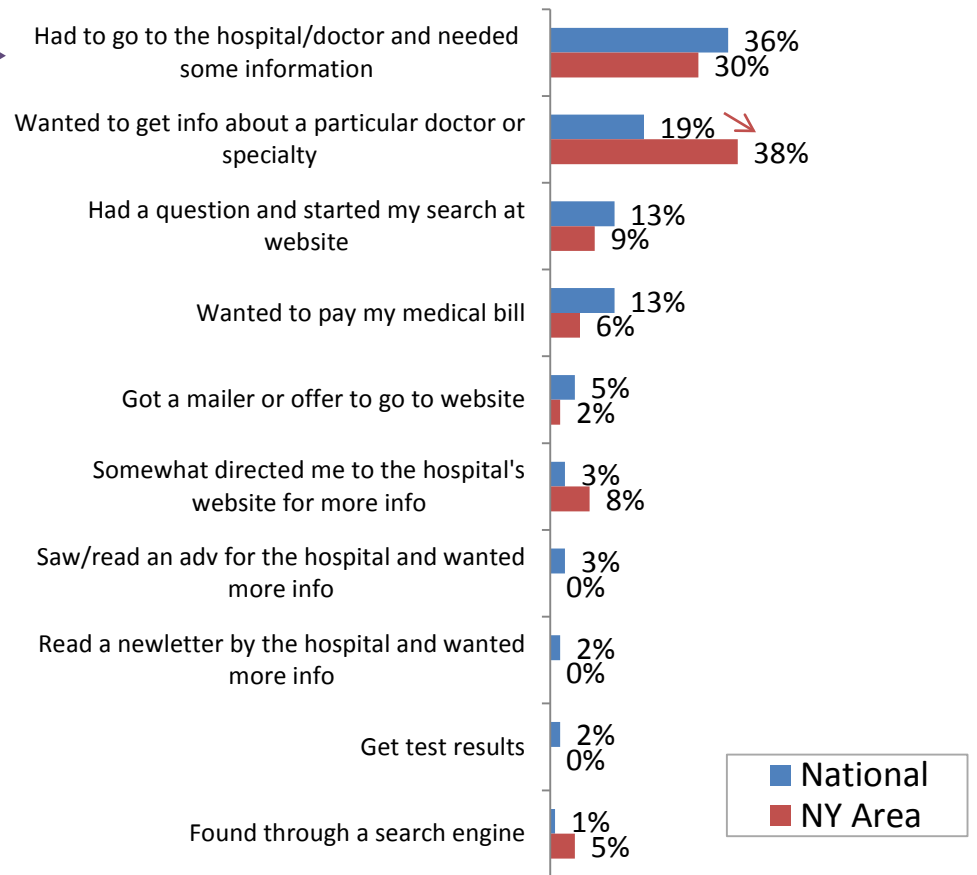




WEBSITES VISITED



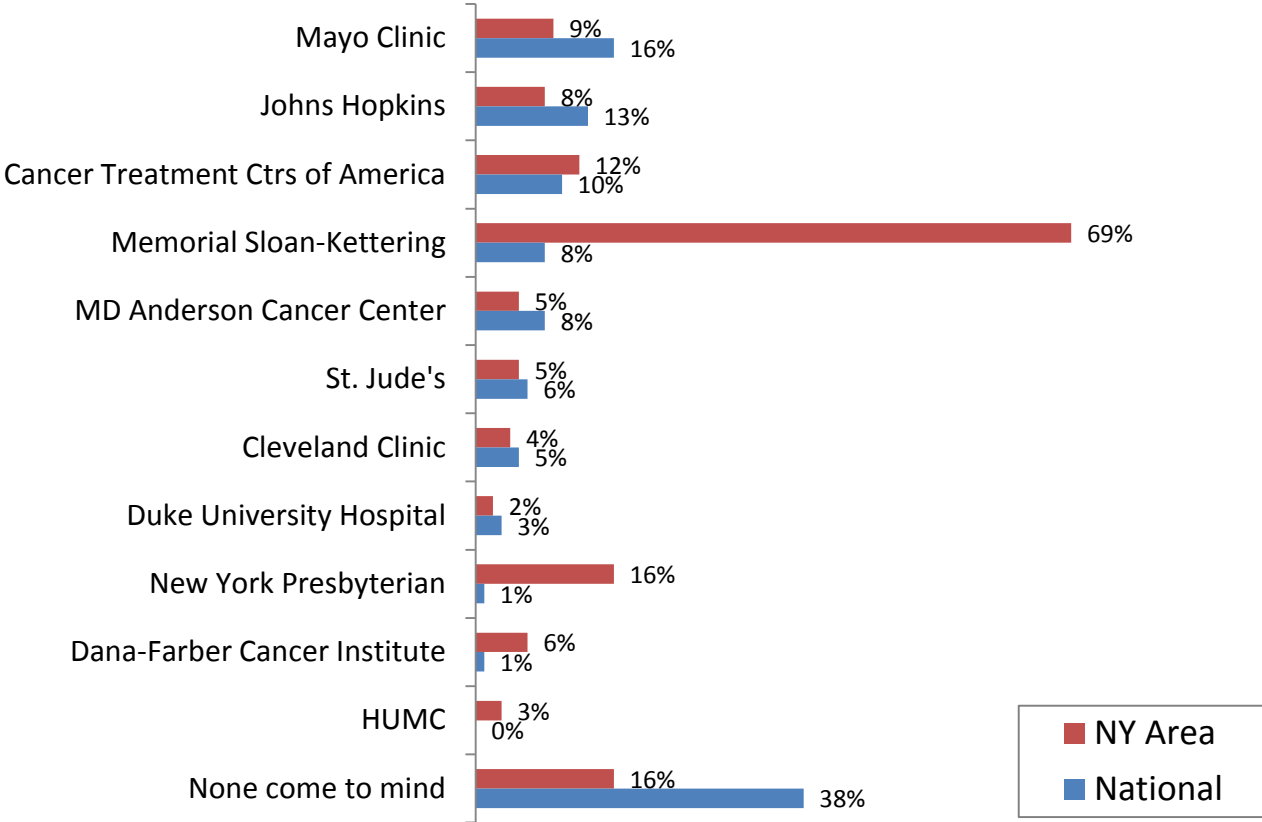
What got you to go to that website?



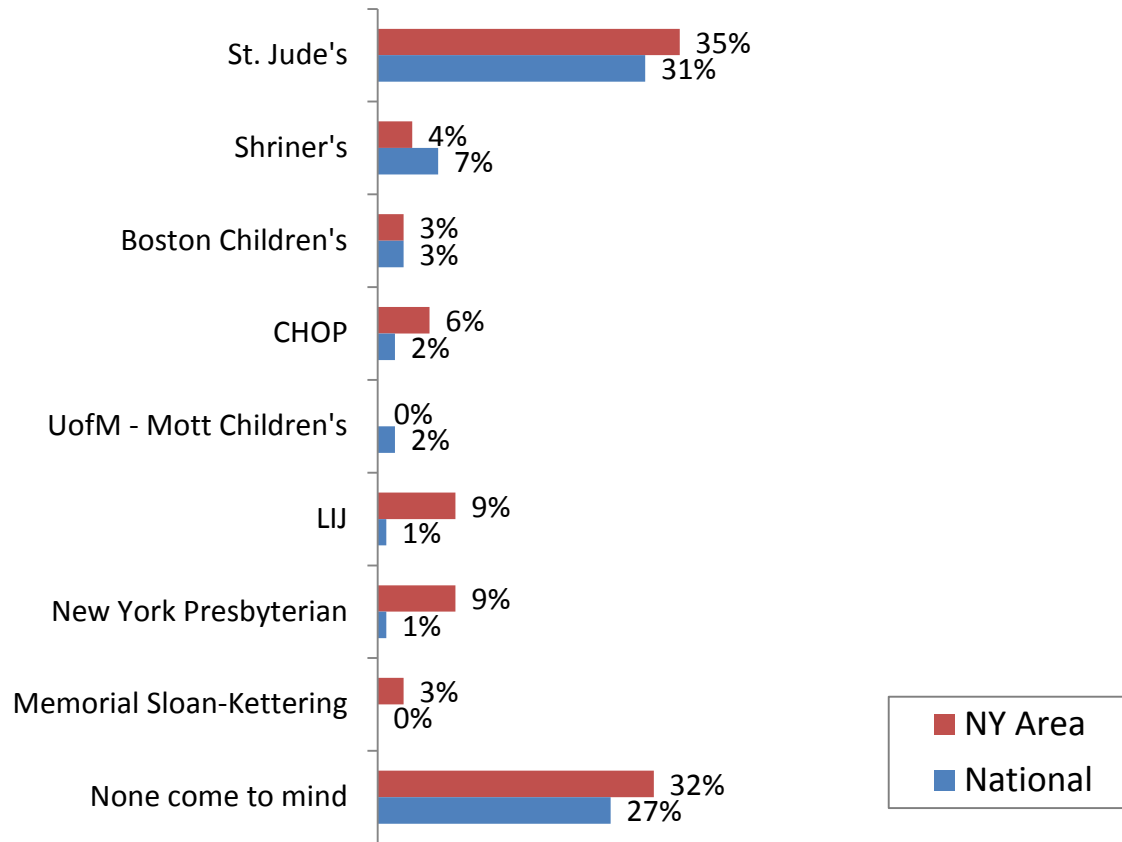
Q20/21: Have you been to a hospital/health plan website in the past year?
 Q20a/21a: What got you to go to that hospital's/health plan's website?

CANCER AND PEDIATRIC HOSPITAL NATIONAL REPUTATION

Hospitals that have a national reputation for treating CANCER

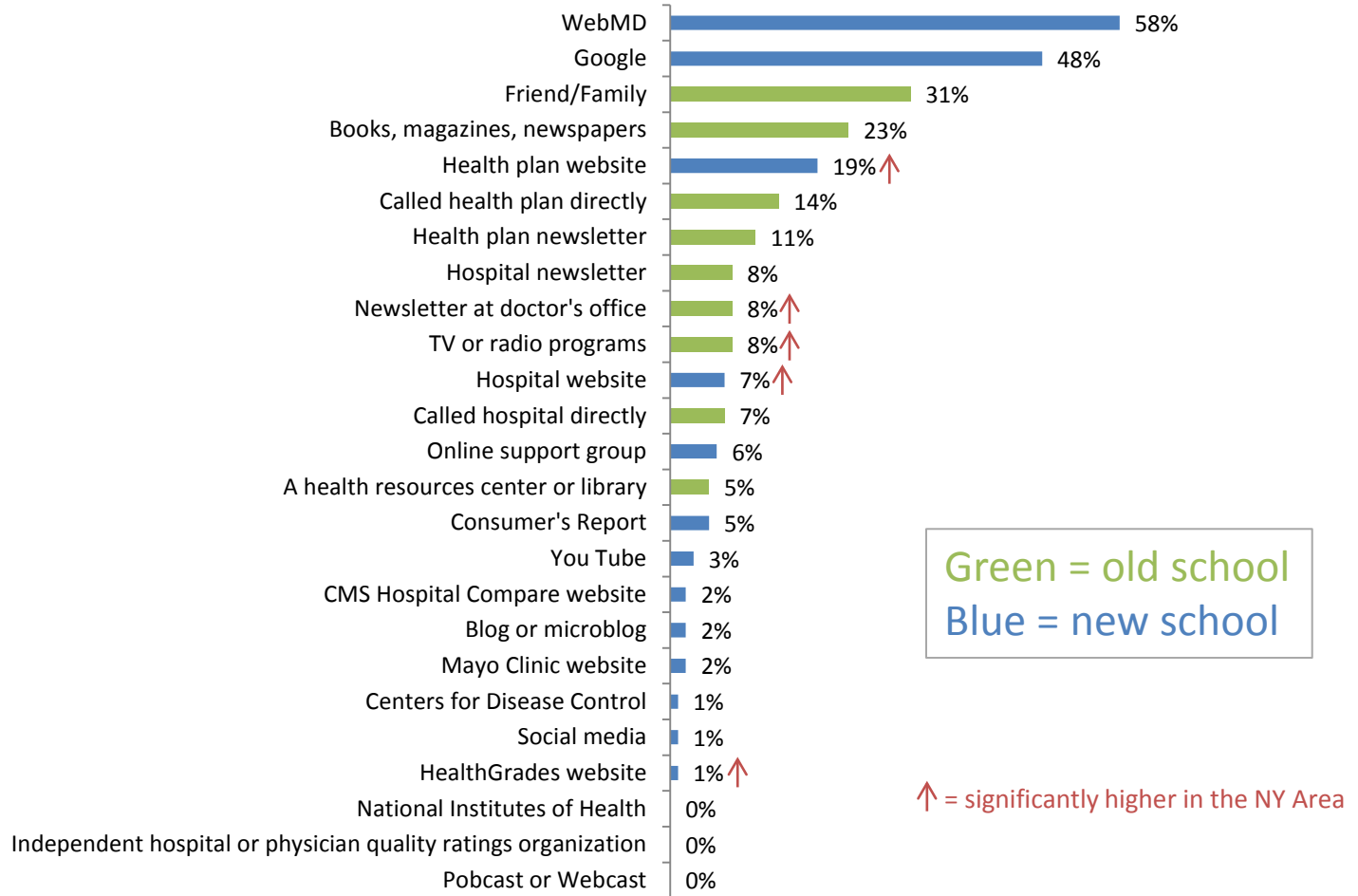


Hospitals that have a national reputation for treating CHILDREN

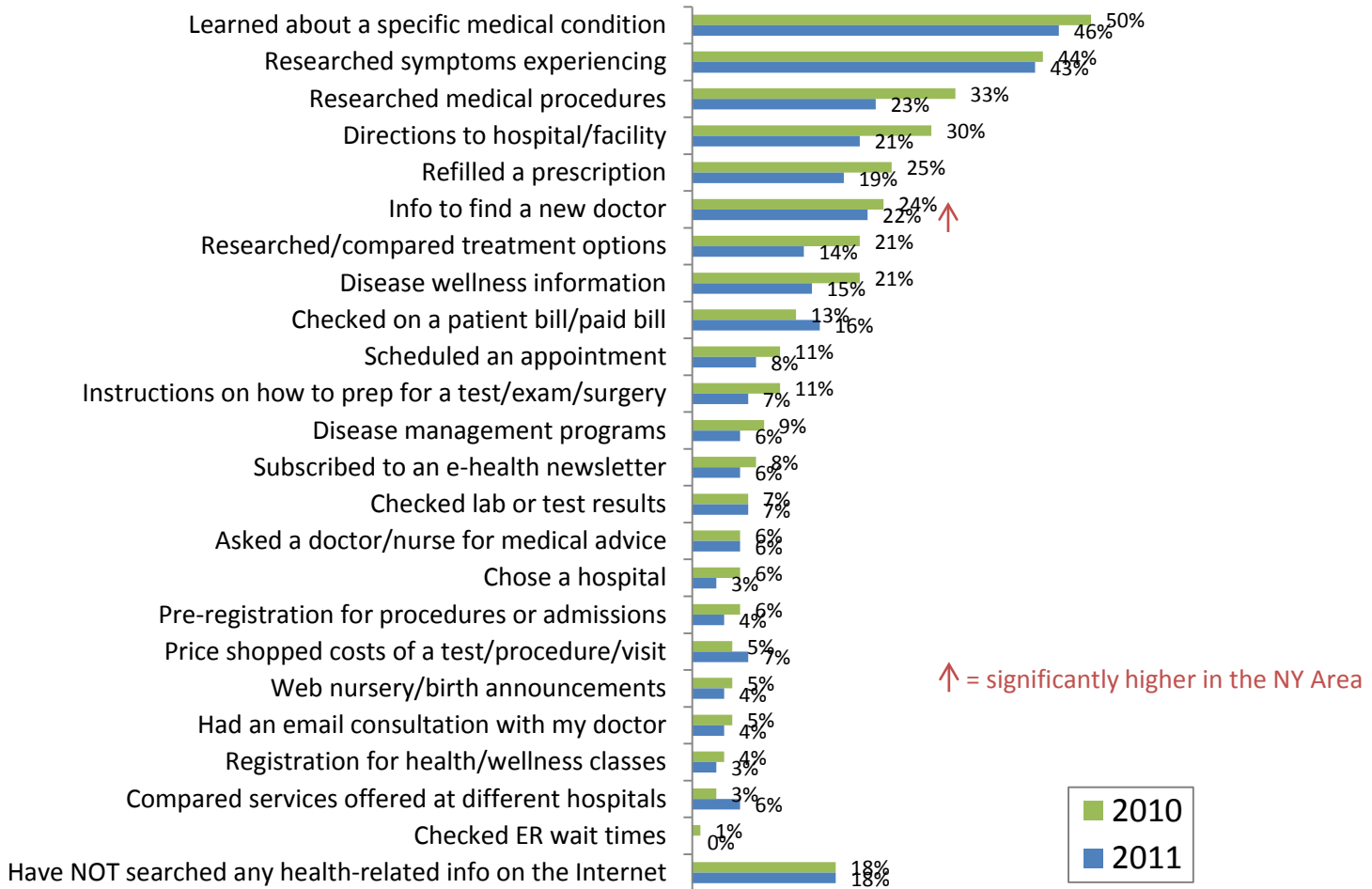


INTEREST IN NEW INFORMATION SOURCES

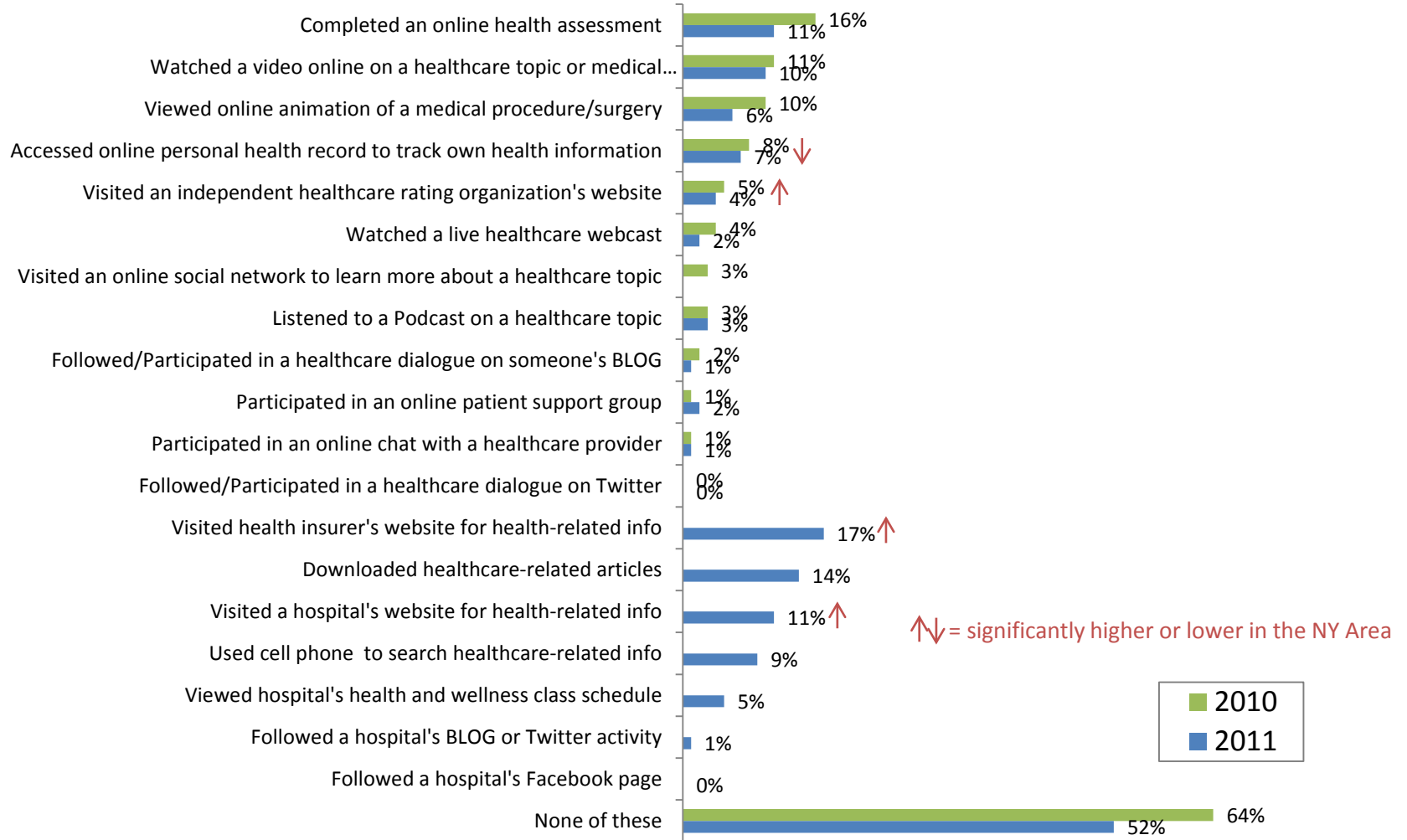
Sources of health-related information sought in past year



Which health related information have you sought on the Internet?



Recent participation in online health-related activities



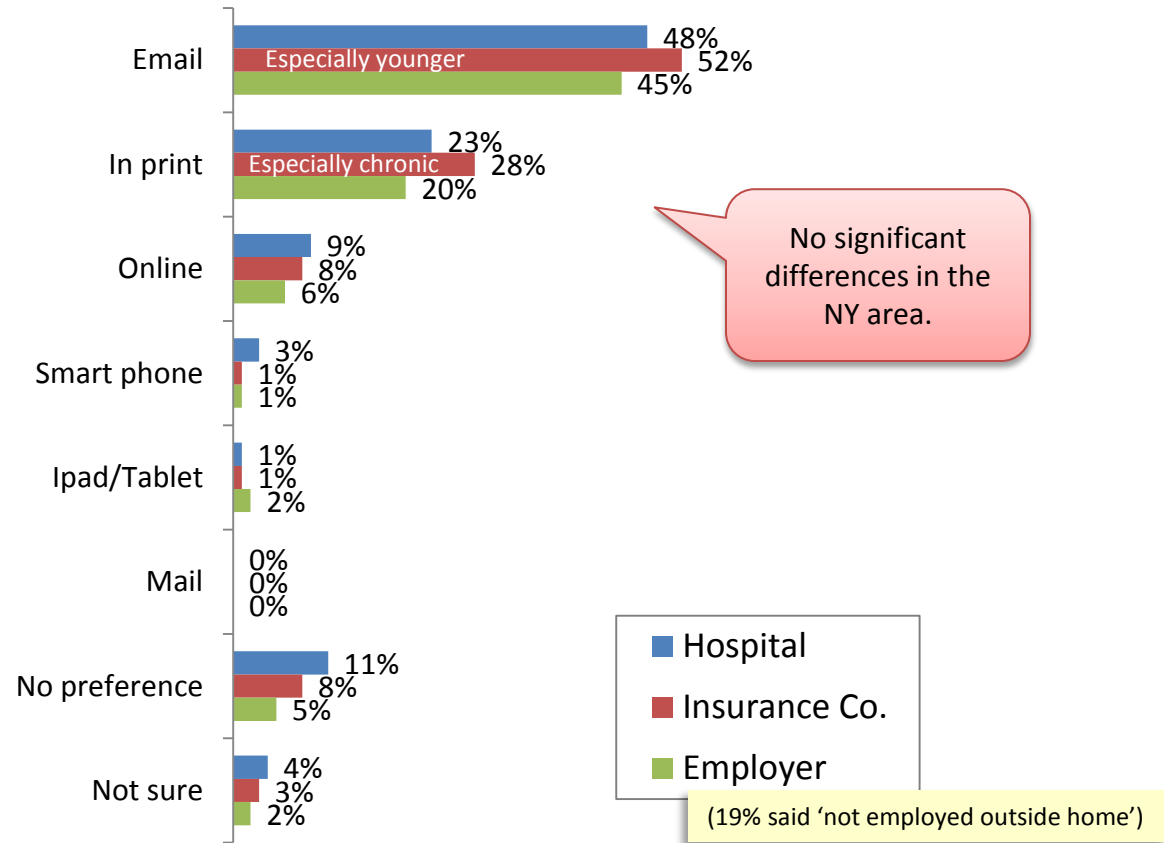
Q26: Next, which of the following online health-related activities have you participated in over the past few years?

Preferred method to receive preventive care appointment reminders



Q27: If you could be sent regular reminders for when specific preventive care appointments are due, which ONE of the following methods would you most prefer to receive these reminders from?

What format would you prefer receiving a newsletter from...?

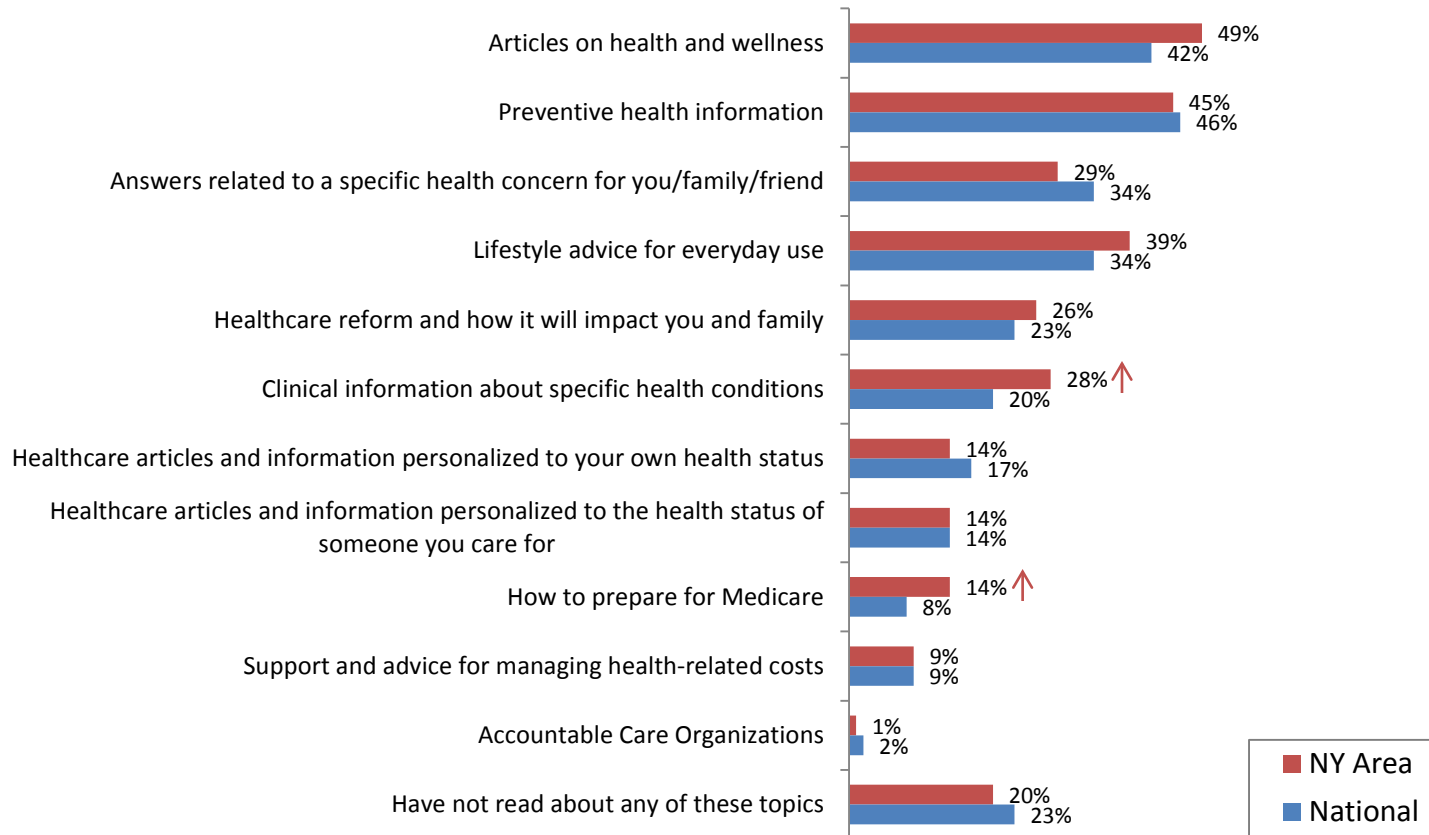


Q28a: If you could receive a **hospital** newsletter in any of the following formats, which format would be your most preferred way to receive this newsletter?

Q28b: If you could receive a newsletter from your **health insurance company** in any of the following formats, which format would be your most preferred way to receive this newsletter?

Q28c: If you could receive a newsletter from your **employer** in any of the following formats, which format would be your most preferred way to receive this newsletter?

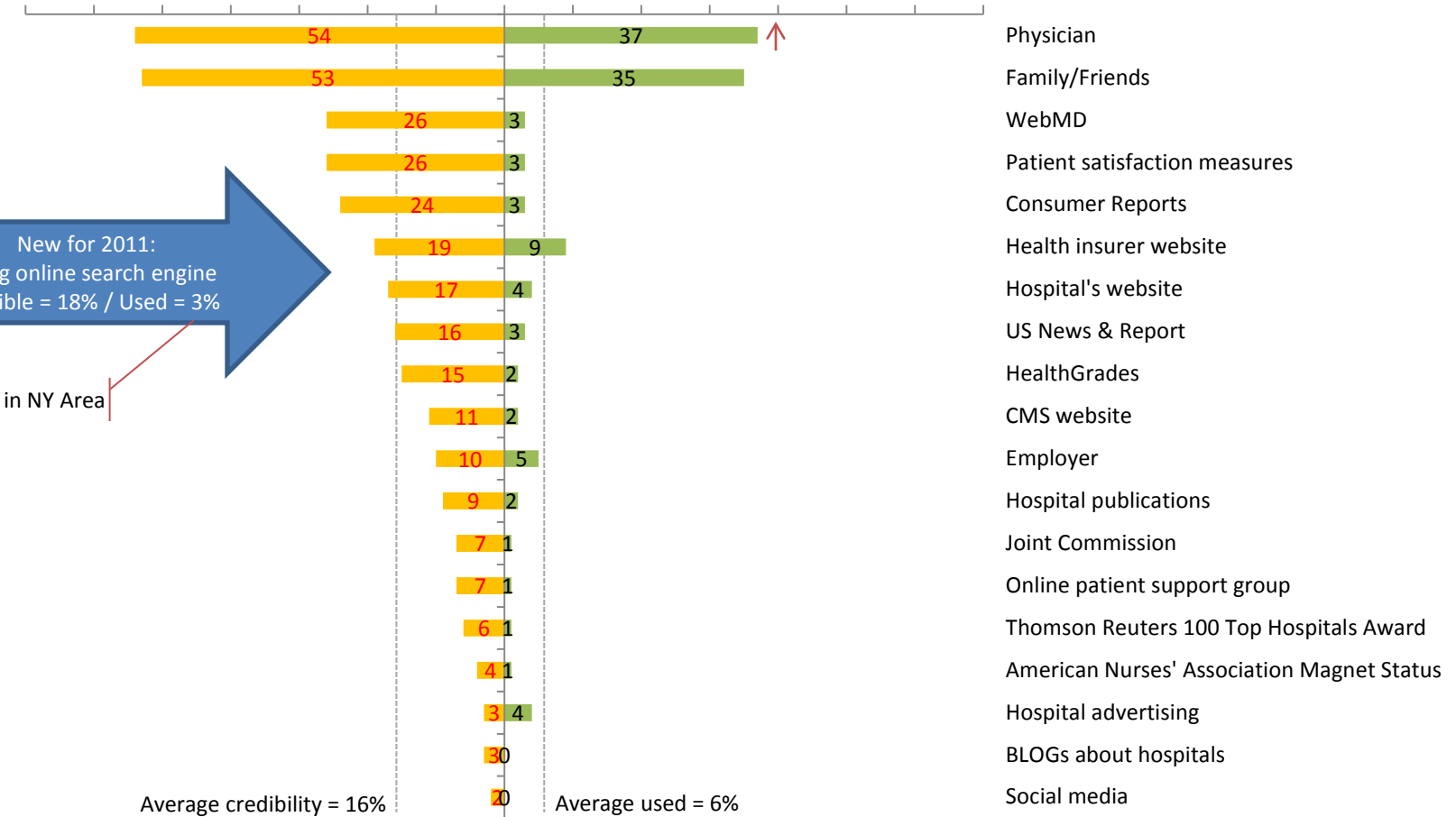
Which healthcare topics have you recently read something about?



CHOOSING A HOSPITAL

Information source credibility – for choosing a hospital

70 60 50 40 30 20 10 0 10 20 30 40 50 60 70



New for 2011:
 Using online search engine
 Credible = 18% / Used = 3%

↑ 8% in NY Area

■ Credible ■ Used

↑ = significantly higher in the NY Area

Q30: Next, if you had to be hospitalized and you wanted to gather information about which hospital you should choose, which of the following sources of information are most credible to you (whether you have used them or not) and which ones have you actually used?

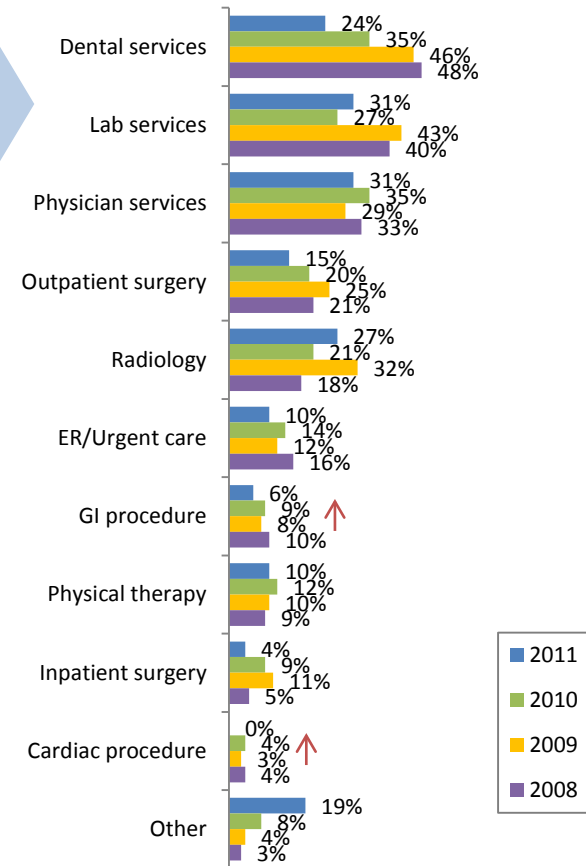
Transparency

PRICE SHOPPING

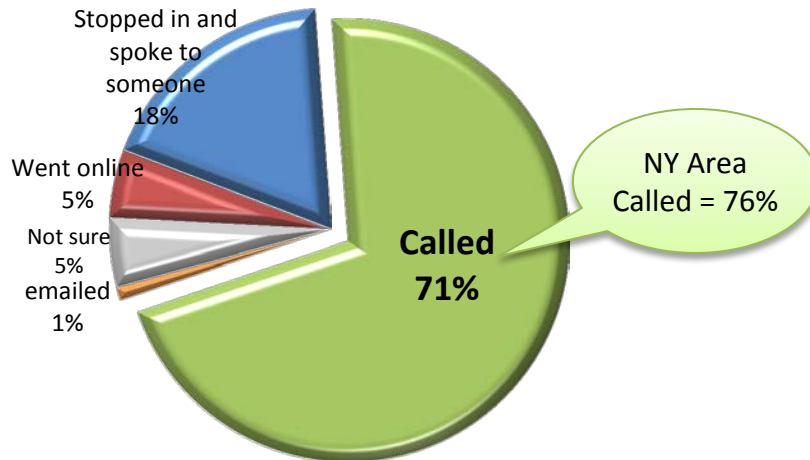
Are people giving up on price shopping already?

	4 th Qtr 2008	4 th Qtr 2009	4 th Qtr 2010	4 th Qtr 2011
Households that have contacted a healthcare organization to ask the price for a specific visit, test, treatment, or surgery	33%	32%	32%	22% ↓ 27% in NY Area
Chose the least expensive provider for one of these healthcare cases	36%	41%	31%	31% 19% in NY Area
% of the total patient market →	12%	13%	10%	7% 5% in NY Area

Health service price shopped



How did you check on pricing?



Q31: Within the past year, did you or did a member of your immediate household contact any healthcare organization, hospitals, or physician offices to ask about the price for a specific visit, test, treatment, or surgery? IF YES...

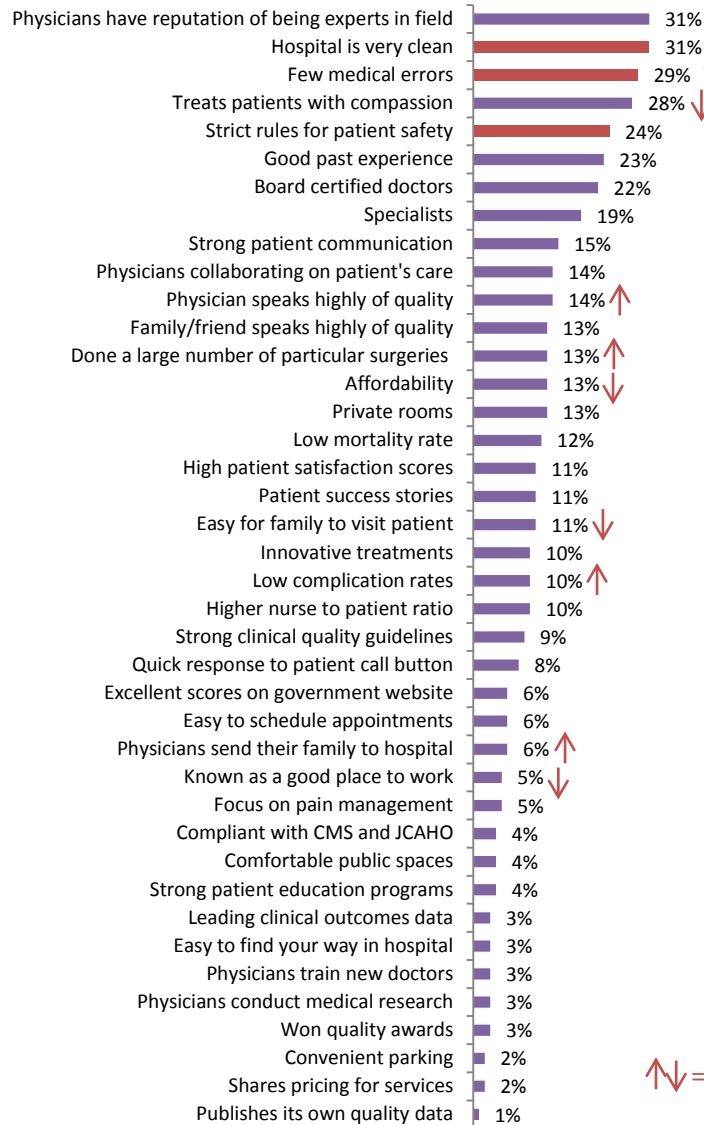
Q32: How did you check on pricing?

Q33: What type of health service did you ask about pricing for?

Q34: Did you end up choosing the least expensive provider?

QUALITY PERCEPTIONS

What defines hospital quality to you?



MRSA is becoming the new word for 'quality' (or lack of).

Patient in a recent focus group: 'MRSA is what the hospital gives you.'

↑↓ = significantly higher or lower in the NY Area

Q35: As you think of hospital quality and how you define it, which of the following would you include in your definition of hospital quality? While any and all of these things could be important, which ones truly define quality to you?

Most preferred method in receiving hospital quality information

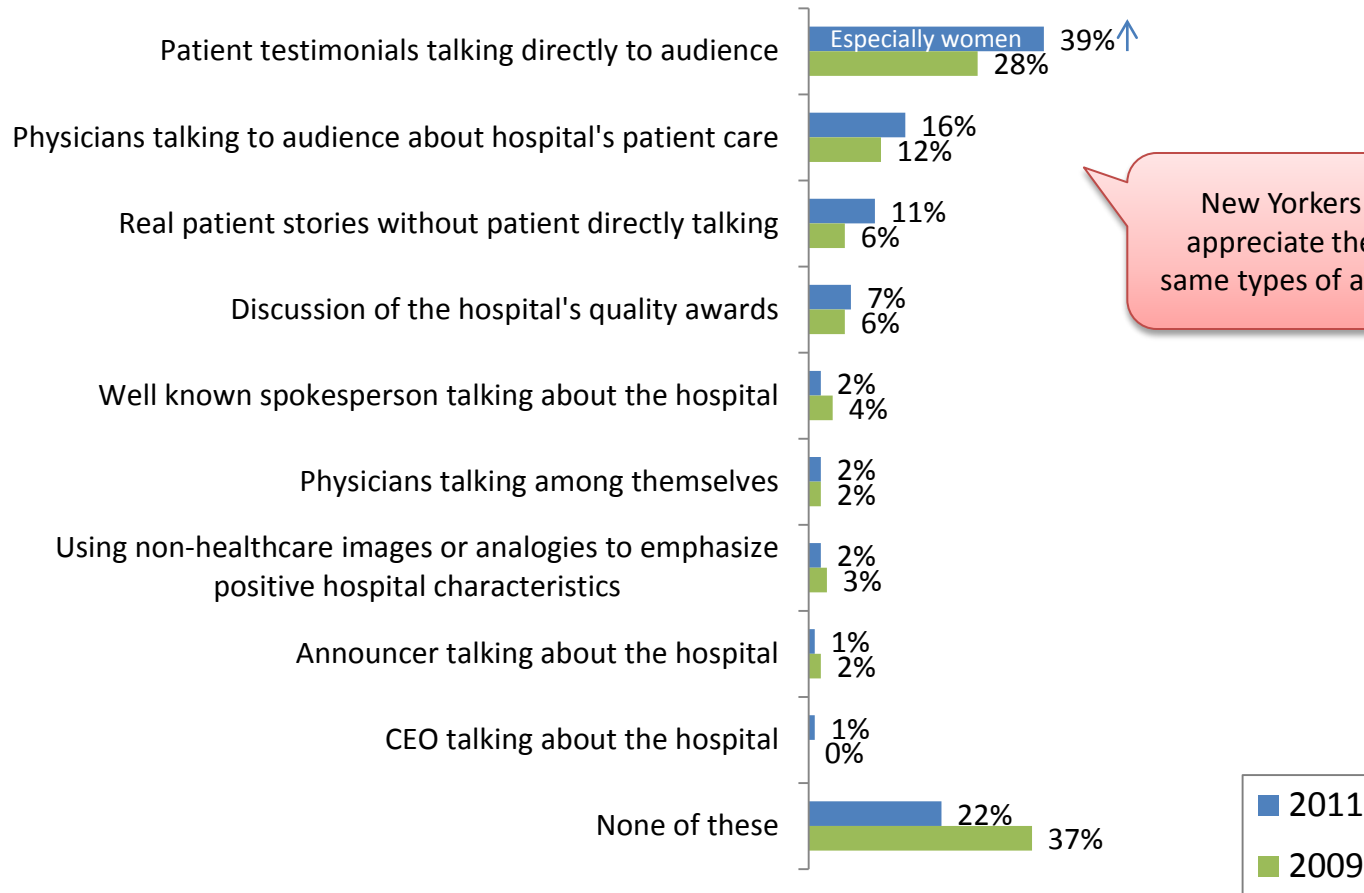


Q36: If you wanted to learn more about a hospital's quality, which one of the following methods would you most prefer to receive quality information from?



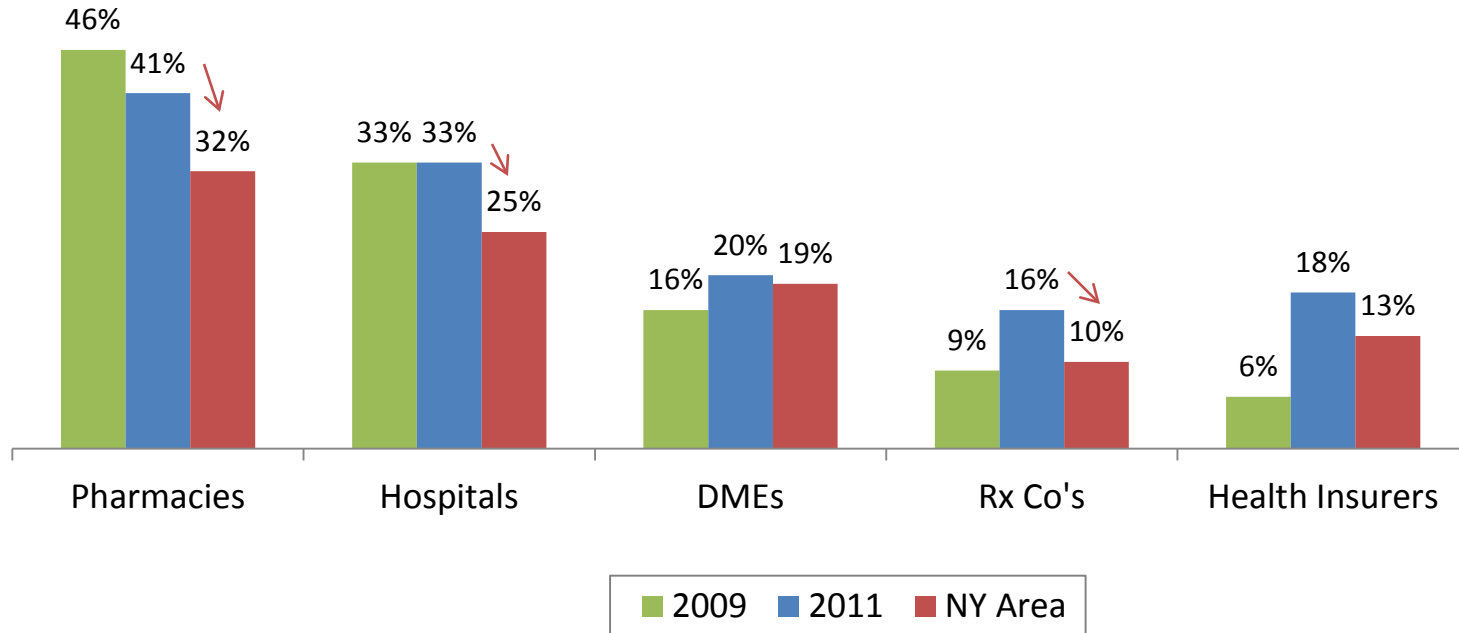
ADVERTISING

What hospital TV ad themes would cause you to pay the most attention?



Q37: All TV ads try to convey their message using a variety of themes or story-telling methods. If you saw a TV ad for a local hospital, which of the following themes would cause you to pay the most attention?

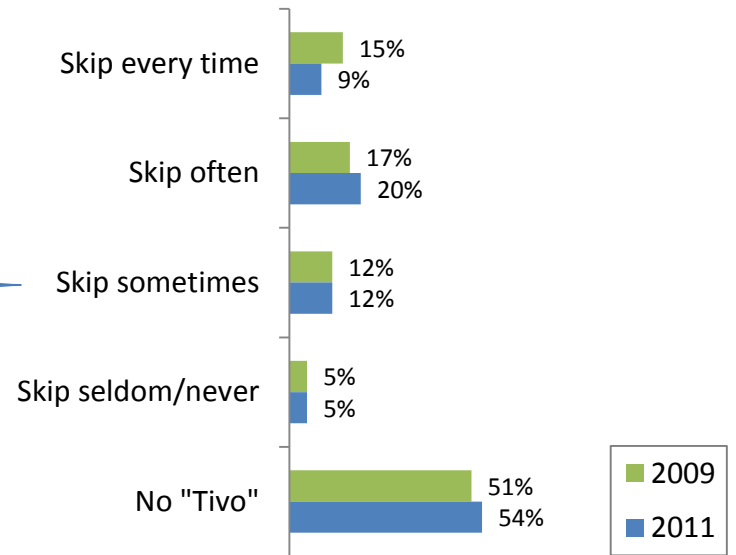
Completely/mostly trust advertising for...



Folks in the NY area are significantly more likely to have a TV recording device (59%). But their commercial skipping habits mirror the US.

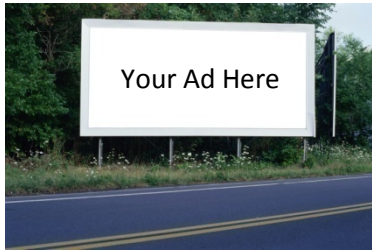
In 2011 (46%) of all households reportedly have TIVO or some other recording device and (64%) of these households reportedly skip past TV commercials every time or often. These figures were 49% and 66% in 2009.

How often do you skip past TV commercials?

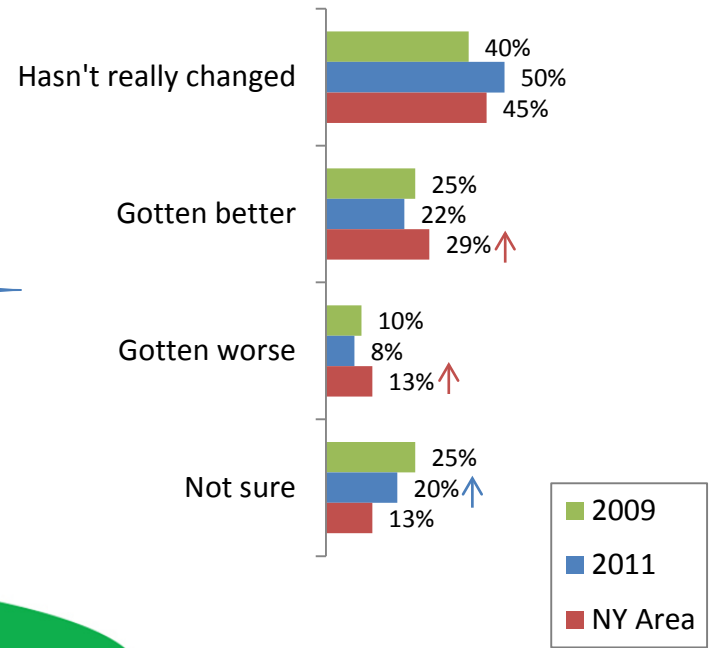


Q39: Do you have TIVO or some other TV recording device that allows you to control how you watch TV?
 Q39a: [IF YES] How often do you skip past TV commercials?

Hospital advertising quality over time: improving?

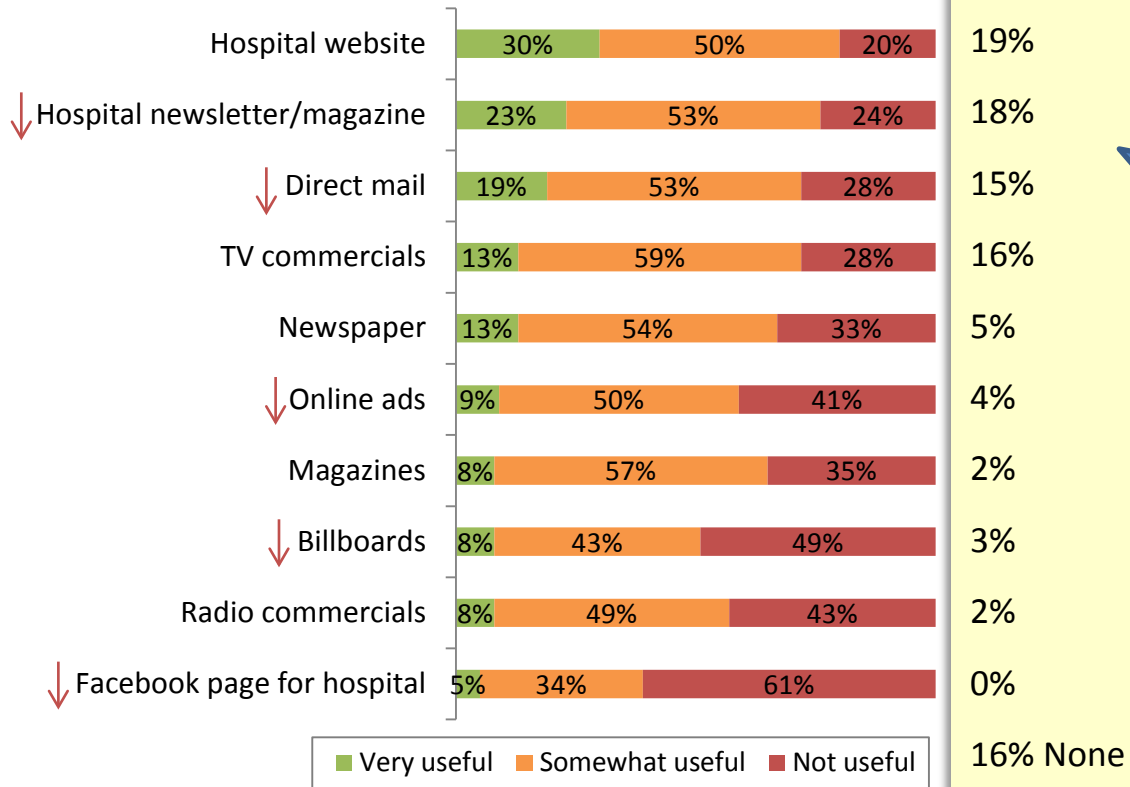


Has hospital advertising gotten better or worse?



Q40: In general, when you think about hospital advertising you see or read in your area, do you think hospital advertising has gotten better or worse over the past several years in terms of the quality and usefulness of the messages provided?

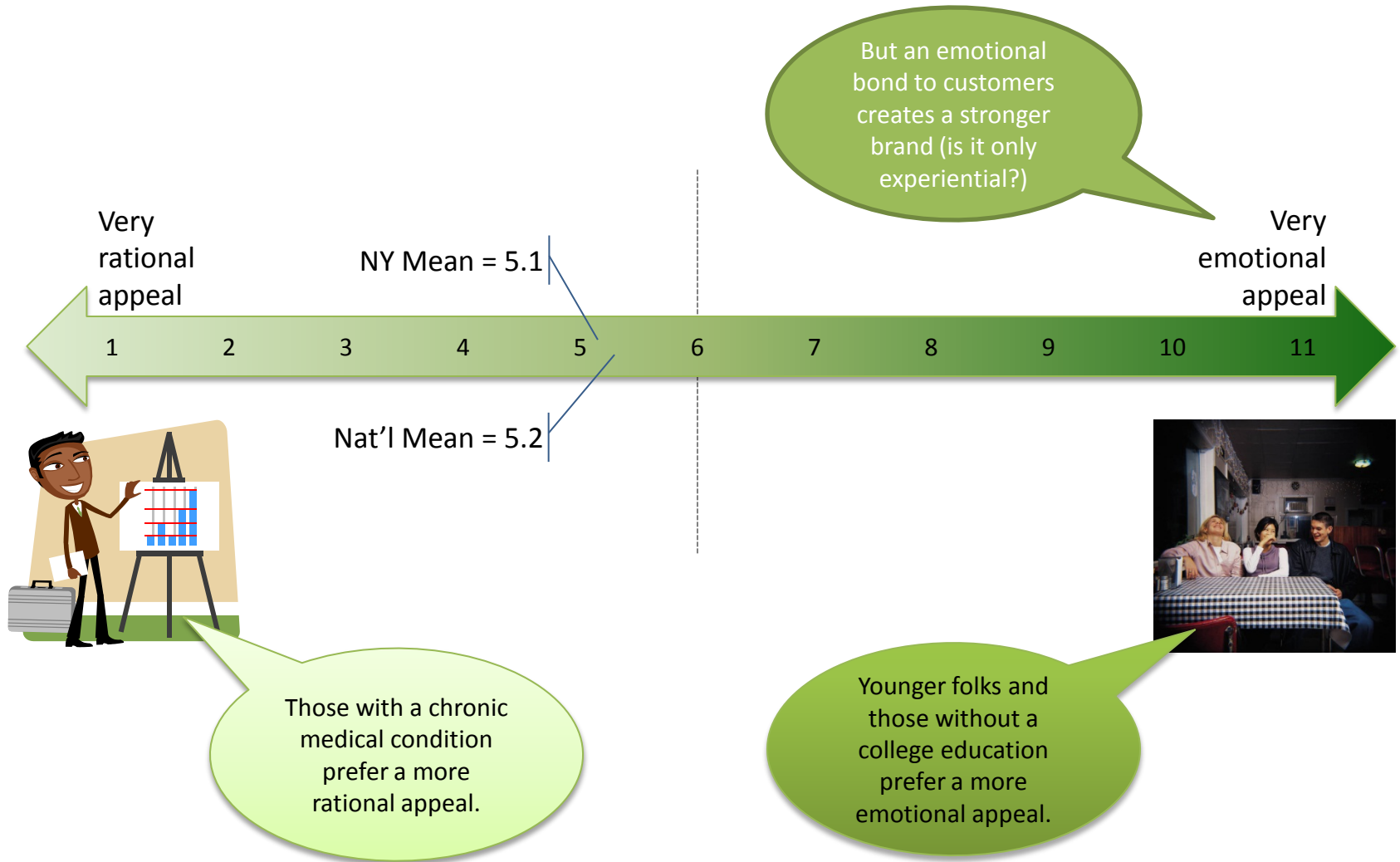
How useful are each of the following advertising mediums?



This is why we need a "campaign" not an "ad."

Q41: When you think of area hospital advertising that you may have seen or read over the past year, how useful to you are the following forms of hospital advertising in terms of you learning what a hospital has to offer? And which, if any, do you prefer most?

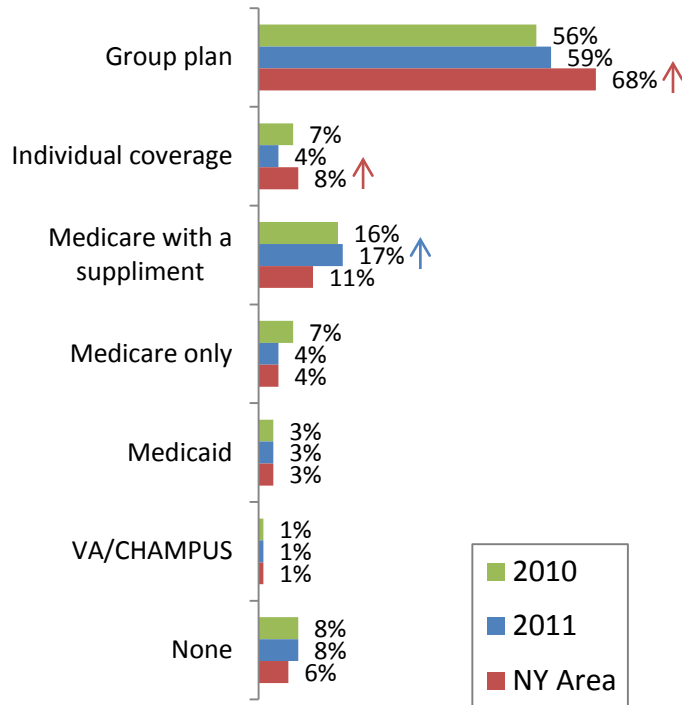
Do people prefer a more rational or emotional advertising appeal?



Q42: When you see or hear a hospital advertisement, whether on TV, radio, in a print, or wherever, what type of appeal resonates best with you?

HEALTH INSURANCE

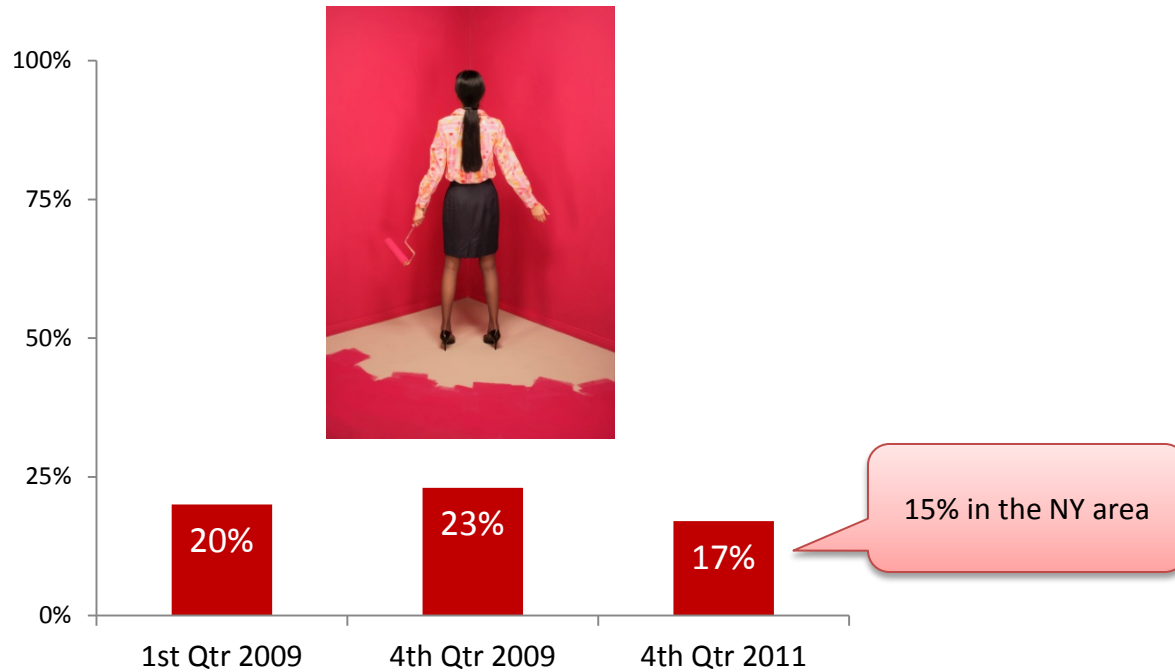
Health insurance type



Q43: What type of health insurance, if any, do you have?

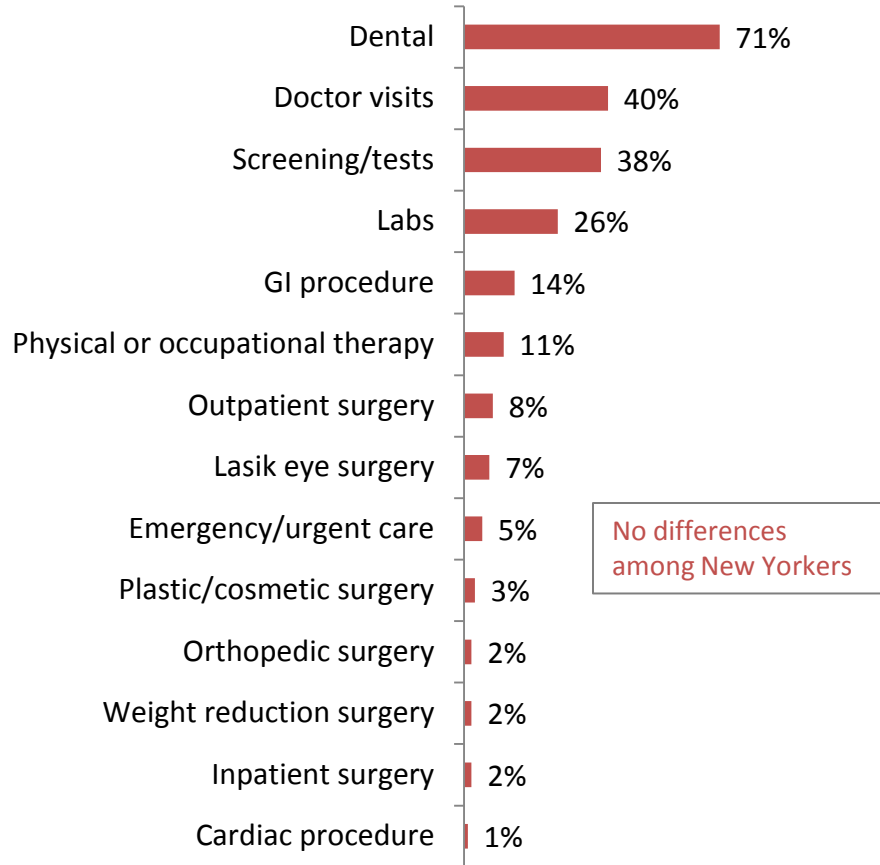
Q44: How much, if at all, has your monthly premium gone up in the past year?

Had recent financial hardship due to medical bills



A quarter (26%) of Americans and one in five New Yorkers (21%) have delayed or avoided care due inability to pay.

What healthcare services have you delayed this past year due to costs?



Q46: In the past year have you had to delay or avoid seeking any healthcare services because you couldn't afford the cost due to a change in your employment and/or health benefits?

Q47: What healthcare services have you delayed?

APPENDIX

Demographic profile		
	National (A)	NY Area (B)
Female	60%	61%
<u>Ethnicity</u>		
Caucasian	62%	80%A
African American	16B	7
Hispanic	13B	7
Asian	5	5
Median age	47	51A
Median household income	\$48,700	\$76,700A
College education	33%	60%A
Chronic medical condition	42%	43%

Sample Error by Different Sample Sizes and Confidence Levels (CL) for a Sample Statistic of 50%

Example Sample Sizes	At the 95% Confidence Level	At the 90% Confidence Level
	+/-	+/-
30	17.9%	15.1%
50	13.9%	11.7%
75	11.5%	9.5%
100	9.8%	8.3%
150	8.0%	6.7%
NY area oversample 200	6.9%	5.8%
250	6.2%	5.2%
300	5.7%	4.8%
National sample 400	4.9%	4.1%
500	4.4%	3.7%
600	4.0%	3.4%
700	3.7%	3.1%
800	3.5%	2.9%
900	3.3%	2.7%
1,000	3.1%	2.6%
1,500	2.5%	2.1%
Z Value	1.96	1.65

You can find your own sample error for any sample size and sample statistic using this formula...

$$d = +/- Z \sqrt{\frac{P(1-P)}{n}}$$

Or solve for the sample size...

$$n = \frac{Z^2 \times P(1-P)}{d^2}$$

d = sample error
 Z = Confidence level and the corresponding "Z" value or standard deviation is 1.96 for 95% CL and 1.65 for 90% CL
 P = sample statistic (i.e., 50% in our example)
 n = sample size



If you would like additional information regarding this study, please contact:

Rob Klein
President
Klein & Partners, Inc.
14613 Morningside Rd.
Orland Park, IL 60462
[630] 455-1773
rob@kleinandpartners.com