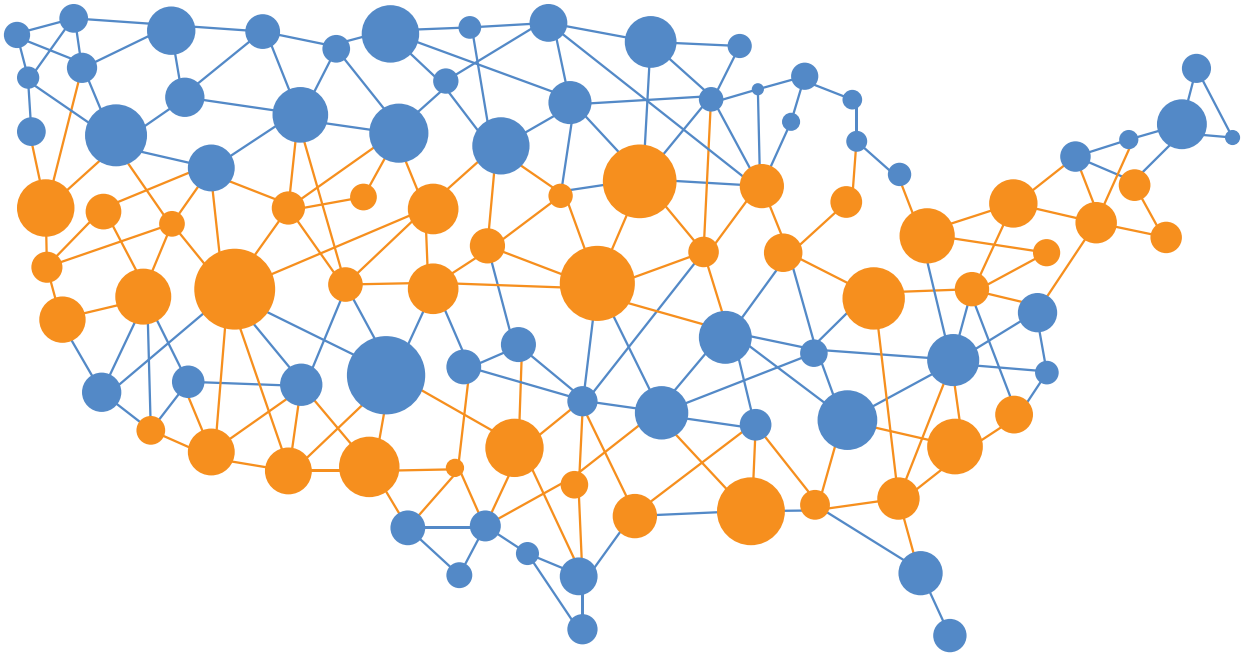


Professional Research Consultants, Inc.®

2015 National Consumer Report

Impactful Data for Strategic Marketing

Table of Contents

Introduction 3

Methodology 4

Sampling Error 6
- Error Rate Table 6
- Population Characteristics 7

Brand Equity 8

Hospital Preference 9
- Hospital Preference Decline (1.1) 9
- Hospital vs. Doctor preference (1.2) 10
- Prefer hospital easiest to reach from home (1.3) 10

Preferred Hospital Utilization 11

Inpatient, Outpatient and Emergency Care 12
- Emergency Room Correlation to Location (3.1) 13
- Inpatient Hospital Visit (3.2) 13

Healthcare Advertising 14
- Recall seeing hospital advertising (4.1) 14

Retail Health Clinics 15

Doctors 17
- Specialist rated as “Excellent” (6.1) 19

Telemedicine 20
- Telemedicine Utilization vs. Quality (7.1) 20

Internet Usage 21
- Consumers get healthcare information from the Internet (8.1) 22
- Internet’s Impact on Healthcare (8.2) 24

Price Shopping and Hospital Contact 25

Introduction

Cut through the clutter to build your brand

Consumer choice is changing healthcare — inspiring innovation, disrupting the status quo and making the marketplace more competitive than ever. This institutional shift to a more customer-focused kind of care is shaking the bedrock of traditional healthcare delivery. Healthcare systems are purchasing independent hospitals and using their brand power to challenge for market supremacy on a local, regional and, sometimes, even national level. Physicians are banding together to establish independent clinics they own and operate, offering many services previously available only in a hospital setting. Doctors are spending less time in hospitals and more time using hospitalist services, or even telemedicine, to care for patients. Healthcare has gone retail at Walgreens, CVS, Walmart and local grocery stores.

Advertising is accelerating the change as it increases the noise. With so many hospitals claiming to be best, it's easy for consumers to feel confused about where they can get the care that's right for them. A barrage of ads from big pharma piques consumers' curiosity and concerns about a cornucopia of medical conditions, from toenail fungus and incontinence to coronary disease and cancer.

At the heart of it all are consumers: people who only want the best possible care for themselves and their families; people who want to be smart about how they use healthcare; people who spend hours and hours on the Internet researching symptoms, diagnoses, and quality ratings. These are the people Professional Research Consultants, Inc., (PRC) talked to in pulling together its 2015 National Consumer Study. And these are the people worth listening to.

Excellence: the true differentiator

Today's shifting healthcare landscape makes effective branding for hospitals and health systems more important than ever. Marketing is essential. If consumers aren't aware of an organization's brand and what it stands for, it won't factor into their decision-making when they decide where to go for care. Engaging in traditional marketing poses a different risk: looking like every other hospital or health system in the marketplace. So, what's the best way to differentiate a brand and rise above the clutter when consumer data from government and consumer surveys show that patients are generally satisfied with the care they receive?

Today, it's not just about fixing problems with healthcare, as important as that is. It's about excellence and what a health system, hospital, clinic, or doctor's office can do to make patients feel that the care they receive is not only good or very good, but excellent. Patients who feel that the care they receive is excellent are four times more likely to recommend a caregiver than patients who feel the care is very good.

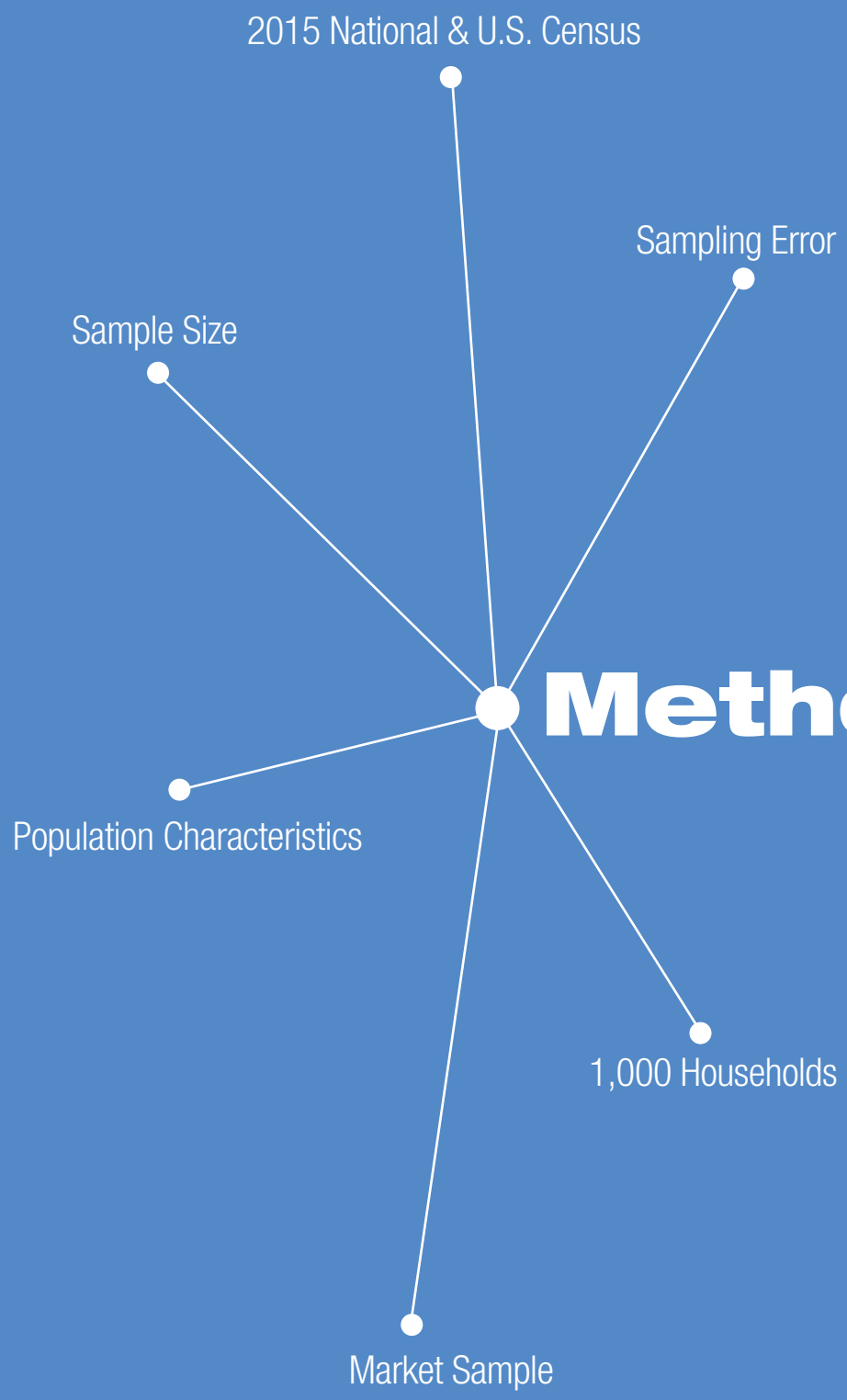
Becoming excellent in the eyes of patients is the first step organizations can take to successfully differentiate themselves from their competitors. Excellent care delivered within a culture of excellence increases word-of-mouth advertising and reinforces marketing initiatives designed to shape consumer preferences and perceptions. Excellence defines a brand that patients will trust when they choose where to receive care. Excellence defines a brand that will cut through the clutter of mass marketing that blurs the lines between competing healthcare organizations. Excellence defines market leadership.

Becoming excellent begins by knowing how consumers think and make healthcare decisions. The most comprehensive research around — The PRC Consumer & Brand Study — enables healthcare organizations to:

- Understand the priorities and preferences of consumers within their markets
- Test the effectiveness of recent advertising campaigns, and
- Track how they stack up against the competition over time

The information in this report offers insights into American healthcare consumers and provides a baseline against which healthcare organizations can evaluate their performance within the specific markets in which they operate. Becoming excellent isn't easy. But it's much easier with analytical support from the 2015 PRC National Consumer Study.

Methodology

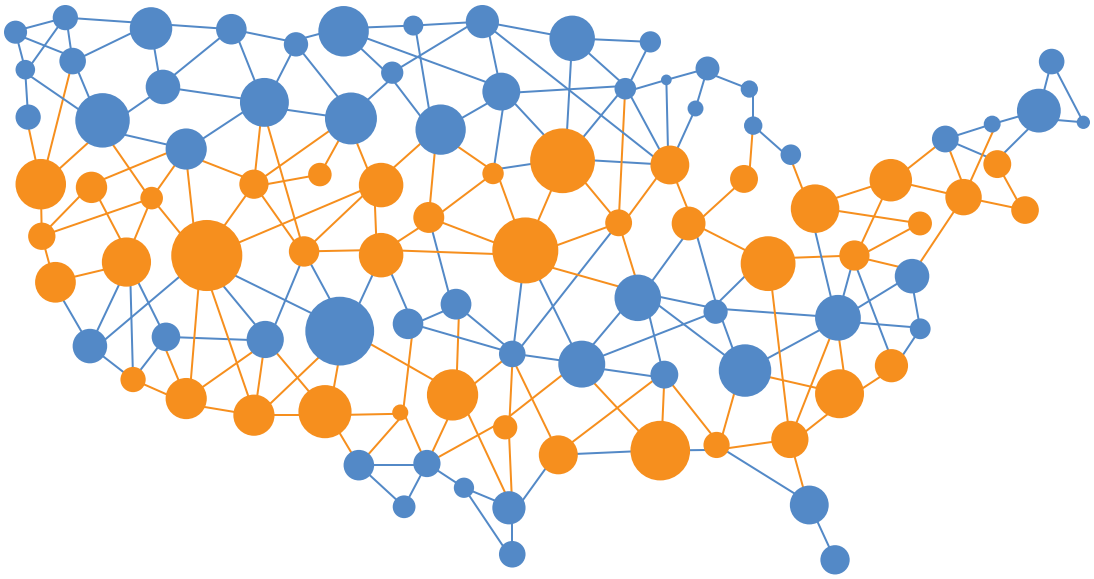


Methodology

The service area of the 2015 PRC National Consumer Study, as defined for the purpose of this research, consisted of the 48 mainland states plus Washington D.C. The random sample of households in this service area may include members of the National Do Not Call Registry, because the no-call list does not apply to research studies. The sample plan is designed to produce a sample representative of all households with telephones, including new and unlisted numbers, as well as cell phones, within the defined population area. The sample design for this study was composed of a sample of 1,000 households across the country.

PRC's professional interviewers conducted the surveys, with continuous monitoring by the PRC Quality Assurance team. In addition, PRC used several auditing procedures to ensure the integrity of the data collected.

During August and September 2015, PRC conducted a 109-variable interview with 1,000 consumers across the country. Households were screened to ensure that every respondent was the adult responsible for making most of the healthcare decisions.



Sampling Error

For statistical purposes, the maximum error rate associated with a sample size of 1,000 respondents is +/-3.1% at the 95 percent level of confidence.

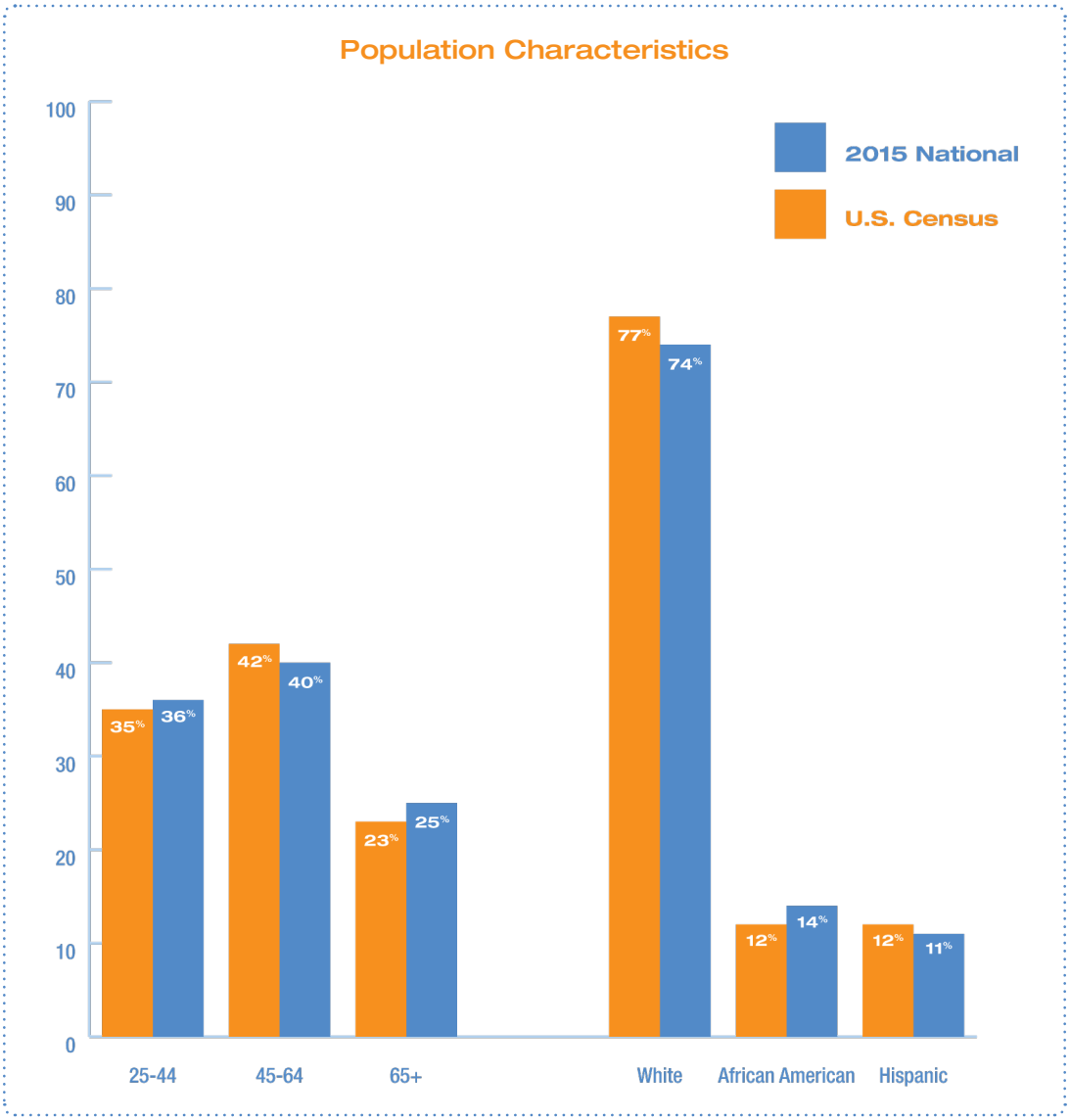
Error Rate Table

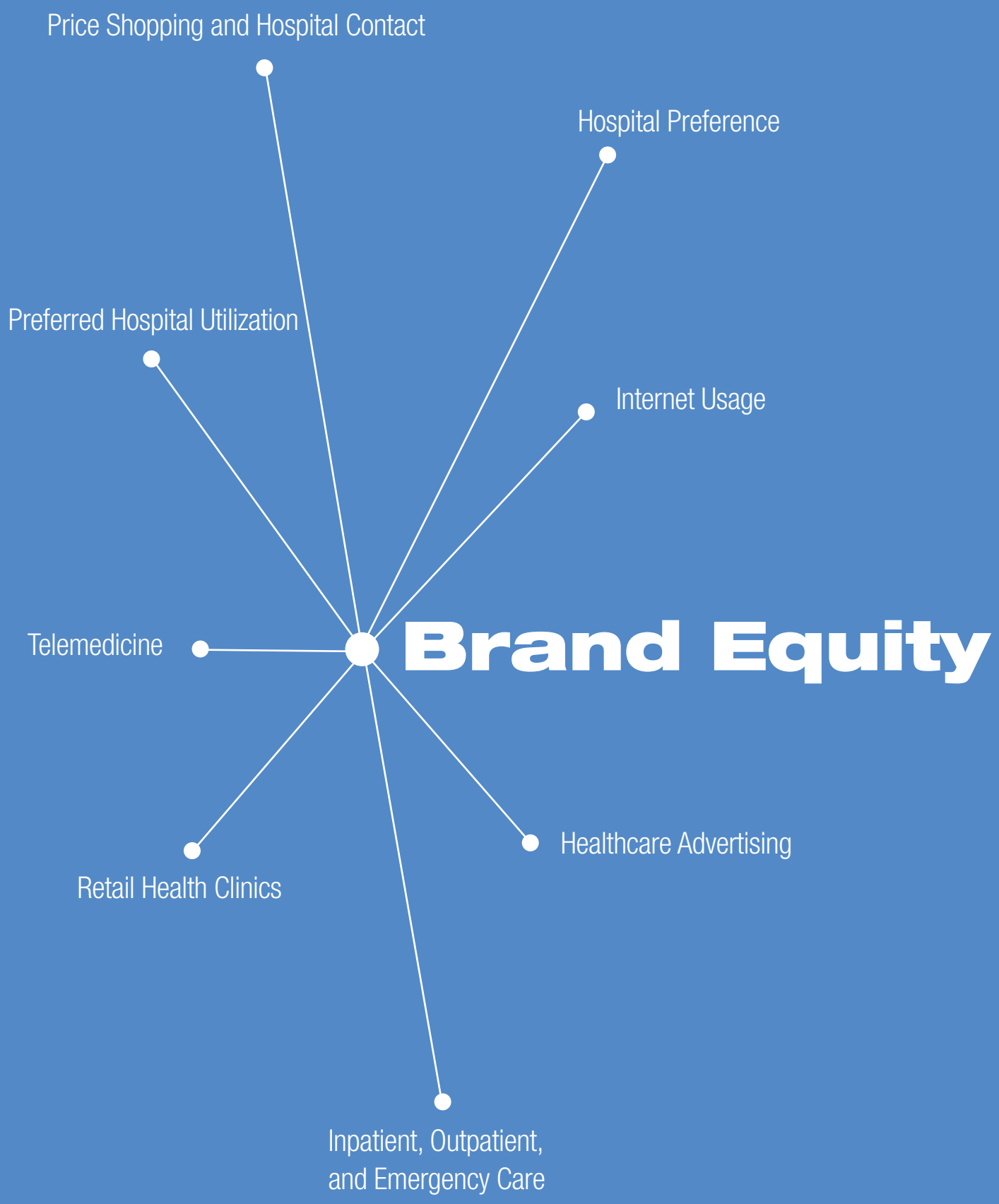
Expected error ranges for a market sample of 1000 respondents

Confidence Level: 95 percent

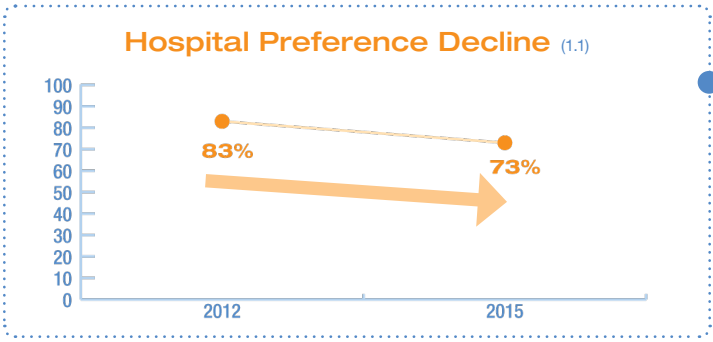
Results About:	10%	20%	30%	40%	50%	60%	70%	80%	90%
N = 25:	12.0	16.0	18.3	19.6	20.0	19.6	18.3	16.0	12.0
N = 50:	8.9	11.2	12.8	13.7	14.0	13.7	12.8	11.2	8.9
N = 75:	6.8	9.0	10.4	11.1	11.3	11.1	10.4	9.0	6.8
N = 100:	5.9	7.8	9.0	9.6	9.8	9.6	9.0	7.8	5.9
N = 150:	4.8	6.4	7.3	7.8	8.0	7.8	7.3	6.4	4.8
N = 200:	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
N = 250:	3.8	5.0	5.7	6.1	6.3	6.1	5.7	5.0	3.8
N = 300:	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
N = 350:	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
N = 400:	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
N = 450:	2.7	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.7
N = 500:	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
N = 550:	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
N = 600:	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
N = 650:	2.3	3.1	3.5	3.7	3.8	3.7	3.5	3.1	2.3
N = 700:	2.2	3.0	3.4	3.6	3.7	3.6	3.4	3.0	2.2
N = 750:	2.1	2.8	3.3	3.5	3.6	3.5	3.3	2.8	2.1
N = 800:	2.0	2.8	3.2	3.4	3.5	3.4	3.2	2.8	2.0
N = 850:	2.0	2.7	3.1	3.3	3.4	3.3	3.1	2.7	2.0
N = 900:	2.0	2.6	3.0	3.2	3.3	3.2	3.0	2.6	2.0
N = 950:	1.9	2.5	2.9	3.1	3.2	3.1	2.9	2.5	1.9
N = 1000:	1.9	2.5	2.8	3.0	3.1	3.0	2.8	2.5	1.9

The sample design and quality control procedures used in the data collection assure that the sample is representative. That means the findings can be generalized to the total population with a higher degree of confidence.




Price Shopping and Hospital Contact
Hospital Preference
Preferred Hospital Utilization
Internet Usage
Telemedicine
Brand Equity
Healthcare Advertising
Retail Health Clinics
Inpatient, Outpatient,
and Emergency Care

Hospital Preference



73%

73% of respondents have a **preferred hospital,** which is similar to the 2014 results, but is **statistically significantly lower** than the 83% from the 2012 study.

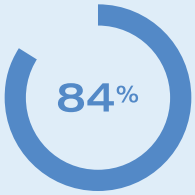
40% Excellent

40% Very Good

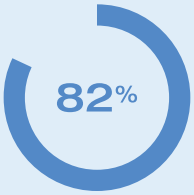
80% of respondents rate the quality of care at their preferred hospital as **"Excellent,"** or **"Very Good,"** while fewer than 1% say "Poor."

This points to the high quality of care perceived across the country, and the difficulty hospitals have changing consumers' perceptions.

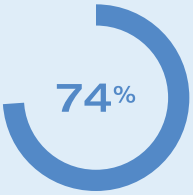
Positive ratings of preferred hospitals can lead to word-of-mouth marketing



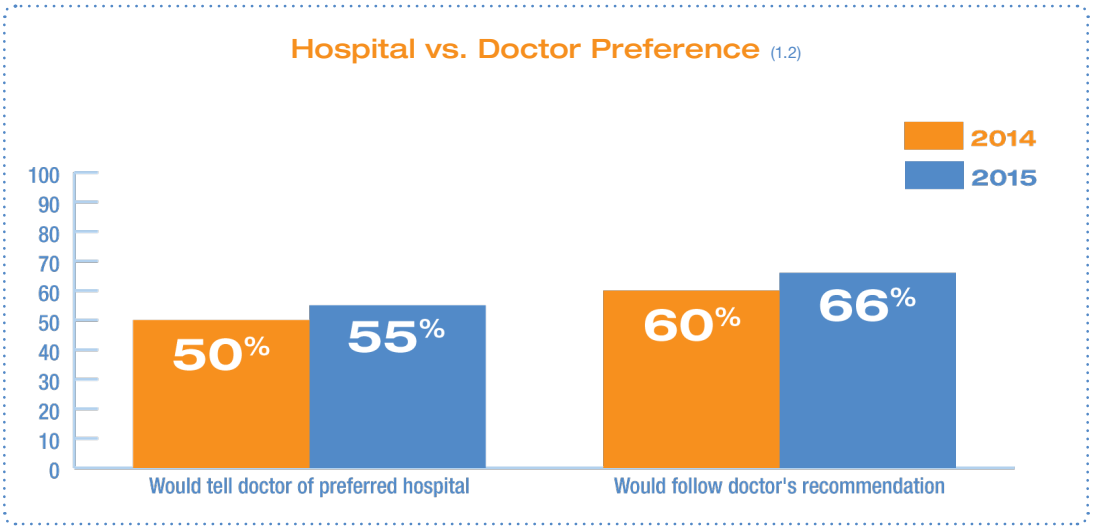
84% of respondents **said nice things to someone** about their preferred hospital



82% rated their likelihood to recommend that hospital between **8 and 10** on a **10-point scale**

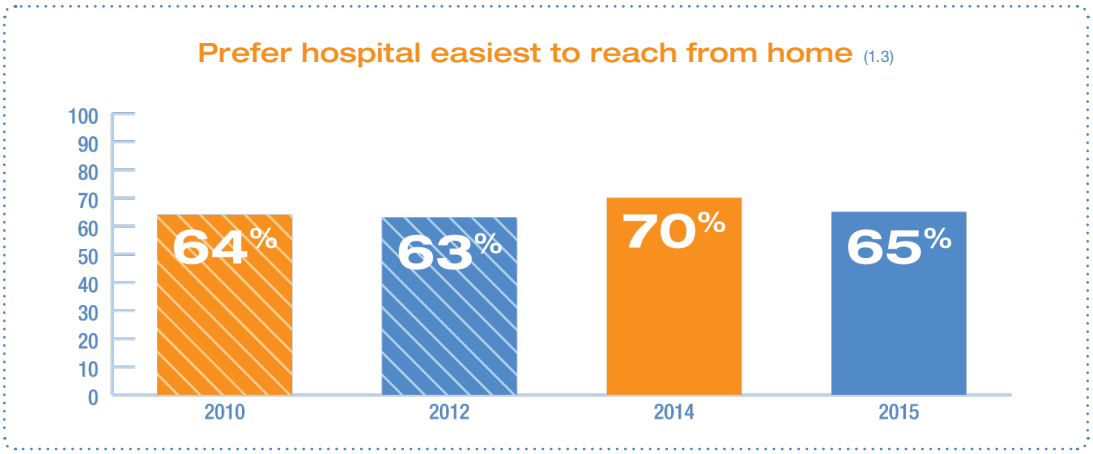


74% of respondents with a preferred hospital actually **HAVE recommended** the hospital to another



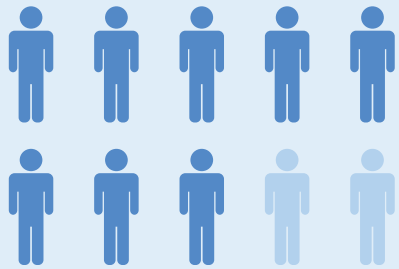
55% of consumers would speak up IF their doctor recommended a hospital other than their preferred. If the doctor still suggested a hospital other than their preferred, 66% would follow the doctor's recommendation.

75% of respondents are willing to **pay $50 per month more** out of pocket for an insurance plan that **covers their preferred hospital** than to **pay less** for an insurance plan that does not.

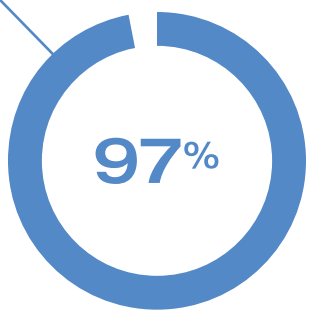


65% of consumers prefer the hospital that is easiest for them to reach from home.

Preferred Hospital Utilization



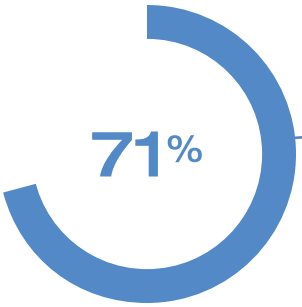
Nearly 8 in 10 respondents (78%) have used their preferred hospital in the past two years.



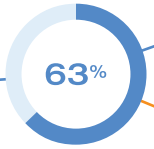
Of those, nearly all (97%) would use the hospital again in the future.

Inpatient, Outpatient, and Emergency Care

With increases in outpatient facilities, independent doctors' offices and clinics, and retail clinics, many consumers are seeking care outside the typical hospital setting:



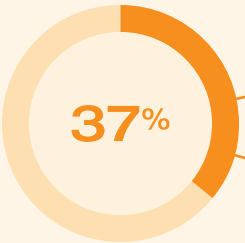
71% of respondents have had outpatient tests in the past two years.



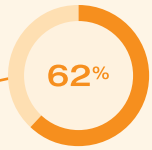
However, only 63% had these tests performed at their preferred hospital.

About a quarter of the time, this is because the doctor recommended another facility.

Another quarter of the time, consumers chose a more convenient location.



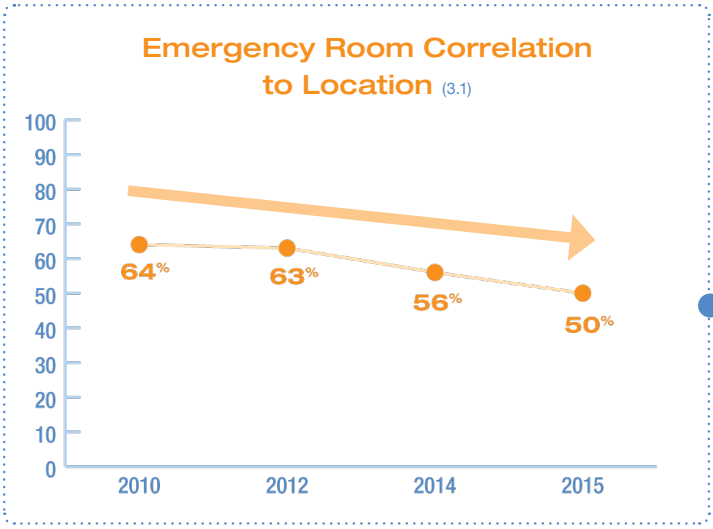
37% of consumers have had an outpatient surgery or procedure.



Of those, only 62% received this care at their preferred hospital.

41% of the time, this was because the doctor recommended another facility.

Emergency room care is more highly correlated with location.



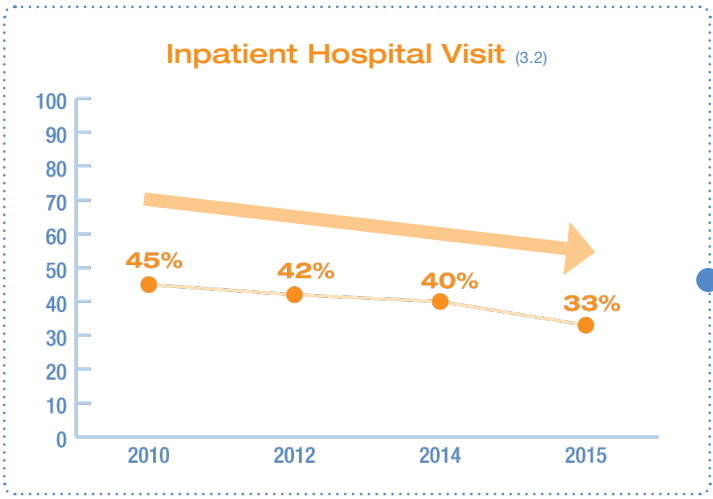
Overall, fewer consumers are using emergency rooms for care.

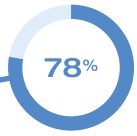
50% of respondents have **needed emergency room care in the past two years**

of which **80% used their preferred hospital.**

The majority of those who chose to receive care elsewhere did so because their preferred hospital was not the easiest to reach.

In addition to fewer emergency room visits, inpatient visits are trending downward overall across the country.





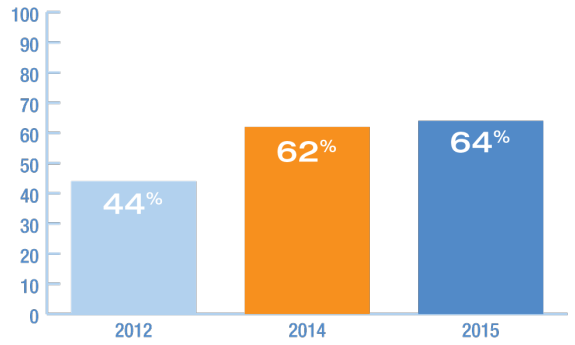
of respondents **used their preferred hospital for their inpatient visit.**

33% of respondents have used a hospital for an inpatient visit in the past two years, down from 40% in 2014, 42% in 2012, and 45% in 2010.

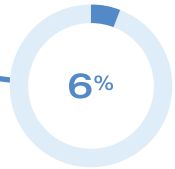
Healthcare Advertising

The amount of hospital advertising continues to increase.

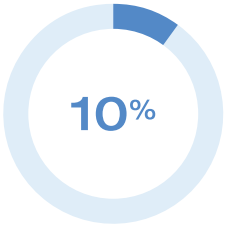
Recall seeing hospital advertising (4.1)



64% of respondents in 2015 recall seeing some sort of hospital advertising recently compared to 62% in 2014, and just 44% in 2012.



After seeing the advertising, 6% claim to have taken some sort of action, such as asking a healthcare professional for more information, scheduling an appointment, attending a class, or using the services advertised.



of respondents feel hospital advertising is **more useful** than advertising for other goods and services such as cars, electronics, insurance, and home repair. This is a **slight increase** over the **7% from 2014.**

40% of consumers feel hospital advertising is less useful than advertising for other consumer goods and services

while 50% feel it is equally useful.

Retail Health Clinics

Retail health clinics, such as Walgreens, Wal-Mart, CVS or the local grocery store, are emerging, providing walk-in care for minor illnesses or conditions, such as ear infections, strep throat, and cold sores.

17%

of respondents have received care from a retail health clinic during the past two years.

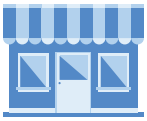
West 14%

South 21%

Midwest 17%

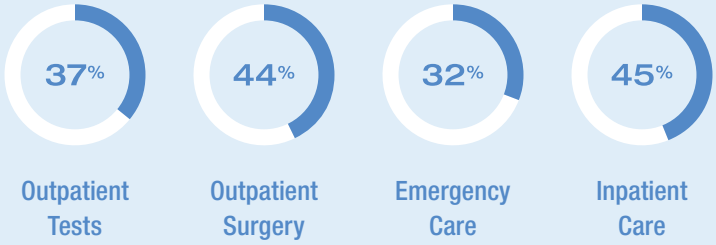
Northeast 14%

The No. 1 reason consumers have used these retail health clinics is because of their convenient location, although some also have used these clinics because of the hours, or because the care needed was very minor, such as getting a flu shot.

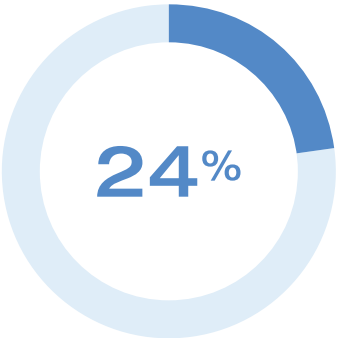


Overall, retail health clinics still earn fairly high quality scores, though not as high as other healthcare institutions, illustrated by the following findings.

Respondents rated care as "Excellent" for receiving



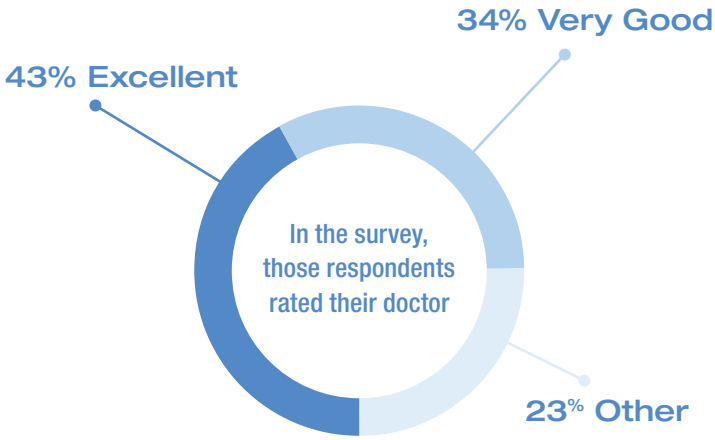
Meanwhile, 24% of respondents who received care at a retail health clinic rated their care "Excellent."

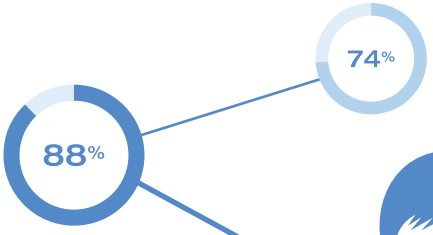


While very few rated the care "Fair" or "Poor," retail clinics still lack the ability to provide "Excellent" care that is comparable to the care provided by a hospital or health system.

Doctors

90% of consumers see a primary care physician



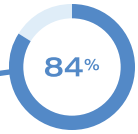


74% of consumers with a primary care physician actually **have recommended** this doctor to others.

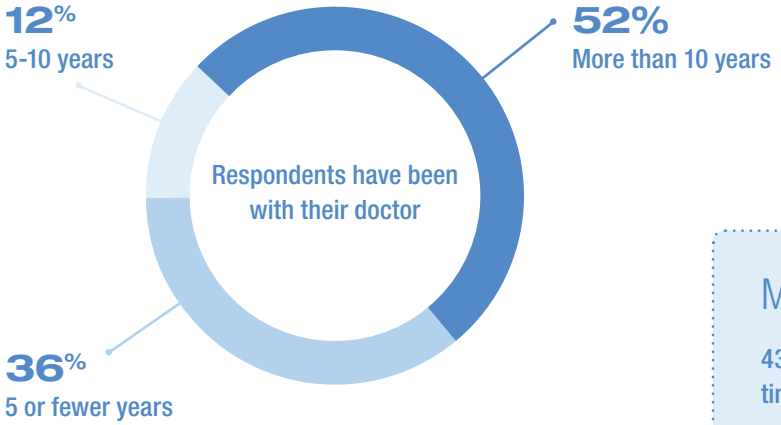
88% of respondents who have a primary care physician **have said nice things to others about their doctor.**

Positive experiences with physicians can lead to word-of-mouth advertising in much the same way as it does with hospitals.

Likelihood of Recommending Doctor a “10” on a “0” to “10” scale

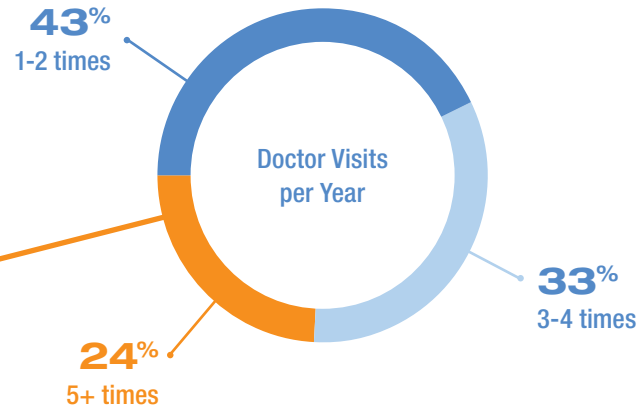


84% give their doctor a rating ranging from “8” to “10.”



Most consumers visit a doctor infrequently.

43% only see a doctor 1-2 times per year, and another 33% 3-4 times per year.



This marks a decline from 2014 when 30% of respondents saw a doctor 5 or more times per year.

Respondents would pay $50 more per month for

Insurance that included their doctor over insurance that doesn't include their doctor

Insurance that includes their preferred hospital

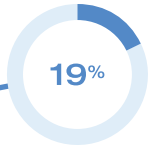
While some research shows that consumers are more loyal to their doctor than a hospital.

Some of this difference could be explained by the fact that 50% of consumers have actually seen a physician's assistant or nurse practitioner instead of the doctor.

17%

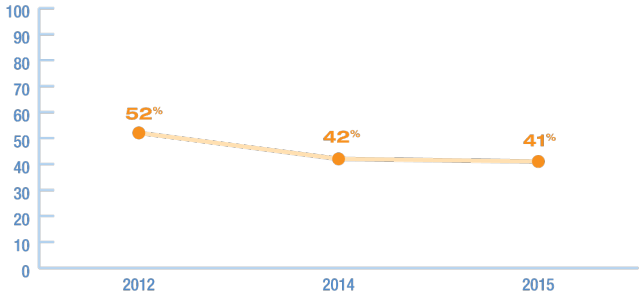
of consumers have changed doctors in the past two years, the majority of which are due to location and the availability of the doctor.

Significantly fewer respondents have used a specialist in the past two years



The availability of specialists remains an issue for some, as **19%** of respondents **found it difficult to travel the distance required to see a specialist.**

Specialists rated as "Excellent" 6.1



Those using specialists still give them high ratings, with 41% rating their specialist as "Excellent." This is similar to 2014 (42%), but is much lower than 2012 when 52% of consumers rated their specialist "Excellent."

Overall, there is no change in the number of respondents rating specialists "Fair" or "Poor." Consumers do not feel that the care they are receiving is bad: they just aren't necessarily feeling the care was "Excellent" as often.

Telemedicine

Telemedicine uses a computer or smartphone with a webcam or a Skype session to enable doctors to evaluate, diagnose, or treat patients.

Actual utilization of telemedicine seems to be on a slight decline

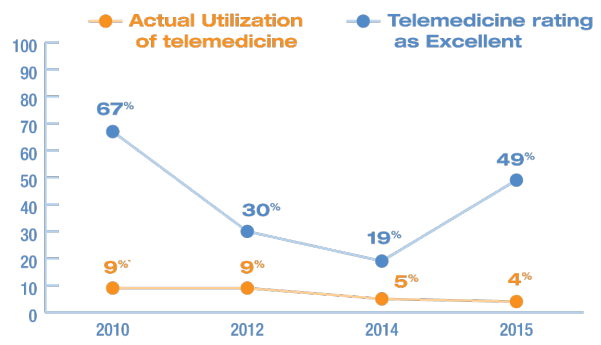
9% in 2010 and 2012

5% in 2014

4% in 2015

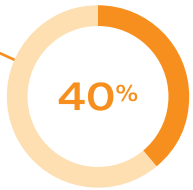
The initial decline could be due to negative perceptions of quality, which seem to be turning around.

Telemedicine Utilization vs. Quality (7.1)



In 2010, 67% of consumers rated their telemedicine experience as "Excellent." This dropped to 30% in 2012, which may have led to the large decline in utilization in 2014. Only 19% rated their experience as "Excellent" last year. However, in 2015, 49% of those using telemedicine rated their care as "Excellent."

If perceptions of the quality of care provided through this technology continue to stay high, perhaps more consumers will be willing to try telemedicine in the future.



40% of respondents have said they would be **willing to substitute telemedicine for traveling** to a specialist. This is consistent over the past several years:

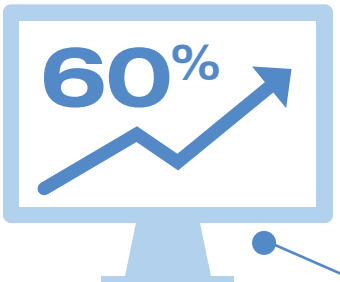
38% in 2010

40% in 2012

42% in 2014

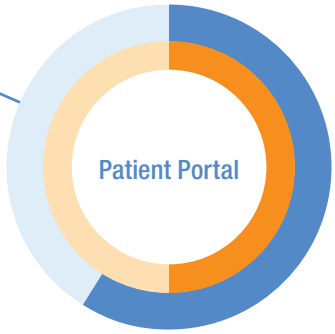
Internet Usage

Patient portals appear to be growing in popularity.



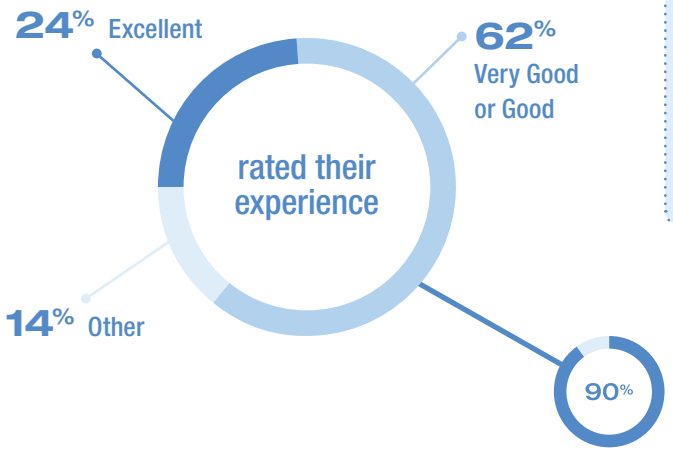
60% of consumers say their hospital or doctor's office offers a patient portal for scheduling appointments, filling prescriptions, accessing medical records, and paying medical bills.

7%
increase from 2014



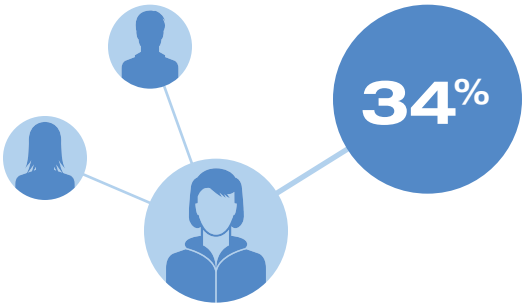
59%
of consumers say they have used a patient portal, which is also an increase over the **50% from 2014.**

Consumers who have used a patient portal



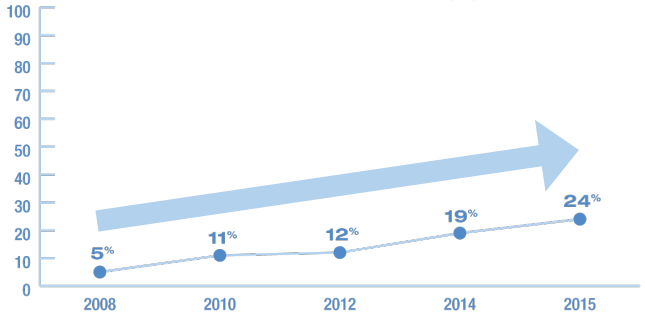
As patient portals become more of a standard, hospitals and doctors' offices will likely continue to work to improve the experience the patients have with the portals.

90% of these consumers say they were able to accomplish what they set out to do, which **proves that portals are functional** but that the user experience has **room to improve.**

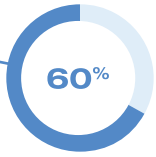


Most consumers still get the majority of their healthcare information from friends and relatives.

Consumers get healthcare information from the Internet (8.1)



However, the Internet continues trending upward toward being consumers' main source for healthcare information.



60% of all respondents said they **use the Internet to obtain healthcare information.**

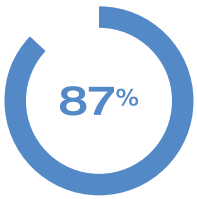
This is statistically similar to 2014 **(62%)** and 2010 **(61%).**

27% of respondents indicated that they have **used a smartphone** specifically **to obtain healthcare information from the Internet.**

Researching a diagnosis or condition continues to be the primary reason consumers turn to Internet for healthcare information.

2014

87% of respondents said they use the Internet to research a diagnosis or condition, which is statistically similar to 2014 (90%).



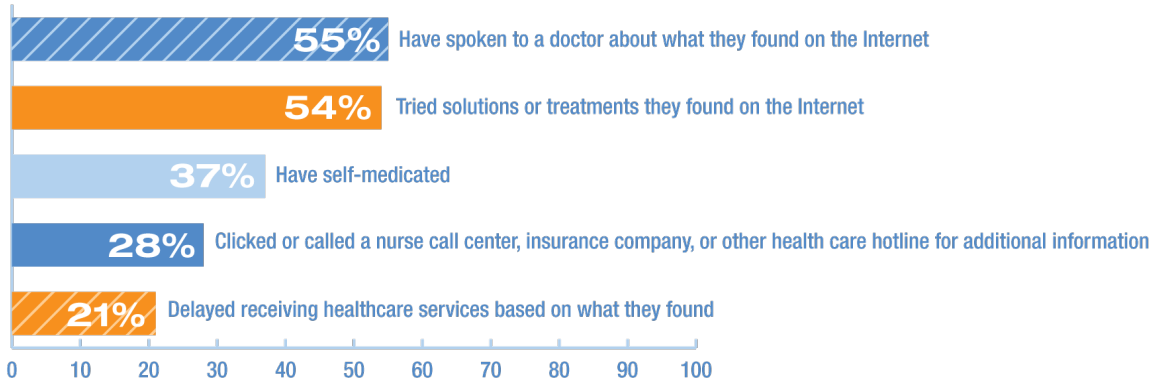
2015

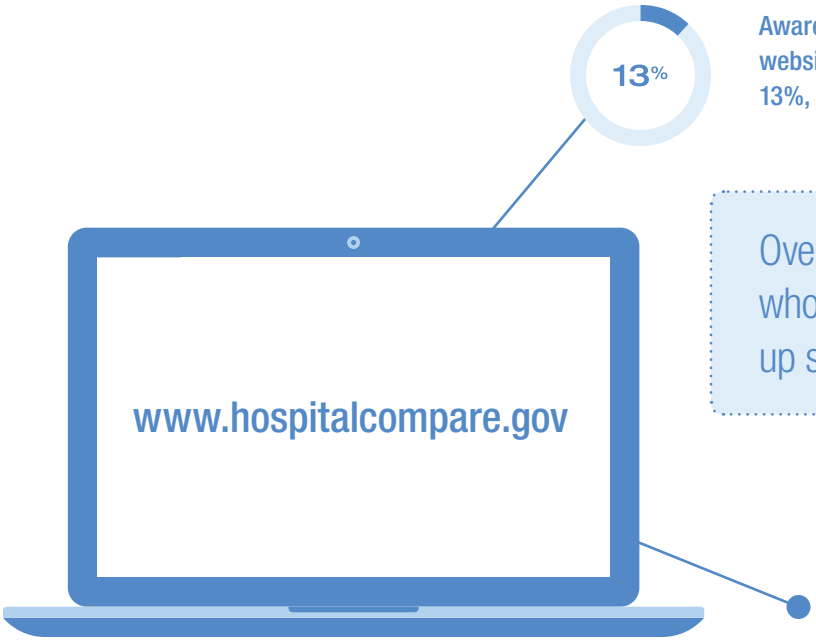
The other top reasons for using the Internet are

2014		2015
79%	Research prescribed medications	79%
71%	Check for symptoms	68%
49%	Research quality of doctor	50%
38%	Search for new doctor	40%
38%	Seek alternatives to doctor's recommendation	35%
27%	Schedule doctor's appointment	31%
23%	Register for health and wellness program	26%
26%	Research quality of hospital	23%

Internet's Impact on Healthcare (8.2)

Each of these still shows the impact the Internet is having on healthcare today.



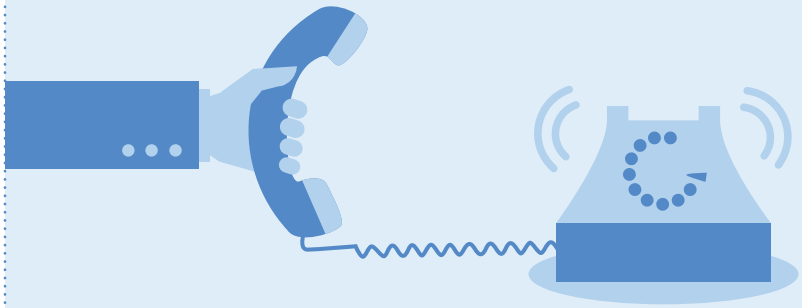


Awareness of the Government's Hospital Compare website, www.hospitalcompare.gov, remains at 13%, similar to where it has been since 2010.

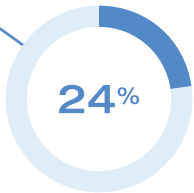
Overall, that is 3% of all consumers who have used the website, up slightly from 2.3% in 2014.

Of those who are aware of the site, **30% have used it,** which marks an **increase from 18%** in 2014.

Price Shopping and Hospital Contact

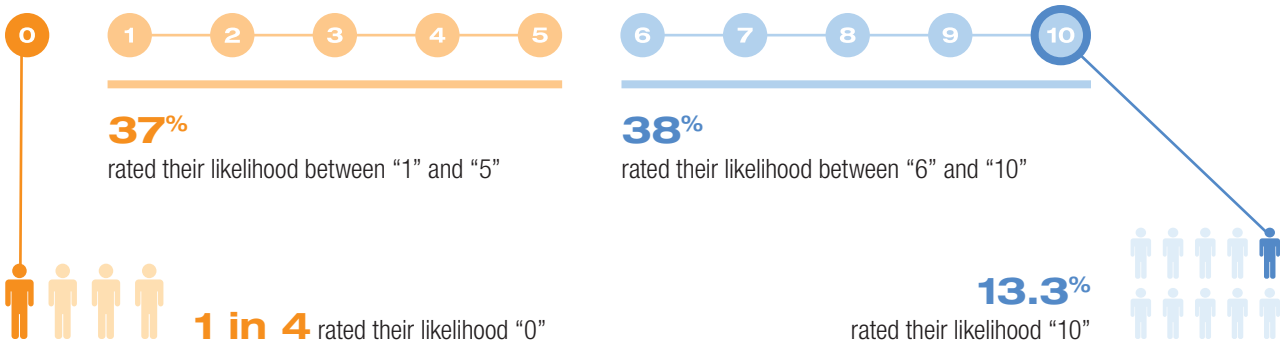


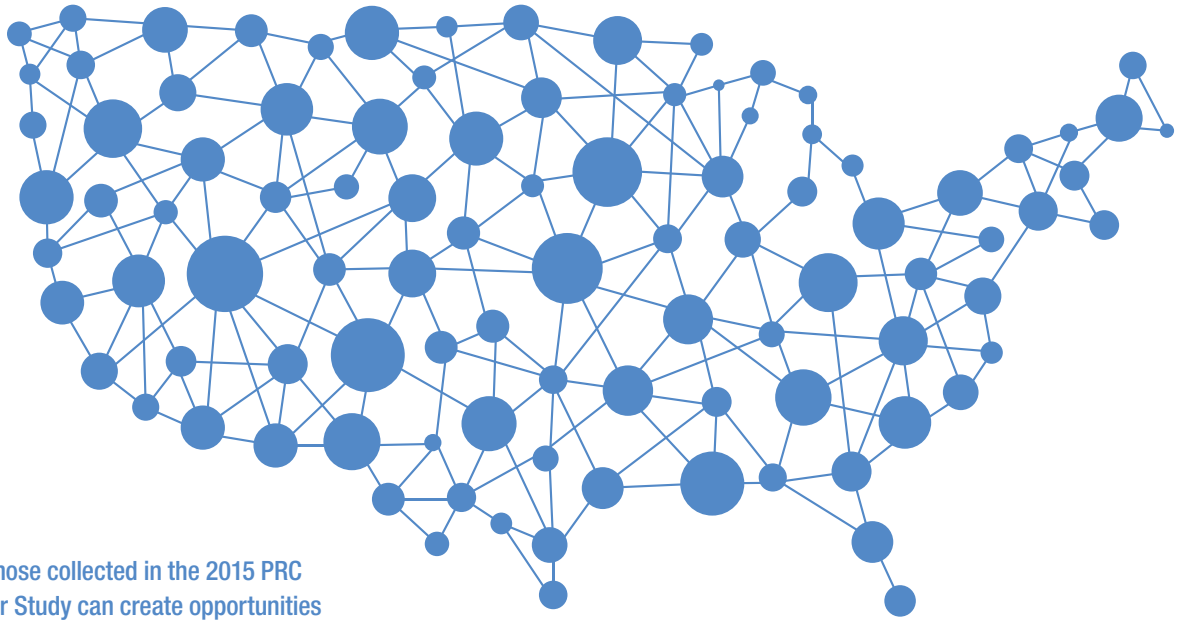
13% of respondents indicated that they have contacted several hospitals, clinics or other healthcare organizations before selecting a facility to inquire about cost.



In total, **24%** of respondents have **elected NOT to receive healthcare** because the **cost was too high.**

While price shopping may be a growing concern, when asked to rate their likelihood of contacting multiple hospitals, clinics or other healthcare organizations about cost...





Insights such as those collected in the 2015 PRC National Consumer Study can create opportunities for healthcare organizations to better understand consumer perceptions of their brand within their local markets. Conducting local and regional market-based studies like this enables them to clearly and objectively assess their local or regional competitive position and develop strategies to achieve organizational and mission-centered objectives. PRC experts are always ready to help connect the dots between insights and action.

In addition, client organizations can also rely on the expertise of independent thought leaders from PRC's Institute for Healthcare Excellence to facilitate marketing, brand, and product development initiatives to more effectively serve community needs, increase competitiveness, and build a brand that resonates in the marketplace.

If you'd like a quote to conduct research in your local market, call 1-888-550-1899 or email info@PRCCustomResearch.com

Professional Research Consultants, Inc.®

11326 P Street
1-800-428-7455

Omaha, Nebraska 68137-2316
www.PRCCustomResearch.com

Professional Research Consultants, Inc., (PRC) empowers healthcare organizations to become the best possible places for patients to be treated, physicians to practice medicine, and employees to work. Thousands of organizations turn to PRC for comprehensive custom research solutions that help them achieve excellence and drive growth.

Physician Alignment & Engagement

As a thought leader in physician alignment & engagement research, PRC will help transform insights into action plans designed to increase admissions, improve physician relationships, encourage engagement, and reach organizational goals, all while reducing leakage to competitor health systems. With an industry-leading response rate of 80%, PRC talks to — and learns from — more physicians than anyone else.

Employee Engagement

PRC employee research identifies the Key Drivers® of culture change that, when addressed, can enhance patient experience, improve quality of care, and increase value-based purchasing reimbursements by deepening employee engagement. Our research provides organizational, supervisory, and team level reports with custom data and reporting tools that help C-suite executives lead change.

Consumer & Brand

Tired of research that's off the shelf and off the mark? Want to know more about what drives patient preferences, brand identity, and marketplace mojo? PRC partners with clients to create custom research solutions designed to increase loyalty, capture market share, assess consumer engagement, analyze marketing campaigns, and identify the differentiating factors that will create a true competitive edge.

Choose Excellence. Choose PRC.

Info@PRCCustomResearch.com

Community Health

With 20-plus years of Community Health Needs Assessment (CHNA) experience, PRC is THE expert research partner to help clients understand disparities in health equity linked to social determinants, earn grant funding, evaluate initiatives, and maximize the impact on population health through custom solutions targeting unique community needs.

Patient Experience & Government Surveys

The increased accountability and transparency that drive today's healthcare marketplace require a research partner like PRC, attuned to organizational objectives, proficient at navigating government requirements, and focused on delivering insights such as Key Drivers® that can transform the patient experience and help clients earn the maximum value-based purchasing reimbursement. Plus, our online, easy-to-read, actionable reports are second to none.

PRCEasyView.com®

Data Management and Reporting Tool

When it comes to reporting, PRC makes viewing real-time data easy and straightforward on PRCEasyView.com®, PRC's award-winning online data management tool. Just providing tables and numbers doesn't help clients communicate. EasyView® helps clients tell the story they want to tell. People don't want to develop their own reports, reformat data, and generally reinvent the wheel. EasyView® lives up to its name and empowers clients to tell a compelling story — their own unique story.