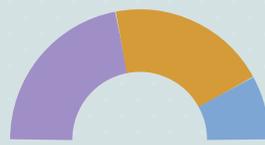


How do Patients Make Health Care Decisions?

1020 Respondents

Annual frequency of visits to a health care provider



0 - 3 Times (44.02%) 4 - 8 Times (40%) 9+ Times (15.98%)

Reasons for visiting a health care provider

3 Most Common

- 74% Have a specific health concern
- 45% Need a physical exam
- 22% Require prescription renewal

3 Least Common

- 1% Need clarification on hospital instructions or medication
- 2% Need to obtain a copy of test results
- 7% Have symptoms of a cold

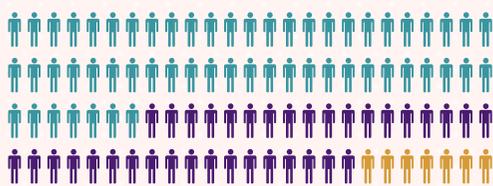
Other reasons for visiting a health care provider

Check-ups and Follow-ups

Ongoing Treatment and Procedures

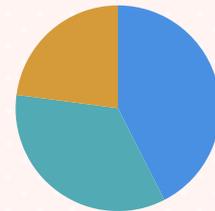
Pregnancy-Related Appointments

How likely are respondents to research their condition(s) before their visit?



Very likely (56.57%)
Somewhat likely (35.69%)
Not likely (7.75%)

Top 3 Informational Outlets



Online search tools (42.50%) WebMD (34.57%)
Health care provider (22.92%)

Patient Perceptions

75%

Agree that patients can be harmed if they get medical treatments and services that are not needed

73%

Trust the opinion and recommendation of their health care provider more than what they find in their own research

60%

Never feel the need to ask their provider to prescribe medication or perform a test procedure outside of his/her recommendation



58% Believe the right amount of care to be the recommendation of their health care provider.

Half of physicians feel very comfortable discussing the value and cost of tests/procedures with patients.



Two-thirds of respondents believe having time to discuss with their health care providers would best help them understand why it is important to reduce unnecessary tests and procedures.

I believe that any health care treatment should always be a balance between both the physicians' knowledge/experience and what the patient knows and feels.

I sometimes don't accept some services because I believe them to be unnecessary.

Selected Comments

I worry about unnecessary or duplicative tests but want to know that the essentials are being covered to make an accurate diagnosis and choose appropriate treatment.

Sometimes treatment options change and it's useful to get a full explanation for why they are no longer valid and available.

Patients are very likely to conduct their own research, but the majority still value the recommendation of their health care provider more so than what they find in their own research.