

# NATIONAL SURVEY OF HEALTHCARE CONSUMERS: HEALTHCARE PRICING

SEPTEMBER 2010



THOMSON REUTERS™

# SURVEY OVERVIEW

Each year, the *Thomson Reuters PULSE™ Healthcare Survey* collects information about health-related behavior and attitudes from more than 100,000 U.S. households. This nationally representative telephone survey is conducted in 11 waves (each a standalone market research study) conducted sequentially throughout the year. Many healthcare topics are covered, including use of medical services, health status, insurance coverage, lifestyle, and current issues. The survey is self-funded and the data it generates are used in Thomson Reuters information products for healthcare professionals, particularly strategic planning and marketing managers in hospitals.

The results depicted below represent responses from 3,018 survey participants interviewed from Sept. 1-10, 2010. The survey questions, which address consumer attitudes toward pricing information for healthcare services and treatments, were developed in conjunction with National Public Radio. The margin of error is 1.8 percent.



# EXECUTIVE SUMMARY

The survey asked respondents about their efforts to obtain information about the price of healthcare treatments and procedures. Among households which had received healthcare services in the past six months, 11 percent said they sought pricing information before receiving care.

- Among those who looked for pricing information, 75 percent found the information they were looking for
- 98 percent of those who had prior knowledge about pricing found that the information was accurate and 92 percent said that they would seek pricing information again before receiving medical care
- 70 percent of those who obtained pricing information said it influenced their decision about whether to follow through with treatment
- The most common sources of pricing information were the physician's offices (60%), hospitals (33%), and insurance companies (26%)
- 61 percent received pricing information over the phone, 47 percent obtained it in person, and 22 percent used the Internet

## SURVEY DATA

Responses in **RED** are statistically significant.

**QUESTION 1: In the past six months, did you or anyone in your household receive some kind of healthcare service or treatment, such as a physician visit, surgery, lab work, urgent care, x-rays, ultrasound or some other imaging, therapy, etc.? We are not referring to dental services or prescription drugs.**

<b>Age</b>	<b>Yes</b>
<35	81.8%
35 - 64	79.1%
65+	77.6%
<b>Total</b>	<b>79.6%</b>

<b>Income</b>	
< \$25k	77.1%
\$25k - \$49.9k	78.9%
\$50k - \$99.9k	82.3%
\$100k+	83.2%
<b>Total</b>	<b>79.6%</b>

<b>Education</b>	
High School or Less	77.2%
Some College	78.5%
College+	81.5%
<b>Total</b>	<b>79.6%</b>



**QUESTION 2: Did you or anyone in your household look for pricing information before receiving the healthcare services or treatment?**

<b>Age</b>	<b>Yes</b>
<35	11.7%
35 - 64	11.9%
65+	<b>6.2%</b>
<b>Total</b>	<b>10.9%</b>

<b>Income</b>	
< \$25k	14.2%
\$25k - \$49.9k	9.1%
\$50k - \$99.9k	8.8%
\$100k+	9.6%
<b>Total</b>	<b>10.9%</b>

<b>Education</b>	
High School or Less	12.3%
Some College	10.4%
College+	10.6%
<b>Total</b>	<b>10.9%</b>

**QUESTION 3: Were you able to find the pricing information you needed?**

<b>Age</b>	<b>Yes</b>
<35	83.8%
35 - 64	68.5%
65+	86.7%
<b>Total</b>	<b>75.0%</b>

<b>Income</b>	
< \$25k	69.6%
\$25k - \$49.9k	82.3%
\$50k - \$99.9k	75.5%
\$100k+	59.3%
<b>Total</b>	<b>75.0%</b>

<b>Education</b>	
High School or Less	88.7%
Some College	84.1%
College+	63.4%
<b>Total</b>	<b>75.0%</b>



**QUESTION 4: Where did you get the pricing information? Was it . . .**

1. An employer?
2. An insurance company?
3. A physician's office?
4. A hospital?
5. The state, county, or city health department?
6. A physician association?
7. A hospital association?

Age	Employer	Insurance Company	Physician's Office	Hospital	Health Department	Physician Association	Hospital Association
<35	19.4%	<b>6.3%</b>	50.0%	38.7%	42.5%	3.7%	38.8%
35 - 64	21.4%	35.4%	63.5%	28.4%	15.0%	21.4%	16.7%
65+	13.5%	46.2%	71.2%	32.7%	7.7%	28.0%	30.0%
<b>Total</b>	<b>19.9%</b>	<b>26.1%</b>	<b>60.0%</b>	<b>32.5%</b>	<b>22.9%</b>	<b>16.4%</b>	<b>25.2%</b>
<b>Income</b>							
< \$25k	7.8%	20.0%	86.5%	42.8%	40.2%	22.4%	39.2%
\$25k - \$49.9k	41.9%	25.7%	47.9%	51.0%	43.3%	6.2%	41.4%
\$50k - \$99.9k	7.6%	28.6%	48.1%	29.2%	<b>1.8%</b>	13.0%	12.3%
\$100k+	23.4%	56.1%	62.2%	8.7%	3.5%	29.4%	<b>3.6%</b>
<b>Total</b>	<b>19.9%</b>	<b>26.1%</b>	<b>60.0%</b>	<b>32.5%</b>	<b>22.9%</b>	<b>16.4%</b>	<b>25.2%</b>
<b>Education</b>							
High School or Less	12.2%	17.1%	64.2%	38.2%	44.0%	18.3%	50.1%
Some College	11.9%	16.4%	56.3%	22.1%	9.3%	10.7%	15.5%
College +	30.1%	37.0%	60.5%	36.5%	23.2%	20.3%	21.6%
<b>Total</b>	<b>19.9%</b>	<b>26.1%</b>	<b>60.0%</b>	<b>32.5%</b>	<b>22.9%</b>	<b>16.4%</b>	<b>25.2%</b>



**QUESTION 5: How did you obtain the pricing information? Was it using. . .**

1. Books or magazines?
2. Internet/email?
3. Phone?
4. Mail?
5. In person?

Age	Books/Magazines	Internet/Email	Phone	Mail	In Person
<35	0.0%	19.4%	61.3%	0.0%	41.9%
35 - 64	4.7%	25.0%	63.9%	17.0%	43.5%
65+	15.4%	17.3%	45.1%	26.9%	78.8%
<b>Total</b>	<b>4.1%</b>	<b>22.2%</b>	<b>61.0%</b>	<b>11.8%</b>	<b>46.6%</b>

Income	Books/Magazines	Internet/Email	Phone	Mail	In Person
< \$25k	4.1%	12.7%	53.1%	10.6%	62.0%
\$25k - \$49.9k	10.0%	18.1%	45.7%	15.6%	61.1%
\$50k - \$99.9k	0.9%	16.2%	85.2%	3.5%	30.1%
\$100k+	0.0%	27.2%	54.4%	14.0%	45.6%
<b>Total</b>	<b>4.1%</b>	<b>22.2%</b>	<b>61.0%</b>	<b>11.8%</b>	<b>46.6%</b>

Education	Books/Magazines	Internet/Email	Phone	Mail	In Person
High School or Less	3.2%	27.3%	50.9%	5.7%	50.6%
Some College	2.5%	11.3%	81.4%	10.0%	28.1%
College +	6.0%	27.3%	50.3%	16.4%	57.3%
<b>Total</b>	<b>4.1%</b>	<b>22.2%</b>	<b>61.0%</b>	<b>11.8%</b>	<b>46.6%</b>

**QUESTION 6: Did the pricing information influence your decision regarding your choice of healthcare provider?**

Age	Yes
<35	80.6%
35 - 64	64.6%
65+	59.6%
<b>Total</b>	<b>69.9%</b>

Income	Yes
< \$25k	58.5%
\$25k - \$49.9k	69.0%
\$50k - \$99.9k	79.7%
\$100k+	78.4%
<b>Total</b>	<b>69.9%</b>

Education	Yes
High School or Less	82.4%
Some College	59.6%
College+	70.4%
<b>Total</b>	<b>69.9%</b>



## QUESTION 7: Was the pricing information accurate?

Age	Yes
<35	96.9%
35 - 64	99.2%
65+	93.9%
<b>Total</b>	<b>97.8%</b>

Income	
< \$25k	100.0%
\$25k - \$49.9k	100.0%
\$50k - \$99.9k	94.2%
\$100k+	100.0%
<b>Total</b>	<b>97.8%</b>

Education	
High School or Less	94.5%
Some College	100.0%
College+	98.0%
<b>Total</b>	<b>97.8%</b>

## QUESTION 8: Would you look for pricing information again?

Age	Yes
<35	100.0%
35 - 64	89.8%
65+	76.5%
<b>Total</b>	<b>92.1%</b>

Income	
< \$25k	90.6%
\$25k - \$49.9k	96.0%
\$50k - \$99.9k	95.6%
\$100k+	<b>100.0%</b>
<b>Total</b>	<b>92.1%</b>

Education	
High School or Less	90.0%
Some College	88.5%
College+	96.1%
<b>Total</b>	<b>92.1%</b>

## ABOUT THOMSON REUTERS

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Thomson Reuters  
777 E. Eisenhower Parkway  
Ann Arbor, MI 48108 USA  
Phone +1 731 913 8000

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