

THOMSON REUTERS-NPR HEALTH POLL PRICE TRANSPARENCY

APRIL 2012



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THOMSON REUTERS-NPR HEALTH POLL

Each month, the Thomson Reuters-NPR Health Poll surveys approximately 3,000 Americans to gauge attitudes and opinions on a wide range of healthcare issues. Poll results are reported by NPR's Scott Hensley on the health blog Shots (<http://www.npr.org/blogs/health/>) and on air.

Complete survey results are posted here:
<http://healthcare.thomsonreuters.com/npr/>

NPR's reports on the findings are archived here:
http://www.npr.org/templates/archives/archive.php?thingId=137038712&ps=sh_sttag

The Thomson Reuters-NPR Health Poll is powered by the Thomson Reuters PULSE™ Healthcare Survey, an independently funded telephone poll which collects information about health behavior, attitudes and utilization from more than 100,000 U.S. households annually.

The results depicted below represent responses from 3,008 survey participants interviewed from April 2-14, 2012. The margin of error is 1.8 percent.



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EXECUTIVE SUMMARY

The survey asked respondents their opinions regarding price transparency for healthcare. Responses were then compared with answers to the same questions posed to respondents in 2010. Following were the results:

- **Healthcare Services Utilized at Similar Rate:** 81% of respondents said a household member had received some kind of healthcare service in the past year; a figure in line with the 80% figure respondents reported in 2010.
- **How Often is Healthcare Price Information Sought Out:** Of households who received a healthcare service in the past 12 months, 16% indicated they had sought pricing information prior to receiving the service. The figure represents an increase from 11% in 2010.
- **Where Pricing Information Was Obtained:** Among those who sought out healthcare pricing information, 50% of respondents received it from their physician's office and 49% received it from their insurance companies. These totals have shifted significantly from 2010, when 60% of respondents received pricing information from their physician's office and 26% received it from their insurance company.
- **How Pricing Information Was Obtained:** 45% of respondents who said they found the pricing information said they used the Internet, up from 22% who used the Internet in 2010.
- **Accuracy of Pricing Information:** 86% of respondents who received pricing information found their initial quote to be accurate, down from 98% in 2010. The rates of accuracy increase with ascending age.



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SURVEY DATA

Responses in **RED** are statistically significant.

Responses in **BOLD** show statistical significance between years.

QUESTION 1: In the past 6 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 do not mean dental services or prescription drugs.

2010

Age	Yes	No
<35	81.8%	18.2%
35 – 64	79.1%	20.9%
65+	77.6%	22.4%
Total	79.6%	20.4%

Income

<\$25k	77.1%	22.9%
\$25k – \$49.9k	78.9%	21.1%
\$50k – \$99.9k	82.3%	17.7%
\$100k+	83.2%	16.8%
Total	79.6%	20.4%

Education

High School or Less	77.2%	22.8%
Some College	78.5%	21.5%
College+	81.5%	18.5%
Total	79.6%	20.4%

2012

Age	Yes	No
<35	79.7%	20.3%
35 – 64	81.3%	18.7%
65+	81.4%	18.6%
Total	81.1%	18.9%

Income

<\$25k	73.9%	26.1%
\$25k – \$49.9k	79.9%	20.1%
\$50k – \$99.9k	81.8%	18.2%
\$100k+	89.9%	10.1%
Total	81.1%	18.9%

Education

High School or Less	74.1%	25.9%
Some College	78.9%	20.1%
College+	87.3%	12.7%
Total	81.1%	18.9%



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

2010

Age	Yes	No
<35	11.7%	88.3%
35 – 64	11.9%	88.1%
65+	6.2%	93.8%
Total	10.9%	89.1%

Income

<\$25k	14.2%	85.8%
\$25k – \$49.9k	9.1%	90.9%
\$50k – \$99.9k	8.8%	91.2%
\$100k+	9.6%	90.4%
Total	10.9%	89.1%

Education

High School or Less	12.3%	87.7%
Some College	10.4%	89.6%
College+	10.6%	89.4%
Total	10.9%	89.1%

2012

Age	Yes	No
<35	17.4%	82.6%
35 – 64	18.0%	82.0%
65+	10.4%	89.6%
Total	16.2%	83.8%

Income

<\$25k	20.7%	79.3%
\$25k – \$49.9k	15.9%	84.1%
\$50k – \$99.9k	15.9%	84.1%
\$100k+	9.2%	90.8%
Total	16.2%	83.8%

Education

High School or Less	13.8%	86.2%
Some College	16.7%	83.3%
College+	17.3%	82.7%
Total	16.2%	83.8%



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

2010

Age	Yes	No
<35	83.8%	16.2%
35 – 64	65.5%	34.5%
65+	86.7%	13.3%
Total	75.0%	25.0%

Income

<\$25k	69.6%	30.4%
\$25k – \$49.9k	82.3%	17.7%
\$50k – \$99.9k	75.5%	24.5%
\$100k+	59.3%	40.7%
Total	75.0%	25.0%

Education

High School or Less	88.7%	11.3%
Some College	84.1%	15.9%
College+	63.4%	36.6%
Total	75.0%	25.0%

2012

Age	Yes	No
<35	75.0%	25.0%
35 – 64	82.6%	17.4%
65+	80.0%	20.0%
Total	80.8%	19.2%

Income

<\$25k	88.2%	11.8%
\$25k – \$49.9k	66.3%	33.7%
\$50k – \$99.9k	83.2%	16.8%
\$100k+	79.9%	20.1%
Total	80.8%	19.2%

Education

High School or Less	90.8%	9.2%
Some College	84.6%	15.4%
College+	73.6%	26.4%
Total	80.8%	19.2%



QUESTION 4: Where did you get the pricing information from? 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's assistant
- 7) A hospital's association

2010

Age	1 — Not at all concerned	2	3	4	5	6	7
<35	19.4%	6.3%	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%
Total	19.9%	26.1%	60.0%	32.5%	22.9%	16.4%	25.2%

Income

< \$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%	1.8%	13.0%	12.3%
\$100k+	23.4%	56.1%	62.2%	8.7%	3.5%	29.4%	3.6%
Total	19.9%	26.1%	60.0%	32.5%	22.9%	16.4%	25.2%

Education

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%
Total	19.9%	26.1%	60.0%	32.5%	22.9%	16.4%	25.2%

2012

Age	1 — Not at all concerned	2	3	4	5	6	7
<35	43.1%	87.4%	42.4%	26.7%	22.2%	4.6%	26.7%
35 — 64	19.2%	36.8%	49.3%	38.9%	20.5%	17.3%	26.7%
65+	7.5%	58.7%	63.6%	30.4%	18.3%	32.1%	20.2%
Total	21.8%	48.8%	50.1%	35.6%	20.5%	17.1%	25.8%

Income

< \$25k	31.4%	41.5%	56.0%	49.5%	37.7%	23.3%	47.4%
\$25k — \$49.9k	20.4%	38.7%	47.8%	23.0%	19.2%	35.0%	24.0%
\$50k — \$99.9k	9.1%	61.7%	39.1%	34.9%	18.7%	4.2%	8.4%
\$100k+	9.6%	44.8%	73.4%	39.2%	1.2%	13.1%	21.8%
Total	21.8%	48.8%	50.1%	35.6%	20.5%	17.1%	25.8%

Education

High School or Less	31.0%	53.5%	42.3%	57.4%	31.6%	26.7%	56.5%
Some College	17.4%	37.6%	43.9%	13.6%	7.7%	12.2%	16.3%
College+	20.1%	54.9%	59.3%	40.4%	24.2%	15.5%	15.8%
Total	21.8%	48.8%	50.1%	35.6%	20.5%	17.1%	25.8%



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

2010

Age	1	2	3	4	5
<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%
Total	4.1%	22.2%	61.0%	11.8%	46.6%

Income

<\$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%	27.7%	54.4%	14.0%	45.6%
Total	4.1%	22.2%	61.0%	11.8%	46.6%

Education

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%
Total	4.1%	22.2%	61.5%	11.8%	46.6%

2012

Age	1	2	3	4	5
<35	0.0%	50.4%	28.6%	22.2%	69.9%
35 – 64	13.9%	45.7%	49.2%	23.4%	47.8%
65+	14.1%	35.4%	65.6%	19.9%	55.1%
Total	11.5%	45.1%	47.8%	22.7%	52.7%

Income

<\$25k	24.4%	58.5%	42.2%	37.0%	74.3%
\$25k – \$49.9k	11.5%	32.9%	50.7%	15.7%	40.2%
\$50k – \$99.9k	0.6%	52.3%	48.4%	20.3%	29.1%
\$100k+	1.2%	37.3%	64.9%	7.5%	44.0%
Total	11.5%	45.1%	47.8%	22.7%	52.7%

Education

High School or Less	17.6%	40.7%	44.6%	46.4%	74.0%
Some College	11.1%	33.9%	49.1%	5.4%	55.0%
College+	8.3%	56.3%	48.6%	22.8%	38.7%
Total	11.5%	45.1%	47.8%	22.7%	52.7%



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

2010

Age	Yes	No
<35	80.6%	19.4%
35 – 64	64.6%	35.4%
65+	59.6%	40.4%
Total	69.9%	30.1%

Income

< \$25k	58.5%	41.5%
\$25k – \$49.9k	69.0%	31.0%
\$50k – \$99.9k	79.7%	20.3%
\$100k+	78.4%	21.6%
Total	69.9%	30.1%

Education

High School or Less	82.4%	17.6%
Some College	59.6%	40.4%
College+	70.4%	29.6%
Total	69.9%	30.1%

2012

Age	Yes	No
<35	73.3%	26.7%
35 – 64	62.4%	33.6%
65+	58.2%	41.8%
Total	63.8%	36.2%

Income

< \$25k	70.2%	29.8%
\$25k – \$49.9k	51.0%	49.0%
\$50k – \$99.9k	71.1%	28.9%
\$100k+	53.7%	46.3%
Total	63.8%	36.2%

Education

High School or Less	69.1%	30.9%
Some College	60.5%	39.5%
College+	63.3%	36.7%
Total	63.8%	36.2%



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QUESTION 7: Was the pricing information accurate?

2010

Age	Yes	No
<35	96.9%	3.1%
35 – 64	99.2%	0.8%
65+	93.9%	6.1%
Total	97.8%	2.2%

Income

< \$25k	100.0%	0.0%
\$25k – \$49.9k	100.0%	0.0%
\$50k – \$99.9k	94.2%	5.8%
\$100k+	100.0%	0.0%
Total	97.8%	3.2%

Education

High School or Less	94.5%	5.5%
Some College	100.0%	0.0%
College+	98.0%	2.0%
Total	97.8%	2.2%

2012

Age	Yes	No
<35	77.8%	22.2%
35 – 64	86.6%	13.4%
65+	95.9%	4.1%
Total	86.2%	13.8%

Income

< \$25k	80.4%	19.6%
\$25k – \$49.9k	98.0%	2.0%
\$50k – \$99.9k	80.4%	19.6%
\$100k+	87.7%	12.3%
Total	86.2%	13.8%

Education

High School or Less	76.5%	23.5%
Some College	95.2%	4.8%
College+	85.0%	15.0%
Total	86.2%	13.8%



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QUESTION 8: Would you look for pricing information again?

2010

Age	Yes	No
<35	100.0%	0.0%
35 – 64	89.8%	10.2%
65+	76.5%	23.5%
Total	92.1%	7.9%

Income

< \$25k	90.6%	9.4%
\$25k – \$49.9k	96.0%	4.0%
\$50k – \$99.9k	95.6%	6.4%
\$100k+	100.0%	0.0%
Total	92.1%	7.9%

Education

High School or Less	90.0%	10.0%
Some College	88.5%	11.5%
College+	96.1%	3.9%
Total	92.1%	7.9%

2012

Age	Yes	No
<35	77.8%	22.2%
35 – 64	93.4%	6.6%
65+	92.9%	7.1%
Total	90.6%	9.4%

Income

< \$25k	82.0%	18.0%
\$25k – \$49.9k	92.1%	7.9%
\$50k – \$99.9k	94.2%	5.8%
\$100k+	100.0%	0.0%
Total	90.6%	9.4%

Education

High School or Less	95.2%	4.8%
Some College	79.9%	20.1%
College+	96.4%	3.6%
Total	90.6%	9.4%



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