



# National Consumer Driven Healthcare Summit

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# Enduring Tenets

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- There are certain self evident truths in any health care system
  - ◆ The **security** of health insurance is appropriate, viable, and necessary for unpredictable and high cost events
  - ◆ There are situations when an individual cannot be an active consumer of health care
  - ◆ There is a social obligation to provide a safety net for those with insufficient means or faculty
  - ◆ Many stakeholders desire to improve health care quality and lower cost





## Basic Consumer Tenets

- We have the right to decide
- We have the right to know

### ■ Right to decide

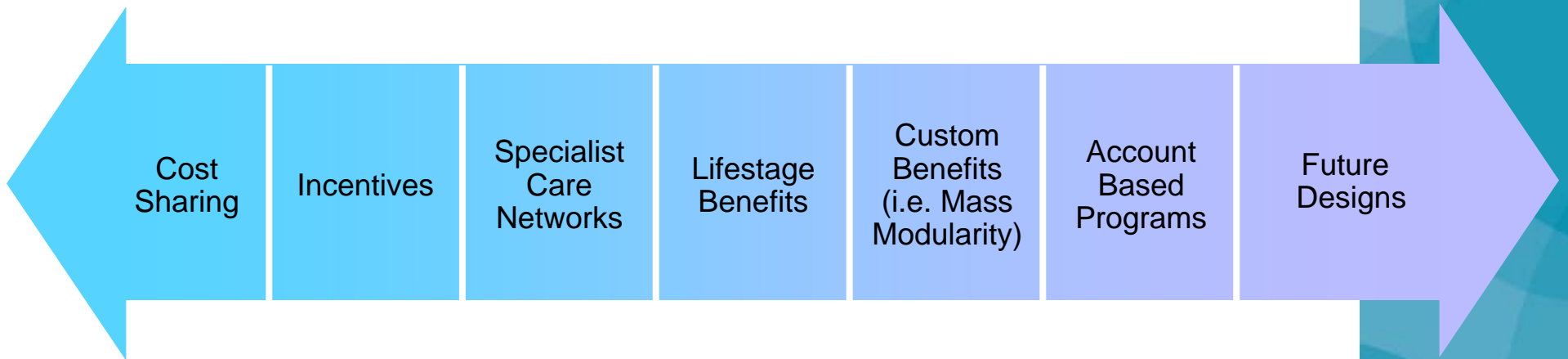
- ◆ We hold a deep respect for, and seek to enable, individual **choice** and **control**
- ◆ The individual has the right to unencumbered decisions about their health care
- ◆ A person may abdicate their decision-making rights to their doctors or others as they see fit or as their willingness to decide varies

### ■ Right to know

- ◆ Complete **information** on the cost and quality of service
- ◆ What their insurers and providers know about them and each other

# Right to Decide

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# Right to Know

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# Actionable Insights

## Consumer Survey

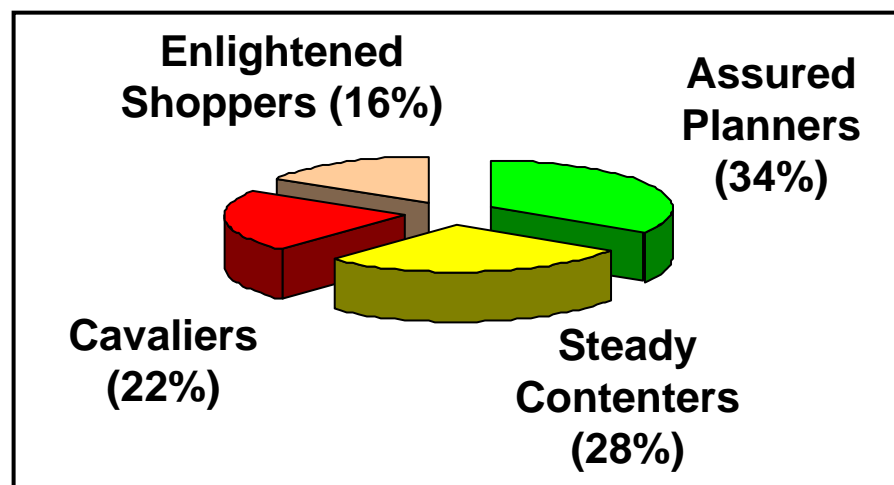
Questions measure distinct dimensions of healthcare behavior, intentions and attitudes. The questionnaire takes about 5 minutes to complete, and can be administered in a variety of manners.

## Consumer Classification

Software analyses questionnaire data to identify respondent's healthcare consumer archetype

## Segmentation Factors

- Plan selection factors
- Health care behaviors
- Health care attitudes
- Demographics / Lifestages



# Individuals Behave Differently As Health Care Consumers

