EXISTING (NON-AAMC) CONSUMER RESEARCH ON PRICE TRANSPARENCY

- ***The Future of the Academic Medical Center: Strategies to Avoid a Margin Meltdown*, PwC Health Research Institute, February 2012**
  - p. 23, Figure 11: A majority of consumers are not willing to pay a higher premium to gain access to an academic medical center (AMC) network (Source: PwC Health Research Institute Consumer Survey, 2011).
  - **Question: Would you pay a higher premium in order to have access to care at an AMC (>1,000 consumer responses)?**
    - Yes: 22%
      - Up to 10% more: 67%
      - Up to 20% more: 25%
      - Up to 30% more: 5%
      - More than 30% more: 3%
    - No/Unsure: 78%

- **Altarum Institute Survey of Consumer Health Care Opinions, 2013 (released Jan. 8, 2014), is available at** http://altarum.org/sites/default/files/uploaded-related-files/Altarum%20Fall%202013%20Survey%20of%20Consumer%20Opinions.pdf.
  - N = approx. 2,000
  - Among respondents who received care within the past year, about one-third (32%) inquired about cost before the visit. Slightly more (35%) looked for information about quality ratings before choosing their provider. Younger consumers were more likely to ask about price and search for quality information before deciding on a doctor.
  - A majority indicated that they would be comfortable (43% very comfortable, 38% somewhat comfortable) approaching their doctor about the cost of health care services. Approximately 80% are either somewhat or very comfortable asking about price. Only 15% and 4% are somewhat or very uncomfortable, respectively.
  - Despite these high comfort levels, less than half (46%) of all respondents reported that they had ever asked how much a visit would cost before going to the doctor. This is consistent with previous survey results.
  - A little more than half (52%) felt that they could compare information to select a more qualified health care provider, while 39% were uncertain, and 9% were not at all confident. In both instances, younger consumers appeared to be more confident than those in older age groups.

- **NORC Center for Public Research poll, see** http://www.vox.com/2014/7/21/5922835/half-of-americans-think-expensive-medical-care-is-better-theyre-wrong.
  - 48% thought higher-quality care comes at a higher cost; 37% said there is no real relationship. (Conclusion: Providing price data alone without associated quality data could lead patients to pick the most expensive, and seemingly best, provider.)

- **Mass Insight Survey, see** http://www.bostonglobe.com/lifestyle/health-wellness/2014/07/04/consumers-want-know-cost-health-care-poll-finds/H51LNvNtuv8hV81Rby999J/story.html.
  - 87% said it is important to have clear information about medical costs ahead of time, but 82% don't have information allowing them to compare cost and quality.
  - More than 90% said that quality is most important when choosing a health care service, but 55% said cost is a factor when choosing.

- **The TransUnion Healthcare survey released November 2013, see** http://newsroom.transunion.com/press-releases/transunion-survey-healthcarecost-transparency-ma-1070221?utm_source=GooglePlus&utm_medium=HCGooglePlus&utm_campaign=12-3#.VAoDSk10zIU.
  - N = 1,039
  - A majority of patients (55%) have started paying more attention to the details of their medical bills over the past year. Notably, increased consumer awareness of cost is not limited to out-of-pocket costs like premiums, copays, and co-insurance payments. Two-thirds of respondents (67%) say they want to know the details of both their own out-of-pocket costs and those covered by insurers. Additionally, three-quarters (75%) of respondents indicated that previous bills and costs have been either very important (42%) or extremely important (33%) in their decision to enroll or stay enrolled in a health plan.
  - Patients who experience a clear, transparent billing process—and especially those who received more information about the expected costs on the front end of the process—are far more likely to give the highest ratings for their overall quality of care. Nearly three-quarters (73%) of patients who rated their quality of care highly also gave high marks to billing experiences, while 69% of those who rated their quality of care as poor gave poor marks to their billing experiences.