



Employee Attitudes Toward Health Information and Comparative Effectiveness Research

February 1, 2011

Helen Darling
National Business Group on Health
National Press Club



**National
Business
Group on
Health**

This report was funded by the members of the National Business Group on Health and is for their exclusive use. To protect the proprietary and confidential information included in this material, it can only be shared, in either print or electronic formats, within and among Business Group member companies. All other uses require permission from the National Business Group on Health. 2011 National Business Group on Health



Why We Conducted This Survey

- Employers have long been invested in the health and productivity of their employees and dependents. Yet we know that employees, like most Americans, are not nearly as healthful and fit as they should be or would like to be.
- Many employees face great challenges in navigating a complex, fragmented and hard-to-access health care delivery system. For example, the amount of health care information that consumers need to sift through just to know what they should be doing seems endless and daunting.
- While employers pay an average of over \$10,000 per active employee per year for health care, they are not confident that these expenditures are truly improving employee health – unnecessary services thus may be wasteful or harmful.



Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research



Why We Conducted This Survey (continued)

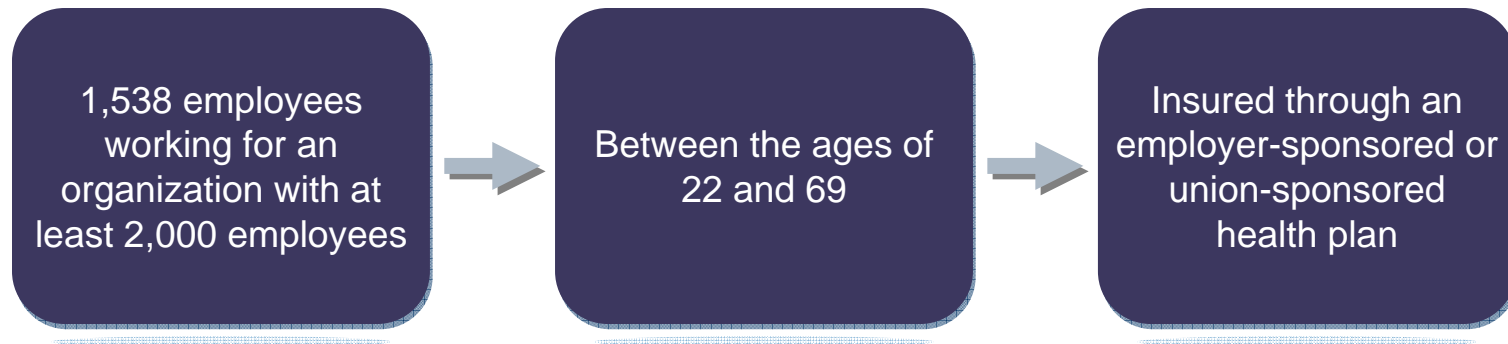
- As a result, employers have looked for ways in recent years to ensure that employees are receiving **safe and appropriate** quality health care. One area of focus for employers has been Comparative Effectiveness Research (CER), which compares the clinical effectiveness of different health care interventions to determine the most effective course of treatment for a patient.
- With employers looking for ways to incorporate CER encouraging use of quality care and reducing overuse or misuse of inappropriate services, they are grappling with questions such as:
 - How do employees currently make health care decisions? How well do they know themselves to research which recommended treatments are proven to work for them?
 - How do they feel about the role of CER in making health care decision-making? Are they willing to incorporate CER into future decisions?



About This Study

The National Business Group on Health commissioned Mathew Greenwald & Associates, Inc., to survey employees of large U.S. employers about how they make health care decisions and the role of CER* in decision-making.

Participants were surveyed October 4 - 15, 2010:



Some questions in this survey were originally asked in our 2007 Employee Survey on Healthcare Decision-Making, thus allowing us to make comparisons over time.



* CER stands for comparative effectiveness research

Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research



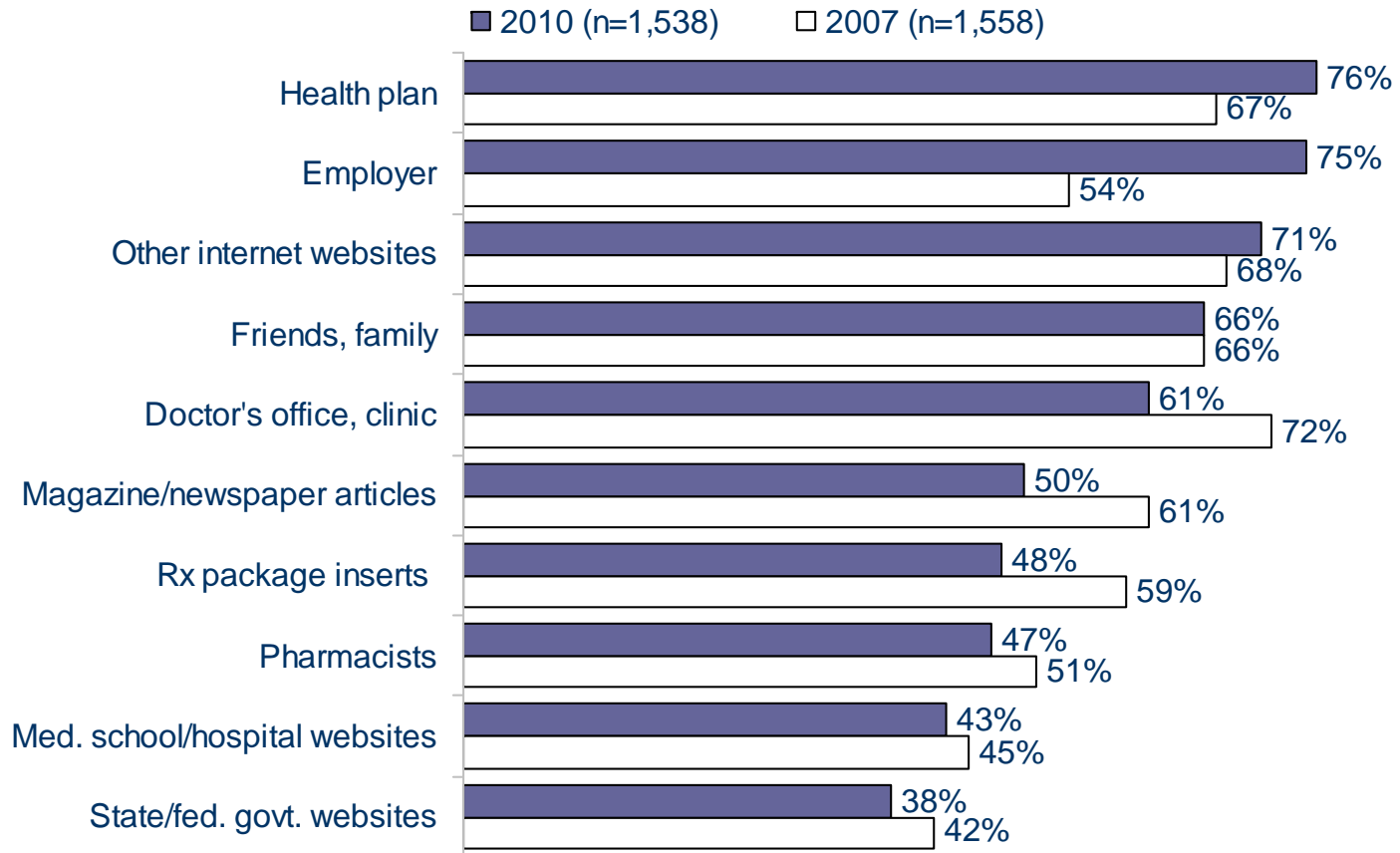
Employee Respondent Profile

	2007 (n=1,558)	2010 (n=1,538)		2007 (n=1,558)	2010 (n=1,538)
	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>
<u>Race/Ethnicity</u>			<u>Age</u>		
African-American/Black	6	6	22 to 29	12	17
Asian	4	4	30 to 39	19	24
Hispanic/Latino	3	5	40 to 49	30	27
White/Caucasian	85	86	50 to 59	31	23
Other	2	2	60 to 69	8	9
<u>Education</u>			<u>Gender</u>		
Not high school graduate	1	*	Male	53	53
High school graduate	12	7	Female	47	47
Some college	29	25	<u>Labor Union</u>		
Trade or technical school	11	6	Union member	20	15
College graduate	32	44	Non-union member	80	85
Master's degree	11	15			
Doctoral, professional degree	3	3			



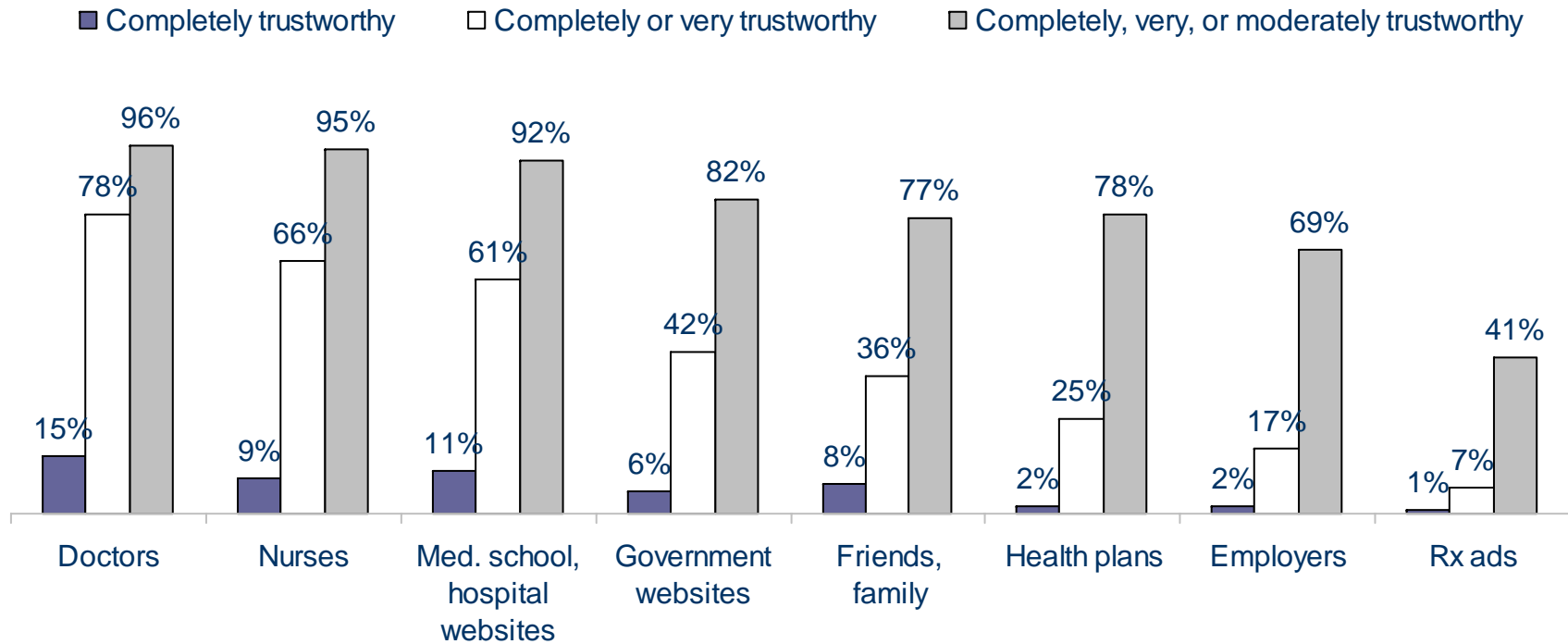
Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research

Where Employees Seek Health Information





Most Trustworthy Sources For Health Information

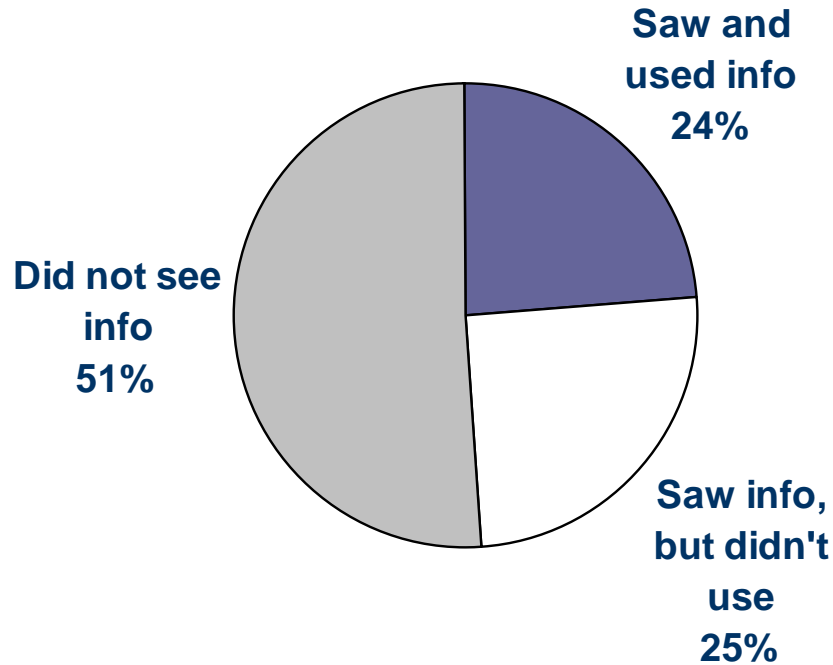


Question: How trustworthy is each as a source for health or medical information? (2010 n=1,538)
Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research

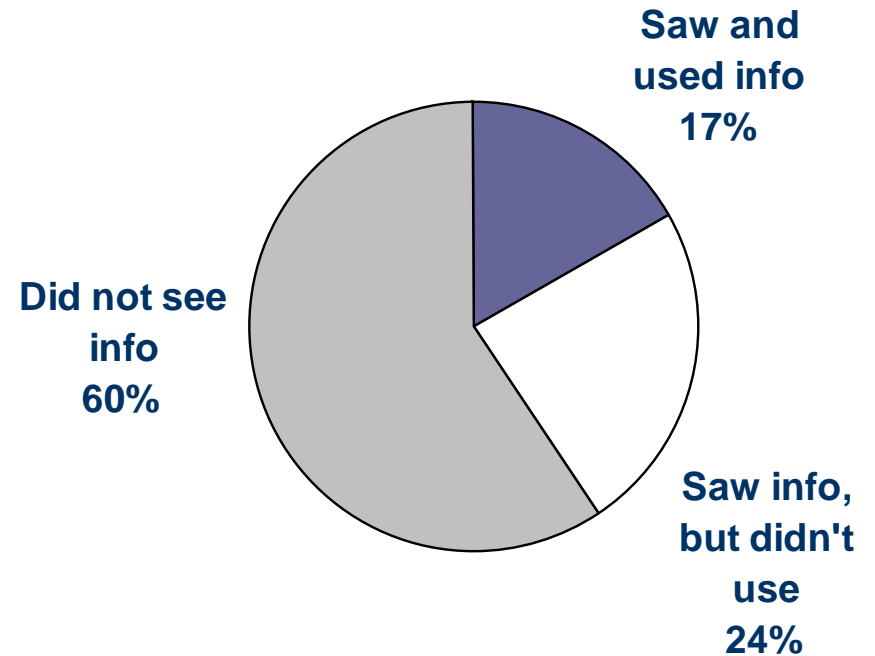


Trends for Seeing and Using Health Care Quality Information

2010



2007

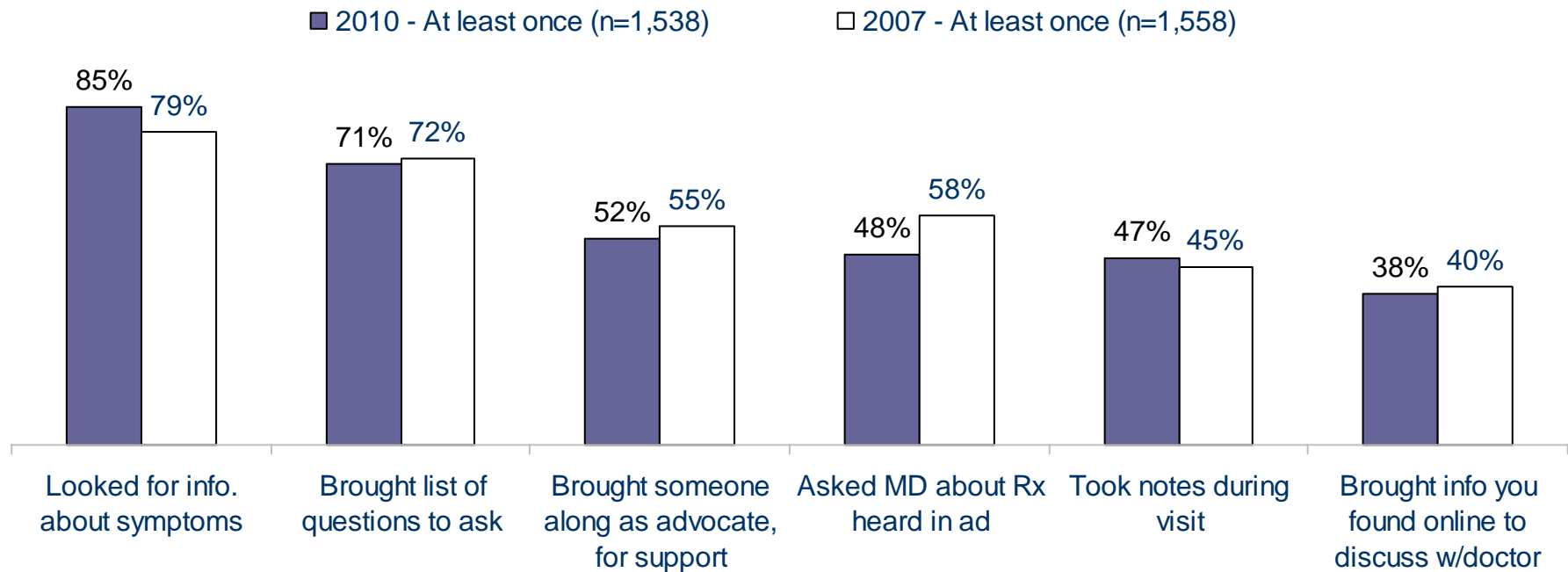


Question: In the past 12 months, did you see any information comparing the quality of different hospitals, health plans, or doctors? (If yes) Did you use this information to select a hospital, health plan, or doctor? (2010 n=1,538; 2007 n=1,558)

Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research; 2007 Survey on Employees and Healthcare Decision-Making



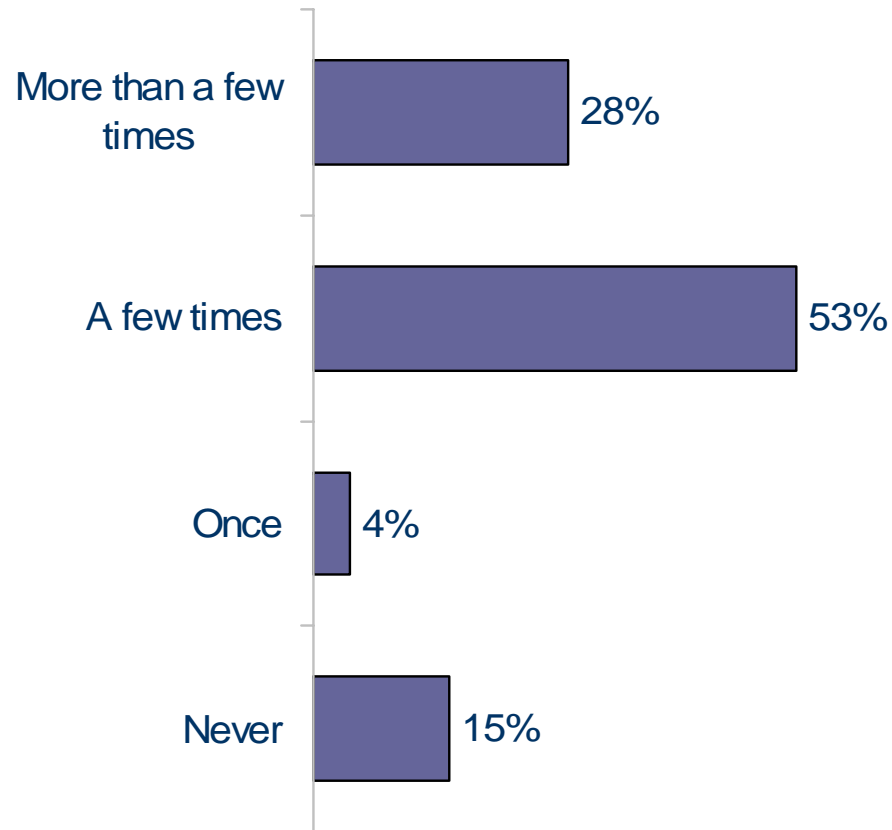
Consumer Behavior Before Or During Medical Visits by Study Year



Question: Before or during a medical visit, have you ever...?
Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research; 2007 Survey on Employees and Healthcare Decision-Making



Employees Have Heard of Comparative Effectiveness Research

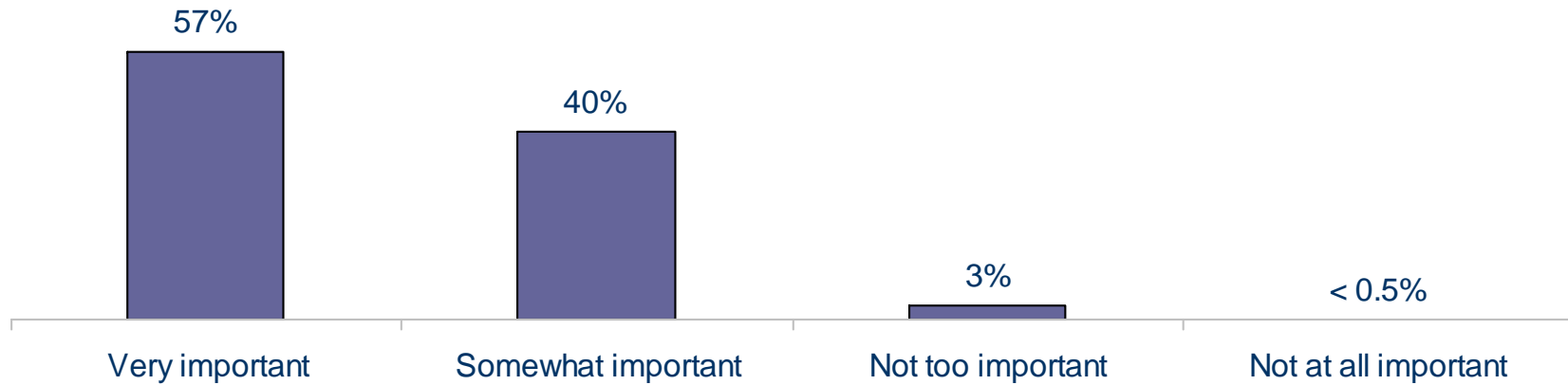


Question: Scientific research can help doctors and patients know what type of health care works best by comparing the effectiveness of different health tests or treatments...How often have you read or heard about this type of medical research that compares different types of treatments or tests? (2010 n=1,538)

Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research



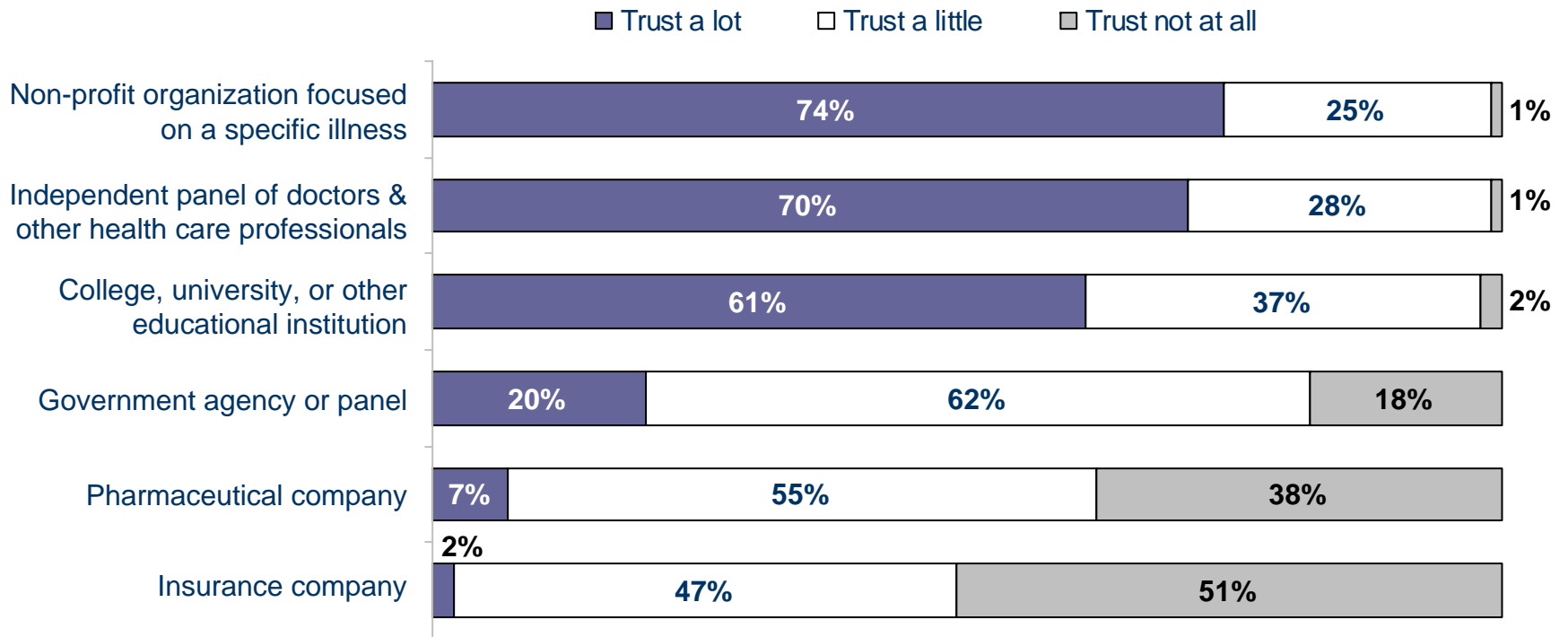
Employees Believe Comparative Effectiveness Research is Very Important



Question: What is your general reaction to this type of scientific research that compares different types of health care treatments or tests? Do you think this kind of research is...? (2010 n=1,306 those who read/heard about research)
Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research



Trusted Sources For Comparative Effectiveness Research

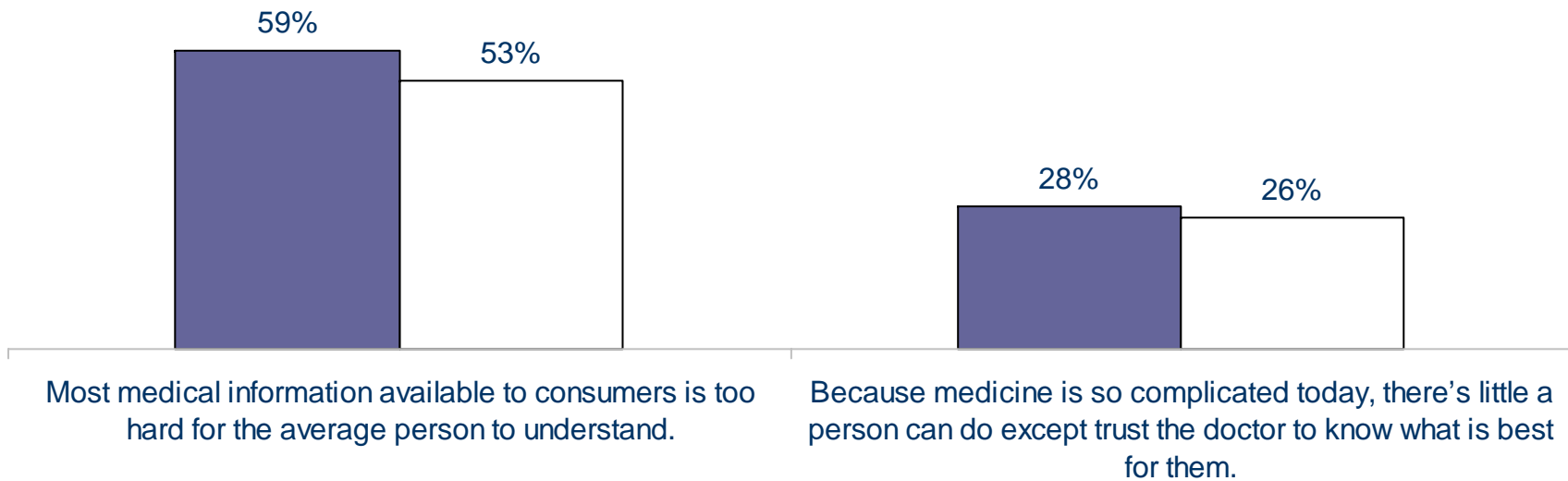


Question: Indicate how much you would trust each organization to do comparative health care research. (2010 n=1,538)
Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research



Growing Concerns About the Complexity of Medical Information

■ 2010 - Strongly agree or Agree (n=1,538) □ 2007 - Strongly agree or Agree (n=1,558)



Question: Please rate how strongly you agree or disagree with each of the following statements.

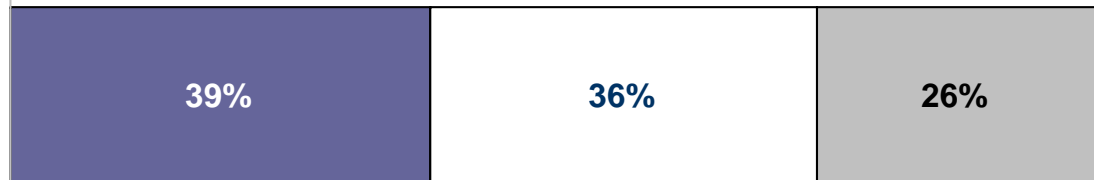
Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research; 2007 Survey on Employees and Healthcare Decision-Making



Support for Incentives or Penalties for Using Scientifically-Proven Treatments

■ Strongly agree or Agree □ Neither ■ Strongly disagree or Disagree

INCENTIVE: Appropriate to pay **less** for benefits & care if use the treatments or drugs that research has shown work **best** (n=778)



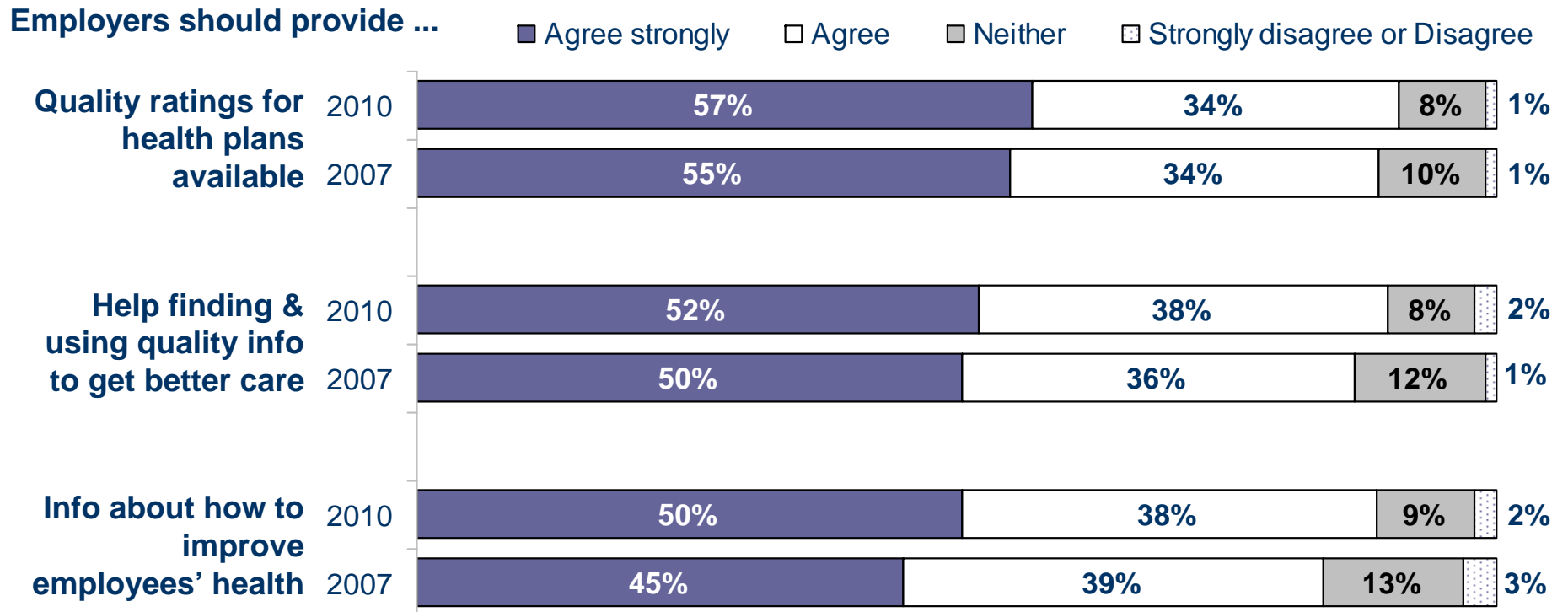
PENALTY: Appropriate to pay **more** for benefits & care if use the treatments or drugs that research has shown work **less effectively** (n=760)



Question: Please rate how strongly you agree or disagree with each of the following statements.
Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research



The Employer's Role In Providing Health Information



Question: Mark how strongly you agree or disagree with each statement about whether employers should or should not provide such information to employees. (2010 n=1,538; 2007 n=1,558)

Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research; 2007 Survey on Employees and Healthcare Decision-Making



What Employers Can Do

- Employees want their employers to play a role in providing medical information about their health and how to make good treatment decisions.
 - Employers should provide trustworthy medical information to their employees as a way to help them become more activated consumers.
 - Employers should continue promoting decision support tools on the cost and quality of medical services.
- Employees are aware of comparative effectiveness research and see value in this type of research.
 - Employers should continue to promote evidence from comparative effectiveness research to their workforces in an effort to increase awareness and action for appropriate treatment choices.
- Employees are open to incentive-based benefit designs that encourage use of comparative effectiveness research in treatment decisions.
 - Employers should consider, where possible, implementing incentives for employees to choose proven treatments and quality providers



Source: National Business Group on Health 2011 Survey on Employee Attitudes Toward Health Information and Comparative Effectiveness Research