

Key Insights from the Consumer Attitudes about Health Study

End-of-life care conversations and decision making

Research method

This survey was conducted online by Harris Poll on behalf of Novant Health from March 1-9, 2016 among 2,104 US adults aged 18 and older. For complete research method, including weighting variables and additional subgroup sample sizes, please visit NovantHealth.org/ConsumerAttitudes.

Americans think end-of-life planning is important, but not essential

- More than 9 in 10 (92%) think having a plan for end-of-life is important.
- Only 3 in 10 (29%) find planning for end-of-life care absolutely essential.
- Nearly half have 401k/retirement savings (46%) or life insurance (49%) currently in place, while only 27% have identified a medical decision maker.

The importance of end-of-life planning often depends on age, gender, race and health status

- 43% of African-Americans are more likely to say planning for end-of-life care is absolutely essential compared to Whites (29%) and Hispanics (26%).
- 62% of sandwiched caregivers say planning for end-of-life care is absolutely essential or extremely important.
- 54% of people with comorbid conditions say planning for end-of-life care is absolutely essential or extremely important.
- Millennials and Hispanics believe the best time to start thinking about end-of-life planning is in their 40's (11%, 12% respectively).
- Women are more likely than men to say end-of-life care planning is absolutely essential (33% vs. 25%) but only 45% currently have life insurance compared to 54% of men.
- Only 8% of women evaluate their end-of-life plan annually compared to 16% of men.

Americans don't know where to start when thinking about end-of-life planning

- 42% wouldn't know where to start when thinking about end-of-life care.
- 43% have not made any end-of-life plans.
- Only 11% of Americans evaluate their end-of-life plans after the death of a loved one.
- 51% of millennials feel it is not important for them to think about end-of-life planning at this stage in their life.¹

¹ Millennials are defined as adults age 18-35.



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About Novant Health

Novant Health is an integrated network of physician clinics, outpatient facilities and hospitals that delivers a seamless and convenient healthcare experience to communities in Virginia, North and South Carolina, and Georgia. Named in 2016 by Becker's Hospital Review as one of the nation's 150 best places to work in healthcare, Novant Health consists of more than 1,380 physicians and nearly 24,000 employees and provides care at 530 locations, including 14 medical centers and hundreds of outpatient facilities and physician clinics. Headquartered in Winston-Salem, North Carolina, the health system serves more than 4 million patients annually and in 2015 provided more than \$706 million in community benefit, including charity care and services. Diversity MBA has recognized the organization as one of the 50 best places for women and managers of diverse background to work. Novant Health provides care in Virginia under the joint operating company, Novant Health UVA Health System.

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