

Key Insights from the Consumer Attitudes about Health Study

The healthcare provider relationship

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.

Personal lifestyle choices, primary care physicians, and medical specialists are all considered valuable in the prevention and treatment of chronic health conditions such as hypertension, prediabetes/diabetes, or obesity.

- More than 9 in 10 Americans agree that personal lifestyle choices (96%), primary care physicians (94%) and medical specialists (92%) are valuable for the prevention and treatment of chronic health conditions.
- Only half of Americans (56%) find homeopathic remedies valuable in the prevention and treatment of chronic health conditions.
- Only 68% of Americans find walk-in clinics valuable in the prevention and treatment of chronic health conditions.

A majority of Americans prefer to see their primary care physician for treatment and prefer in-person communication.

- Approximately 3 in 4 Americans (73%) prefer to see their primary care physician when they are sick rather than a walk-in clinic.
- 78% of Americans prefer to be treated by their primary care physician.
- The majority of Americans prefer in-person communication with their primary care physician for an annual physical (85%) or when sick (73%).

Millennials (ages 18-35) are more likely to avoid a doctor if at all possible and not see one routinely.

- 45% of millennials avoid going to the doctor if at all possible.
- 47% of millennials only go the doctor if they think they might need a prescription.
- Only 16% of millennials go the doctor immediately when they are sick.
- Only 55% of millennials visit a primary care physician on a routine basis.

Respect plays an important role in what consumers consider high quality care

- More than 7 in 10 Americans define quality healthcare as receiving effective treatments (77%), being treated well/with respect (74%), and being fully informed (71%).
- Of those who see a PCP on a routine basis, 86% give the care they get from their routine PCP a grade of A or B.
- 67% of Americans would prefer for their PCP to act like a “health coach”.



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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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