

Hispanics: A growing force in the New Health Economy

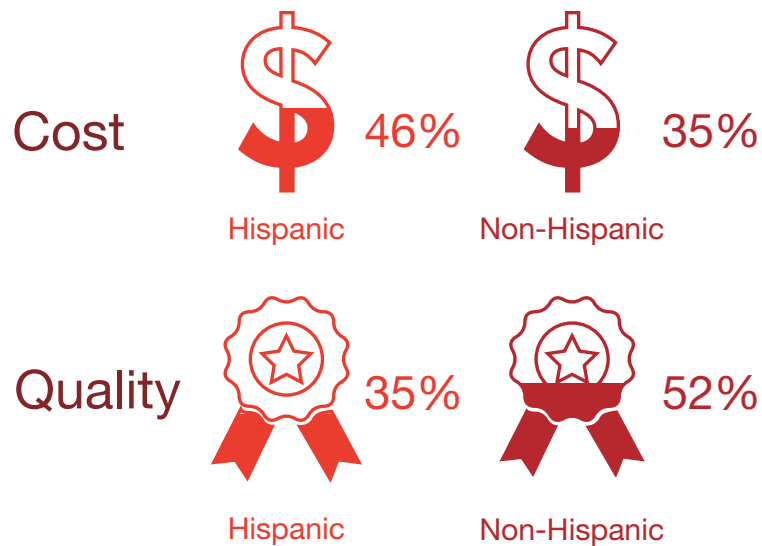
Chart pack

Health Research Institute
2014 May



Hispanics value cost over quality when making decisions about care

When deciding where to seek healthcare, what is most important to you?



www.pwc.com/us/hispanichealthcare

Source: PwC's Health Research Institute, Hispanics: A growing force in the New Health Economy, 2014

Hispanics often seek care in retail clinics

About how many times did you seek care for yourself at a medical clinic in a pharmacy or retail store in the past 12 months?

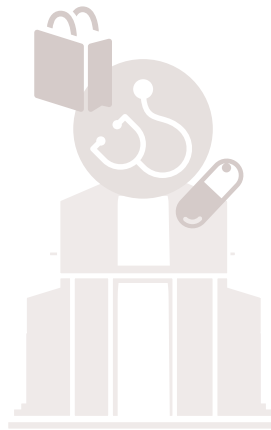
At least
once

Hispanic

57%

Non-
Hispanic

45%



2-5
times

Hispanic

29%

Non-
Hispanic

18%

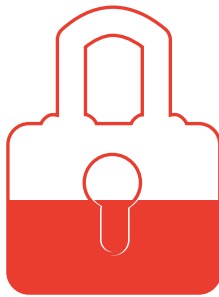
www.pwc.com/us/hispanichealthcare

Source: PwC's Health Research Institute, Hispanics: A growing force in the New Health Economy, 2014

Hispanics are more reluctant to share personal information than other consumers

Do you agree with the following statement?

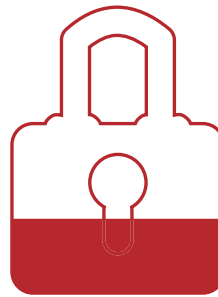
Hispanics



33%

"I am not willing to share **ANY** personal information regardless of the benefits I get."

Non-Hispanics



26%

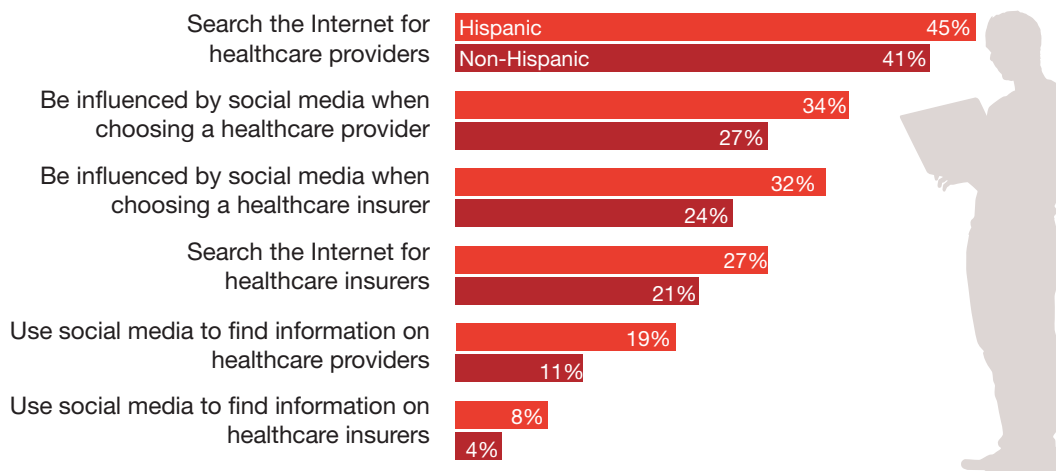
Survey participants who indicated they 'agree.'

www.pwc.com/us/hispanichealthcare

Source: PwC's Health Research Institute, Hispanics: A growing force in the New Health Economy, 2014

Across most age groups, Hispanics are more mobile and social media savvy

How likely are you to use technology with regard to healthcare and health insurance?



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Source: PwC's Health Research Institute, Hispanics: A growing force in the New Health Economy, 2014

How subgroups of Hispanic survey respondents said they interact with the health system

What is the primary language spoken in your home?
What do you consider your Hispanic origin?

Mexican

- More likely to rank **cost** as the most important factor when making healthcare decisions.
- More likely to use an **app** or the **Internet** to schedule appointments.



Puerto Rican

- Less likely to share **personal** information regardless of benefits received in exchange.
- More likely to use a **retail** clinic.

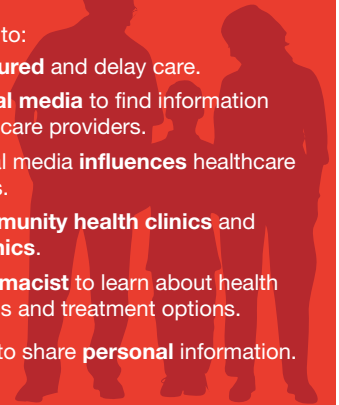


Hispanics primarily speaking Spanish at home

More likely to:

- be **uninsured** and delay care.
- use **social media** to find information on healthcare providers.
- say social media **influences** healthcare decisions.
- use **community health clinics** and **retail clinics**.
- use **pharmacist** to learn about health conditions and treatment options.

Less likely to share **personal** information.

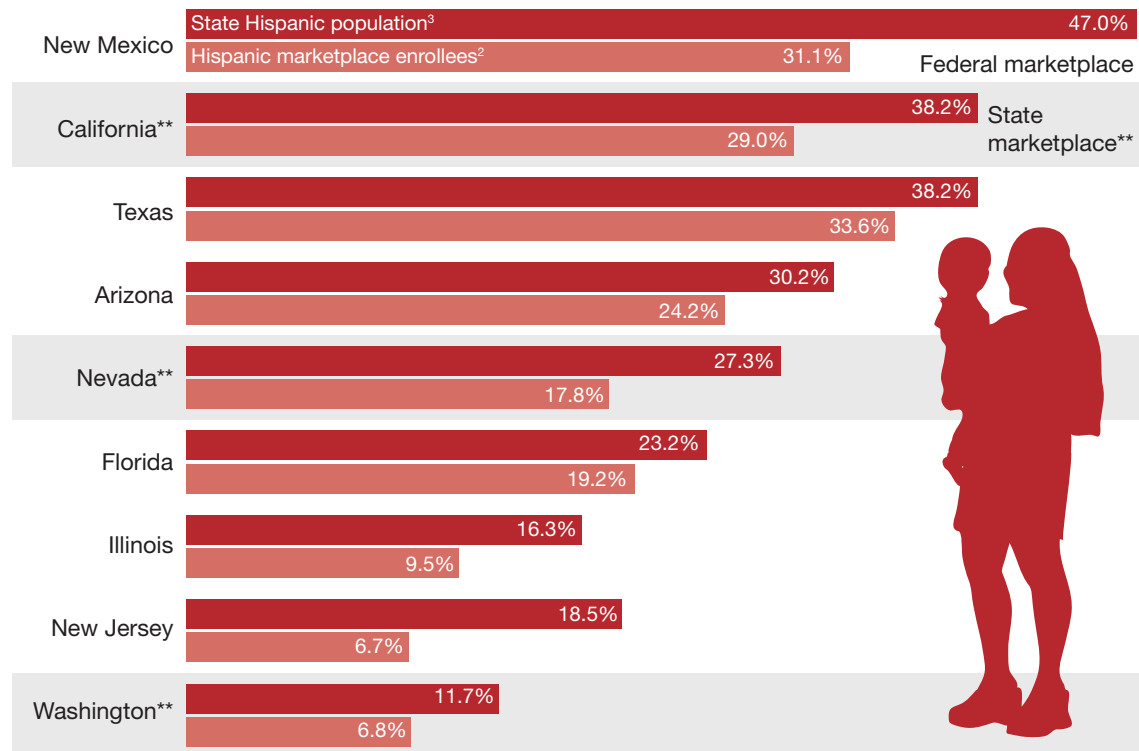


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Source: PwC's Health Research Institute, Hispanics: A growing force in the New Health Economy, 2014

Fast stats on Hispanic enrollment in the marketplace

At the time open enrollment in the health insurance exchanges—or marketplaces—began in October 2013, Hispanics represented 25% of the uninsured population eligible for coverage.¹ At enrollment close, Hispanics accounted for just 10.7% of enrollees in the federal marketplace.^{2*} Some states fared better than others. For example, border states had the highest share of Hispanics shopping on the federal exchange. The following states reported data on Hispanic enrollment.



*The Department of Health and Human Services reports that 31% of enrollees did not indicate ethnicity.

** CA, WA, and NV are the only states participating in the State-Based Marketplaces (SBM) that publicly released ethnicity enrollment data.

1 Gee, ER. ASPE Research Brief: Eligible uninsured Latinos. Office of the Assistance Secretary for Planning and Evaluation, Department of Health and Human Services (2014).

2 http://aspe.hhs.gov/health/reports/2014/MarketPlaceEnrollment/Apr2014/Marketplace_StateSum.cfm

3 <http://quickfacts.census.gov/qfd/states/32000.html>

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Source: PwC's Health Research Institute, Hispanics: A growing force in the New Health Economy, 2014