Consumers want their feedback tied to healthcare companies’ financial rewards

- Strongly agree/agree
- Neither agree nor disagree
- Disagree/strongly disagree

n = 1000

17% 19% 21%

31% 52% 49% 46%

Insurance companies Drug/Medical device companies Hospitals and doctors

Source: PwC Health Research Institute Consumer Survey, 2012
Consumers face a myriad of healthcare rating and review sources

- Consumer forums
- Consumer ratings sites
- Healthcare companies
- Ratings agencies
- Independent, non-profit organizations
- Government/state agencies

Note: Figure does not include all sources of healthcare ratings and reviews.
Source: PwC Health Research Institute analysis
The many faces of healthcare ratings

**The Leapfrog Group**
Hospitals

- Progress Towards Meeting Leapfrog Standards
  - Willing to Report
  - Some Progress
  - Substantial Progress
  - Fully Meets Standards

**Hospital Safety Score**
Hospitals

- A, B, C, D, F

**Consumer Reports**
Health plans

- 1: Worse
- 2: <
- 3: <=
- 4: =
- 5: >
- Better

- Hospitals and drug stores
  - BETTER < < < < > > > WORSE

- Medical groups
  - Higher performance
  - Lower performance

**Yelp**
Doctors, hospitals and pharmacies

- Overall Rating: 3.5 ★★★★☆

**Vitals**
Doctors

**CalHospitalCompare**
Hospitals

- The performance rating icons indicate how well a hospital performed compared with other hospitals.

**Healthgrades**
Doctors

- = Provider Average
- ▲ = National Average

- Poor, Fair, Good, Very Good, Excellent

- ★★★★★ Worse than Expected
- ★★★★★ As Expected
- ★★★★★ Better than Expected

Permission granted by California HealthCare Foundation, Consumer Reports, Healthgrades, The Leapfrog Group, Vitals, and Yelp
Younger consumers prefer social media, older consumers prefer government sources for healthcare reviews

Where have you read reviews for hospitals, doctors, insurance companies, pharmacies, or drug/medical device companies? (Select all that apply)

- Consumer Reports
- Blog or social media site
- Government source
- Yelp
- Angie’s List

n = 483

Source: PwC Health Research Institute Consumer Survey, 2012
Hospital and doctor review activity surpasses other healthcare categories

Have you ever read, used, or written a review on any of the following? (Select all that apply)

- Read
- Used
- Written

n = 1000

<table>
<thead>
<tr>
<th></th>
<th>Read</th>
<th>Used</th>
<th>Written</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital</td>
<td>28%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Doctor</td>
<td>31%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Insurance company</td>
<td>16%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>12%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Drug/Medical device co.</td>
<td>15%</td>
<td>0%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: PwC Health Research Institute Consumer Survey, 2012
For more information

To download the full report, please visit
www.pwc.com/us/scoringhealthcare

pwc.com/us/healthindustries
pwc.com/hri
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