

COVID AND THE CONSUMER

HEALTHCARE

INDUSTRY SNAPSHOT

COVID-19 has changed the way patients seek care. To keep a pulse on how consumers are navigating tough decisions around their health and wellbeing, our Market Intelligence team pulled together a snapshot of the most credible research available — from October and November (2020) — on COVID-19's effect on the healthcare industry.



THE VACCINE



Once a COVID-19 vaccine becomes widely available, **84%** of respondents plan to get it – **3%** higher than those who plan to get the annual flu shot this year.¹



Only **12%** of Americans reported that they would feel comfortable getting a COVID-19 vaccination immediately after one is released.²



say they would wait at least three months and up to **1 year+ to get a vaccine** after its release.³

PATIENT ENGAGEMENT ON THE REBOUND

Significant increases for consumers include:

- Visiting their primary care providers, +12%
- Visiting a lab for tests, +10%
- Staying at a hospital overnight, +2%⁴

“At this time, how comfortable are you seeking healthcare services from your primary care provider?”

Extremely comfortable:	Very comfortable:	Somewhat comfortable:	Not comfortable at all:
30%	35%	29%	6% ⁵

PATIENT-FRIENDLY TECHNOLOGY



The majority (**56%**) are interested in using virtual care to access medical services, underscoring the 10-fold increase in the use of telehealth amid the COVID-19 pandemic.⁶

56% of patients prefer pre-appointment communications to be sent digitally via text message or email.⁷

INSURANCE MATTERS

44% said COVID-19 has influenced – or will influence – their preferred health plan choice.⁸

COVID-19 has spurred **35%** to spend more time researching health plan options.⁹

STAY IN THE KNOW

As consumer behavior continues to change amid the pandemic, so will our monthly updates. Stay connected. Stay in the know. thoughts.rrd.com



Source
1. https://www.prweb.com/releases/accessing_care_in_the_new_normal_44_of_healthcare_consumers_prefer_to_receive_a_combination_of_both_in_person_and_virtual_care_post_covid_19/prweb17539932.htm 2. <https://www.consumerreports.org/life-family/how-coronavirus-has-changed-americans-daily-lives-survey/> 3. <https://www.consumerreports.org/life-family/how-coronavirus-has-changed-americans-daily-lives-survey/> 4. <https://www.theberrylaboratory.org/page/PXPULSE> 5. <https://www.theberrylaboratory.org/page/PXPULSE> 6. <https://www.unitedhealthgroup.com/newsroom/2020/2020-10-29-uhc-covid-19-influenced-enrollment.html> 7. https://www.prweb.com/releases/accessing_care_in_the_new_normal_44_of_healthcare_consumers_prefer_to_receive_a_combination_of_both_in_person_and_virtual_care_post_covid_19/prweb17539932.html 8. <https://www.unitedhealthgroup.com/newsroom/2020/2020-10-29-uhc-covid-19-influenced-enrollment.html> 9. <https://www.unitedhealthgroup.com/newsroom/2020/2020-10-29-uhc-covid-19-influenced-enrollment.html>