

## What They Value:

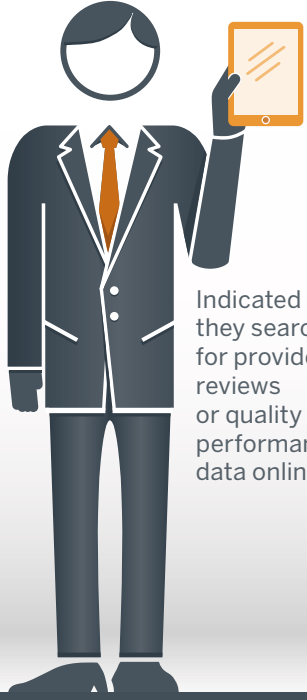
# FIVE TYPES OF CANCER PATIENTS

Due to health plan cost shifting and increased access to provider quality and cost information, patients are starting to play a more active role in evaluating health care providers. To understand how the mind-set of cancer patients is changing, we developed and administered a national survey<sup>1</sup> to answer the following questions:

- When cancer patients choose a provider, which factors weigh most heavily in their decision?
- Which cancer program services and features do patients value most?

Over 600 cancer patients diagnosed within the last five years responded. Data analysis revealed **five distinct patient types**, each with unique characteristics and preferences. To be successful, cancer programs will need to attract all of these patients and retain them throughout their care.

### The Researcher



Indicated that they searched for provider reviews or quality performance data online

### The Traditionalist



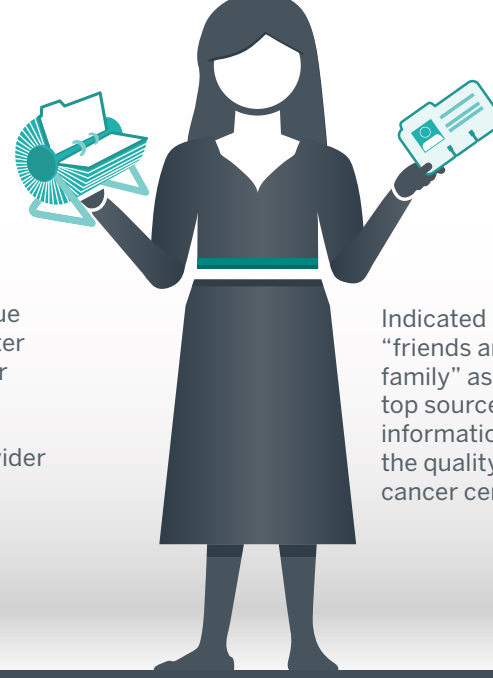
Placed high value on "recommendation from my doctor" when choosing a provider

### The COST-CONSCIOUS



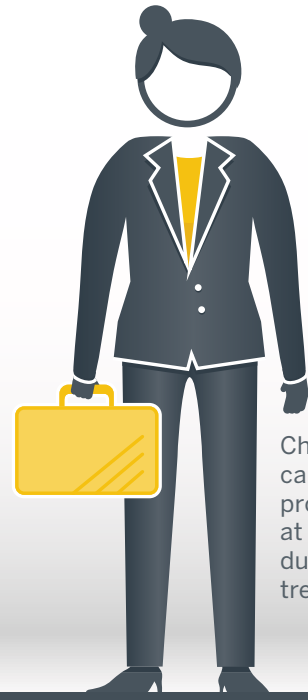
Placed high value on "cancer center is in-network for my insurance" or "cost" when choosing a provider

### The Networker



Indicated "friends and family" as a top source of information on the quality of a cancer center

### The Switcher



Changed cancer programs at one point during treatment

We asked two questions throughout our survey:

**1** When deciding where to go for your cancer care, which factor is the most important to you and which factor is the least important to you?<sup>2</sup>

**2** Thinking about your most recent experience, which service provided by a cancer center would have been the most valuable to you and which service would have been the least valuable to you?<sup>2</sup>

#### The Researcher

The 41% of survey respondents who looked online for quality performance data or provider reviews. Researchers tend to be **younger** and **educated**.

#### The Traditionalist

The 25% of survey respondents who placed the most importance on "recommendation from my doctor" when deciding where to go for cancer care. Traditionalists tend to be **male** and **older**.

#### The Cost-Conscious

The 39% of survey respondents who placed the most importance on "cancer center is in-network for my insurance" and "cost" when deciding where to go for cancer care. Cost-conscious patients tend to be **ages 55 to 64** and live in the **West**.

#### The Networker

The 36% of survey respondents who said that their friends and family would be a top source of quality information on a cancer center. Networkers tend to be **younger** and live in the **Midwest and South**.

#### The Switcher

The 8% of survey respondents who changed cancer providers because they were dissatisfied with their care. Switchers tend to be **younger**, have **breast cancer**, be **educated**, and live in the **West**.

#### COMPARED TO OTHER PATIENT TYPES

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• Accreditation</li> <li>• Patient support services</li> <li>• Ranking</li> <li>• Availability of clinical trials</li> <li>• Recommendation from friends and family</li> </ul>	<ul style="list-style-type: none"> <li>• Technology and treatment options</li> <li>• Recommendation from my doctor</li> <li>• Doctor who specializes in my particular cancer</li> </ul>

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• Recommendation from my doctor</li> <li>• Doctor who specializes in my particular cancer</li> </ul>	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Ranking</li> <li>• Accreditation</li> <li>• Clinical quality</li> <li>• Patient support services</li> <li>• Customer service</li> <li>• Availability of appointments</li> </ul>

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• Cancer center is in-network for my insurance</li> <li>• Cost</li> </ul>	<ul style="list-style-type: none"> <li>• Technology and treatment options</li> <li>• Doctor who specializes in my particular cancer</li> <li>• Clinical quality</li> <li>• Accreditation</li> <li>• Patient support services</li> <li>• Ranking</li> <li>• Recommendation from my doctor</li> </ul>

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• Recommendation from my doctor</li> <li>• Patient support services</li> <li>• Facility and amenities</li> <li>• Customer service</li> <li>• Recommendation from friends and family</li> </ul>	<ul style="list-style-type: none"> <li>• Technology and treatment options</li> <li>• Cancer center is in-network for my insurance</li> </ul>

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• Accreditation</li> <li>• Patient support services</li> <li>• Ranking</li> <li>• Availability of clinical trials</li> <li>• Recommendation from friends and family</li> </ul>	<ul style="list-style-type: none"> <li>• Recommendation from my doctor</li> <li>• Doctor who specializes in my particular cancer</li> <li>• Technology and treatment options</li> <li>• Cancer center is in-network for my insurance</li> <li>• Cost</li> </ul>

#### COMPARED TO OTHER PATIENT TYPES

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• Survivor support services</li> <li>• Extended hours of operation</li> <li>• Social and mental health services</li> <li>• Support services for my family</li> </ul>	<ul style="list-style-type: none"> <li>• One point of contact to help me understand my care</li> <li>• Phone line I can call at any time for help with my symptoms</li> <li>• All of my care takes place in one building</li> </ul>

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• One point of contact to help me understand my care</li> <li>• Multidisciplinary care clinics</li> <li>• Phone line I can call at any time for help with my symptoms</li> </ul>	<ul style="list-style-type: none"> <li>• Financial counseling</li> <li>• Complementary and alternative medicine</li> </ul>

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• All of my care takes place in one building</li> <li>• Financial counseling</li> <li>• Extended hours of operation</li> <li>• Free or discounted transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Support services for my family</li> <li>• Survivor support services</li> <li>• Social and mental health services</li> <li>• Multidisciplinary care clinics</li> </ul>

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• Support services for my family</li> <li>• Survivor support services</li> </ul>	<ul style="list-style-type: none"> <li>• Multidisciplinary care clinics</li> <li>• Online portal to view results, contact care team</li> </ul>

Cares More About	Cares Less About
<ul style="list-style-type: none"> <li>• Financial counseling</li> <li>• Survivor support services</li> <li>• Extended hours of operation</li> <li>• Social and mental health services</li> <li>• Complementary and alternative medicine</li> <li>• Support services for my family</li> </ul>	<ul style="list-style-type: none"> <li>• All of my care takes place in one building</li> <li>• One point of contact to help me understand my care</li> <li>• Online portal to view results, contact care team</li> </ul>