

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.<sup>1</sup>



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



**48%** say they would wait at least three months and up to **1 year+** to get a vaccine after its release.<sup>3</sup>

## 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%<sup>4</sup>

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



## 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.<sup>6</sup>

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

## INSURANCE MATTERS

**44%** said COVID-19 has influenced – or will influence – their preferred health plan choice.<sup>8</sup>

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

## 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](https://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](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.theberylinsitute.org/page/PXPULSE> 5. <https://www.theberylinsitute.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](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>