

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 survey¹ 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



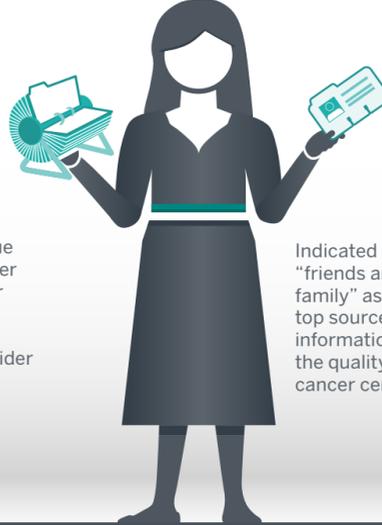
Placed high value on "recommendation from my doctor" when choosing a provider

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?²

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?²

COMPARED TO OTHER PATIENT TYPES

Cares More About

Cares Less About

- Accreditation
- Patient support services
- Ranking
- Availability of clinical trials
- Recommendation from friends and family

- Technology and treatment options
- Recommendation from my doctor
- Doctor who specializes in my particular cancer

COMPARED TO OTHER PATIENT TYPES

Cares More About

Cares Less About

- Survivor support services
- Extended hours of operation
- Social and mental health services
- Support services for my family

- One point of contact to help me understand my care
- Phone line I can call at any time for help with my symptoms
- All of my care takes place in one building

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**.

- Accreditation
- Recommendation from my doctor
- Doctor who specializes in my particular cancer

- Cost
- Ranking
- Accreditation
- Clinical quality
- Patient support services
- Customer service
- Availability of appointments

- Cancer center is in-network for my insurance
- Cost

- Technology and treatment options
- Doctor who specializes in my particular cancer
- Clinical quality
- Accreditation
- Patient support services
- Ranking
- Recommendation from my doctor

- Recommendation from my doctor
- Patient support services
- Facility and amenities
- Customer service
- Recommendation from friends and family

- Technology and treatment options
- Cancer center is in-network for my insurance

- Accreditation
- Patient support services
- Ranking
- Availability of clinical trials
- Recommendation from friends and family

- Recommendation from my doctor
- Doctor who specializes in my particular cancer
- Technology and treatment options
- Cancer center is in-network for my insurance
- Cost

- One point of contact to help me understand my care
- Multidisciplinary care clinics
- Phone line I can call at any time for help with my symptoms

- Financial counseling
- Complementary and alternative medicine

- All of my care takes place in one building
- Financial counseling
- Extended hours of operation
- Free or discounted transportation

- Support services for my family
- Survivor support services
- Social and mental health services
- Multidisciplinary care clinics

- Support services for my family
- Survivor support services

- Multidisciplinary care clinics
- Online portal to view results, contact care team

- Financial counseling
- Survivor support services
- Extended hours of operation
- Social and mental health services
- Complementary and alternative medicine
- Support services for my family

- All of my care takes place in one building
- One point of contact to help me understand my care
- Online portal to view results, contact care team