

In July, 2016 the Center surveyed 1,070 Americans and asked about issues relevant to the healthcare marketplace. We highlight several takeaways.

- Americans overvalue medical care.
- While Americans correctly estimate the cost of care, they do not express a willingness to pay that cost.
- Respondents did not report health insurance premiums as a health care expense.
- The US consumer
  - Really wants to consume healthcare.
  - Trusts physicians.
  - Is generally happy with the current system.
  - Doesn't understand the cost of healthcare.

The largest determinants of overall health are social and economic factors and health behaviors. Medical care is responsible for 10 - 20% of overall health outcomes. However, 660 (62%) respondents estimate that remedial medical care is responsible for 40% or more of health outcomes. Respondents also value an annual physical exam, with 865 (81%) agreeing that an annual physical exam is important to maintaining health. However, the Society of General Internal Medicine as part of the Choosing Wisely Campaign to reduce the use of unnecessary care, states "Don't perform routine general health checks for asymptomatic adults". American's expected benefit from and desire to consume healthcare are not based on fact.

In addition, respondents overwhelmingly trust physicians and want to continue to see their current physician.

The median respondent estimated the cost of an annual physical at \$200, with half of respondents estimating the cost being from \$100 - \$400. These are reasonable estimates; actual office visit costs are typically \$150 - \$200 and lab and other testing can add \$100 - \$150 to the total cost. Despite the high value respondents placed on preventive medical care (ie, the annual exam), they report a median 'high' price for an annual physical as \$100 and a median 'too high' price of \$175.

The median response to the question "How much did you spend on health care last year?" was \$500 and 75% of respondents reported spending under \$2,000 on healthcare over the previous year. While many respondents may have health insurance coverage paid for by a third party, most Americans receive health insurance from employers and the average employee cost for family coverage is \$5,300 (<http://kff.org/report-section/ehbs-2016-summary-of-findings/>). Most respondents do not consider health insurance premiums to be money spent on health care.

