



OSUMC Awareness and Perceptions Regarding “Personalized Health Care”

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Presentation Overview

- Background and Methodology
- Research findings
- Questions



Background/Methodology

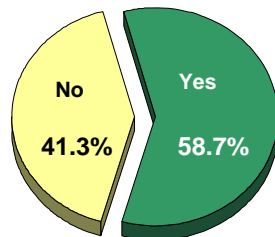
- Measure and track awareness and attitudes regarding OSU Medical Center and competing hospitals in central Ohio
- This is the 5th year of study with this tool with minor modifications each year
- July 2008 study - information obtained from 600 telephone interviews, with over sampling from Dublin/Plain City



Awareness

Q. Personalized Health Care

Have you seen or heard this term used?



- Well over half (58.7%) claim to have seen or heard the term “personalized health care”, although there is some confusion as to what the term actually means.



Perception

- 38.7% appear to have an accurate idea that personalized health care relates to the treatment or care based on the individual
- 21.2% do not know what personalized health care means
- 15.1% relate personalized health care to doctors/staff being personable and spending time with patients



Perception

Q. What do you think the term “personalized health care” means?

(Verbatim comments categorized by most prevalent themes)

1. Individualized

- “Taking into account your individual health status. Personalized health care to get the best results.”
- “Health care designed to fit individual needs.”

2. Service

- “It means wonderful customer service. That’s all I know. The patients are taken well care of and their needs are met very well.”
- “You get what you need. They take care of you. Great service. The food was good. Nurse was always there unless there was an emergency.”

3. One to One

- “That they would take care of me on a one to one basis. They would be looking at me and my needs and not as a large group of people and not listening to my insurance company or the government.”
- “It’s supposed to take a personal interest in their patients. Instead of being in a rush to get you in and out, they need to take more time and sit and listen.”
- “It’s where they treat you one on one.”



Perception

4. In-Home

- "Personal care. They come to your home."
- "That maybe they come out to your house and help you out. Well, if you need something like you need shots or certain medications that you can't do for yourself they would come out to your house and administer those to you."
- "In home. Private."

5. Cost/Health Plan

- "Using your own insurance. That's just the first thing have comes to my mind."
- "An insurance where you could have a choice. You could choose your doctor and hospital."

6. Don't Know

- "I really don't know."
- "Not really sure."
- "I don't know. I have no answer."

7. Privacy

- "Private doctor. A private physician, someone that would give you "A-one" care. I'm not sure other than that."
- "Individual usage. More private."



Perception

8. Disease Specific

- "More suited care for your condition. Like when you have a specific condition, they set up the treatment just for your situation."
- "Just health care directed to specific needs of a person. Like I have leukemia for my personalized health care. I would see someone for my leukemia."

9. Marketing Term

- "It's a marketing term. It's probably a way to communicate to a potential patient what kind of care they provide. It's not a scientific term. It's not a medical term."
- "More of an advertisement. Healthcare is supposed to be personalized in the first place."
- "It sounds like an advertising slogan to me. If I had to come up with a definition it would be something that was all-encompassing care. Someone who would confirm everything about me knowing my environment, my habits, and my conditions. That person would come up with a total health plan for me."

10. Genetic/Research

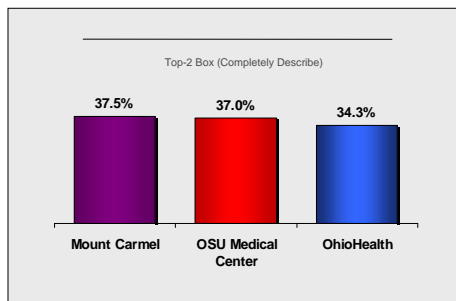
- "They take into account many things when they care for you, like your preferences and your family history and stuff like that."
- "Where they look at your own specific needs and not put you in a classification. That they don't just make assumptions based on age or race; they look at your individual needs."
- "Using genetic information."



Association

Q. Personalized Health Care

How well does this describe the following health systems?



- Consumers did not discriminate much between health systems, with an equal number saying that the term completely described Mount Carmel (37.5%) as well as OSU Medical Center (37.0%).

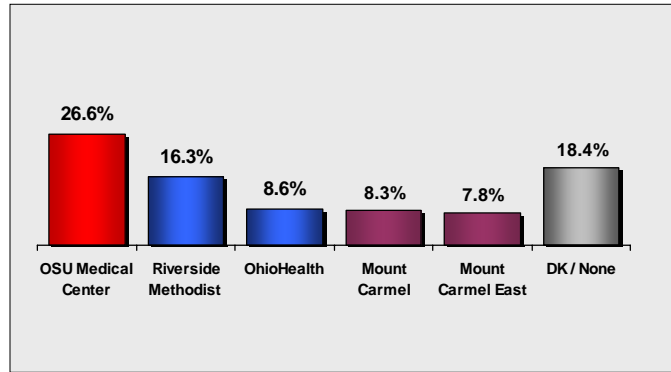


Association

- Q. Personalized health care is the integrated practice of medicine and patient care based upon one's unique biology, behavior, and environment. Personalized health care enables the delivery of the right treatment to the right patient at the right time.
- ***Given this definition, which hospital or health system in central Ohio is most likely to provide Personalized Health Care?***



Once defined, health care consumers were much more inclined to agree that OSUMC is most likely to provide “personalized health care”.



Association

Keywords Associated with Personalized Health Care: (Based on respondent verbatim)

- Devoted
- Tailored
- Private
- Individualized
- Customized
- Personal
- Focused
- Independent
- Specialized
- Patient-centered
- Specific



Conclusions

- More than half (58.7%) have heard of “personalized health care”. Although, there is some confusion as to what the term actually means, 38.7% appear to have an accurate idea.
- Given their current understanding of the term, consumers do not discriminate among health systems when it comes to delivering “personalized health care”.
- Once defined, consumers (26.6%) were much more inclined to agree that OSUMC is most likely to provide “personalized health care”, more so than OhioHealth or Mount Carmel.
- The opportunity exists to explore additional research and message testing related to the term personalized health care so that we begin to “define” it in the minds of consumers and build a strong association with OSUMC.

